

BRAND FUNDAMENTALS

**BRAND STATUS**

**“It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you’ll do things differently.”**

Warren Buffett



### Notes:

## 5 Warning Signs Your Brand May be in Trouble

## Warning Number 1

Your brand doesn't understand your purpose, vision, mission, or values. Therefore, your marketing and business decisions don't reflect them.

## Warning Number 2

Your brand develops marketing campaigns and advertisements and just hope they will work. If your brand does not have a plan, strategy, and guidelines in place, the marketing efforts could be a waste of time and money.

## Warning Number 3

Your employees are disengaged, disinterested, and failing at their roles.  
Your company needs a well thought out brand strategy to unify the team.

## Warning Number 4

Your brand does not have a cohesive brand messaging or visual identity. Therefore, the content is inconsistent and contradictory, leading to consumer confusion.

## Warning Number 5

Your brand cannot be articulated. Without a well positioned and differentiated brand, it will be unable to stand out in the crowded marketplace.



### Notes:

## 7 Reasons Why Brands Fail

## 1 Not Being Authentic

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This is one of the top reasons why most brands fail.

Simply put, don't try to be everything to everyone.

I know it's tempting to try and capture all the potential customers in the marketplace.

You need to define a niche, the right audience, and differentiate your brand from the competition.

Know who your brand is, know what your brand does best, know who your brand serves, and present your brand in that way.

## 2 Breaking Your Brand Promise

One of the main goals in developing a brand is to create a strong connection with the consumer and create loyalty.

One of the main goals in developing a brand, is to earn the trust of the consumer and create loyalty.

In doing so, your brand is making a promise to the customer. If you break that promise, and don't make good on your word, you are destined to fail.

### 3 Losing Connection With Your Customer

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While developing your brand, you will spend a lot of time and energy finding and understanding your target audience. Your brand exists in the minds of the customers.

So to stay relevant, your brand must constantly be connected with your customers and be aware of their ever-changing needs, motivations, and perceptions.

## 4 Lacking Differentiation

Many brands disappear and become irrelevant in the competitive landscape

Many brands disappear and become irrelevant because they get lost in the competitive landscape.

They simply play it safe and don't push the boundaries of uniqueness.

A well defined brand is the ultimate competitive advantage. Define what makes your brand different, and boldly and consistently announce it to the world.

## 5 Misaligned Company Culture

Every brand starts from within the business

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It is critical that everyone in your organization, from part time interns, to upper management, are all inspired by your brand and uphold your core values.

Building an internal company culture of enthusiastic brand advocates will spread through their work, and then to the consumer.

## 6 Confusing Brand Architecture

Remember earlier when I described the difficulty of creating a brand architecture and how beneficial it can be to increasing business performance?

Remember earlier when I described the different types of brand architecture, and how beneficial it can be to increasing brand equity?

Well, as valuable as brand architecture can be, it can also confuse the consumer if it's not structured properly.

If the hierarchy no longer makes sense, your brand could be wasting marketing dollars by targeting the wrong audience, with the wrong message.

Brand architecture should maximize marketing efforts by providing powerful cross-promotion between the sub-brands.

### Notes:

## 7

The marketplace waits for no one. Your brand must constantly be on top of current trends and consumer preferences.

If your brand is complacent, it will quickly become irrelevant.

### Notes:

- Keep your brand promise, be authentic, stay relevant and compelling. Position your brand properly in the market. Your brand should be either better, different, or cheaper.
- Build an internal brand culture that rewards collaboration and challenges the weaknesses of your brand, before the competition sees them. Maintain a positive customer experience and overdeliver on your brand promise.
- Maintain simple, clear, and consistent brand messaging in all marketing and advertising campaigns.
- Stay ahead of the competition and the consumer. Be fresh and innovative with marketing and products. Act as if you know what the customer needs before they do.
- Know when to stop or make a drastic change. If something is not connecting with your audience, don't force the issue. It's the brands that take the offensive approach, that are able to quickly pivot and capitalize on new opportunities.





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# Let's Optimize and Accelerate Your Brand Growth Together!

To take your brand to the next level, I invite you to book a Brand Growth Strategy Call with me.

## What to Expect:

### Comprehensive Brand Evaluation:

I'll assess your current brand and business strategy.

### Tailored Solutions:

Discover how a Brand Audit can benefit, optimize, and accelerate your business growth.

### Expert Guidance:

Receive personalized advice and actionable steps to enhance your brand's performance.



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