

Build Your Brand Equity in Six Steps

Step #1

Provide the Right Product

- 1 Understand Your Customers Needs
- 2 Target Your Strategic Value Consumer (SVC)
- 3 Understand Your Value Equation

Step #4

Create Winning Advertising

- 1 Breakthrough the Markets Clutter
- 2 Provide a Clear Call to Action
- 3 Brand Your Business Prominently

Step #2

Differentiate your business

- 1 Find What Makes You Unique
- 2 Strengthen Your Unique Attributes
- 3 The Small Things Make a Difference

Step #5

Increase Consumer Touch Points

- 1 Spread Your Investment Across Variety of Medium
- 2 Leverage 360 Degree Marketing
- 3 Get Creative with Your Business

Step #3

Keep your messaging consistent

- 1 Keep Your Messaging Clear and Simple
- 2 Focus on Your "Strategic One Thing"
- 3 Be Careful About Making Any Large Shifts

Step #6

Build Trust Among Consumers

- 1 Create a Strong Presence
- 2 Build Lasting Relationships with Customers
- 3 Increase Your Credibility Over Time