

# BRANDING YOURSELF *and* YOUR BUSINESS



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## INTRODUCTION

When you think of a brand the first thing that probably comes to mind is a brand on livestock. Branding of a product should be viewed as the same thing. When you have a successful brand, it sets your product apart from your competition. You want your brand to be able to expand your customer base and increase your market share. The larger your customer base and market share the more powerful your brand will become.

There are many factors that go into making a brand successful and there are even more that go into keeping you brand successful. By learning the basic steps, you will be able to put your brand on the best possible path to success. You will find that marketing and branding go hand in hand. A good brand will help your marketing and strong marketing will help build a strong brand. It is up to you to do your homework to ensure that you make the right decisions to help your company build a strong brand.

Your goal is to build a brand that is the recognized leader in a given category. This makes the consumer want to be aligned with your brand and will seek it out at the store. It will give them the satisfac-

tion that they have made the correct decision for themselves and their family when they purchase your brand.

With the explosion of the Internet, now more than ever, companies have the chance to go global and increase their sales and profits. By following the steps that are outlined here, you will have the information that you need to make your brand successful and have the ability to go global both on the Internet and with a brick and mortar store.

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## EXPAND THE BRAND

**W**hen you have a company that has products on the market, you have to decide if you want to expand the brand or keep it at an even level. Expanding your brand can be a delicate decision because you do not want to do any harm to your brand by expanding too quickly.

Some companies decide to expand their brand quickly in order to benefit in the short term, while others look for long-term success. To look at how brand expansion can weaken your brand you only have to look at car manufacturers. At one time the big three automakers were untouchable, consumers would be proud to state they drove a Ford, Chevrolet, or Chrysler. However, as the automakers introduced more and more models, their brands were weakened. Consumers no longer stated that they drove a Ford, Chevrolet, or Chrysler; they said they drove an Escort, Cavalier, or a New Yorker. This ultimately saturated the market, weakened their brand, and lessened their market share allowing competition the opportunity to move in to their territory.

That is not to say that weakening your brand is a bad thing or will not allow your company to increase profits. If you are in an industry that has weak or no competition, weakening your brand through