



Influence your profits through a strong brand.

Marketing expert Rob Barber, Director at TYGA Marketing Ltd. explains how new marketing techniques are influencing our everyday decisions.

The ability to influence people without manipulating them in today's business world is so important when trying to gain a competitive edge. By using simple brain-triggers through design and marketing activities, you can give yourself an advantage through your branding.

Opposite is a simple demonstration of how the same company can be perceived in many different ways through careful selection of colour, typeface and tone-of-voice.

With people far less loyal to brands than ever before, we need to establish new connections with customers using new marketing techniques to keep ahead of what is a fast-paced environment. One important area which has remained a stand-out asset for any business is their IMAGE.

Modern technology has allowed everyday brands to be discussed socially more than ever before, so the structure of sales and marketing needs a re-think to cater for these new dynamics. For instance, If you have customers who buy from you over the web, they are no longer a captive audience as they were 5 years ago.

Nowadays they are more able graze around or use other technologies to find more relevant solutions to their needs. They can view hundreds of brands within a matter of minutes as they google around the Internet, lunging from one message to another.

How do I get more customers? How do I increase product sales? Why are my competitors more successful than me? These are all important questions which need answering, but before you can address these, you must establish your own company personality.

Why is image so important?

Your image sets the business-tone for the company and how it's perceived. Is it bright & fun? Serious & corporate? Modern & contemporary? or casual & relaxed? a company will falter and eventually stop functioning without a proper image and branding structure in place. In business, many people feel that it is good enough to have a great product or service to succeed – however, this is just a small part of making success happen.

How do you manage to attract the right sort of attention?

- Build a relationship with your audience by introducing your brand in it's own style.
- Create consistency in every touch point of your brand.
- Develop clarity of message across your brand.
- Make your brand easily understood.

If you are looking for a branding solution to take you to that next level, make sure that the agency offers you a free consultation to give you an idea of what can be achieved and what you should expect of them.

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