

WHY THE RIGHT BRANDING IS IMPORTANT FOR YOUR BUSINESS



Small business owners juggle a lot of responsibilities but through it all, it's important to make time for marketing. In fact, your branding will be an essential component to your small business' identity. It'll help shape your brand personality and your customers' perception of your products or services. To learn more, keep reading:

HOW IMPORTANT IS YOUR BRANDING?



66%
of consumers say that a brand's culture and transparency attract them to buy



62%
of consumers want companies to stand up for the issues that they are passionate about



91%
of consumers say they're more likely to buy from a brand they perceive as being authentic



81%
of consumers have indicated trust as being one of the top deciding factors when making brand buying decisions

HOW DO YOU DEVELOP A STRONG BRAND?



Outline your brand's purpose
Understanding your purpose will help you find ways to better connect with your customers.



Research competitor brands
Analyzing your competitors will not only let you see how they're positioning their brands, but it'll also give you more information on your target audience.



Determine brand personality
Whether your brand is playful, serious or adventurous, nail down your personality so you can create messages that fit your products and services perfectly.



Develop brand story and messaging
Telling your brand's story can help you emotionally connect with your target audience.



Create a visual identity
Your logo, website and other branding materials should all reflect your brand's purpose.



Integrate into your business
This means every part of your business should reflect your brand from your store front and website to your email communications.



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