

10

Simple Tips
That Make Your Brand
Sticky And Get Your
Sales Soaring.

X

Not exactly
rocket science, but still a good
reminder about the basics behind
your brand, your team, and your
vision. So enjoy the spin through
our primer on branding and how
keeping it simple can keep your
sales ticking upward.

#1

Identity



Who are you?

Check your brand DNA. Vision is
key. Look back, be present, focus
forward. See if you can pen your
brand's number one reason for being.

That's a start.

#2

Audience



Who are you talking to?

By keeping your customer profile top of mind, you'll sleep a lot easier. Dig deep, the more you know, the better your message. Targeted, true, relevant
Know them well. Very well.

#3

Destination



Where are you going?

Map it out.

Break out the digital compass.

True north?

You can get there from here.

Be clear.

#4

Path



How do you get there?

Big thinking begins with the small steps. See that bright shiny thing sitting in the corner, the "Vision" we spoke of? Keep that in mind when rolling out your brand into the digital and analog world. It will keep you honest.

#5

Content



Let's look at content.

Your brand story is a narrative waiting to be told. Take a step back and see your story.

New thinking, reimagined and reinvented or simply retold in a new way. Stories are powerful, tell yours.

#6

Attention



Your audience

is distracted. Or have you noticed? Make your brand relevant right now, this instant right on the phone, where they live, work, shop, play, study, and spend time. Nobody woke up this morning waiting to hear from you.

Be now, never be boring.

#7

Direction



Have a point of view.

Be clear in your vision, your perspective. Insight is great, so is wisdom. And we can't argue data and statistics. But all of that doesn't mean anything unless you can put it in your brand perspective.

#8

Competition



What competition?

The top three brands that seem to be gaining on you, are ahead of you, or they're busy disrupting the marketplace, and generally being pretty damn smart. Oh, and the real competitive set? Your customers' mindset.

#9

Involvement



ROI. Return On Involvement.

In today's market, attention is currency. Getting it, keeping it, and finding the real value in your customer's attention is brand work, and smart brands are out ahead of the market, leaders always gain traction. Followers do not.

#10

Storytelling



Knowing your digital-ness is good,
but people are more than a search, they
want to see, touch, hear, watch, and be
part of your brand. Give them
your brand texture.

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