

CONSISTENCY IS KING

We all know how important it is to be consistent in working with our clients and prospects. Most of us have developed effective systems for returning phone calls, following up leads, handling paperwork. Consistency is just as important, perhaps even more important, for your strength and quality of your brand. Put simply, consistency in branding means making your look, feel and image reliable and uniform. That consistency helps your clients and prospects have confidence in you and creates the connection that leads to deals and referrals. Lack of consistency will create uncertainty and confusion which means lost revenue because your prospect has chosen to deal with someone who has inspired more of their confidence. In this BrandStorm e-Clip we look at the dos and don'ts to create consistency in your marketing in four important areas: images, colors, typestyles and delivery methods

DOs and DON'Ts

1. Image

DO — Have a single image that represents you and your business. The most effective image is a personal logo, a symbol that connects you and your service to your prospects every time they see it.

Once you have created your personal image, use it everywhere.

DON'T — assume that your picture on a card, especially a standard "mug shot" creates an effective image. Unless carefully done as part of an overall branding campaign, a picture may confuse your prospect.

2. Colors

Colors are a critical part of creating a connection with your prospects. How important? Think about your own reaction to raging red or screaming yellow.

DO — Choose a color set – no more than four colors (including black) that integrate well and complement each other. Use these same colors in all of your printed and Web-based marketing pieces.

DON'T — use lots of different colors scattered around your page or Website for emphasis. That technique may get you noticed but will also look cluttered, leaving your prospect with the impression that you are disorganized.

3. Typefaces

The same dos and don'ts apply to typefaces as to colors.

DO — Use no more than two to three typefaces in a document.

DON'T — go overboard on the number of typestyles and or unusual styles. Too many typefaces and styles make your message difficult to read and understand, as well as cluttered and disorganized.

4. Delivery

When, where and how you deliver your marketing message is as important as what you are saying. Choose a delivery method that is right both for the prospect and for the message.

DO — Develop a set of messages (four to eight) that explains your value to your prospects using the image, colors and typefaces that express your personal style.

DO — ask all your prospects whether they prefer to communicate via e-mail or phone and when is the best time to reach them.

DON'T — use just one form of communication, use a combination of phone, e-mail and direct mail to get the best response.

Being consistent is the most important ingredient in developing a great brand. Your brand enables you to be personal, become a resource and stay connected to your clients when you can't be there in person.

BrandVantage is a comprehensive marketing consultancy firm that delivers the branding success secrets of the world's biggest brands to Realtors who want to accelerate the growth of their businesses.

To arrange for your personal and complimentary "Brand Storming" consultation, please call 916-481-5198.

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