

REASONS TO REBRAND

Sometimes rebranding is as simple as a logo change. Other times, the company's entire image may need an overhaul. Rebranding helps a business grow its image and visibility to reach new prospects and nurture customers. It simplifies the way people perceive enterprises. For a business owner, this is an investment in the future.

1 REPUTATION MANAGEMENT

If your business has a bad reputation, it may be time to change things like your name, as well as logos, and other visual representations of your brand. The rebranding should make a new promise to your customers and re-instill a sense of trust.

2 MARKETING EXPANSION

If you plan to sell to a new demographic, you'll need to create branding that represents the types of customers you want to reach.

3 SALES SLUMP

Rebranding can help align your business focus more towards your target market and create renewed interest in your services.

4 NEW GROWTH

Businesses can easily outgrow their brand, especially if they're reaching new markets that they want to keep.

5 STALE IMAGE

Cutting edge services & products require cutting edge brand. (online writers shouldn't advertise their services with a quill pen, etc.)

6 MAJOR CHANGES / MERGERS

Rebranding is a great way to introduce changes to your customers and build confidence in your buyer when a major shake-up takes place.

7 DOING THINGS DIFFERENTLY

You've upgraded the way you do business – Refresh your image to make a bold new you.

REBRAND EVALUATION

KNOW YOUR VISION

Know what you want to strive for before hiring a branding agency. The people you hire need to understand your company before you spend time and money to rebrand. Filling out the questions below will help you align with your goals.

WHAT ARE YOUR COMPANY GOALS? _____

SUM UP YOUR SERVICES: _____

WHAT DIFFERENTIATES YOU FROM YOUR COMPETITORS? _____

KNOW WHAT NEEDS REBRANDING

Make sure you've taken into account ALL the visual representations of your business. If you rebrand, what aspects of your company need to be updated? Check all that apply.

- | | | | |
|------------------------------------|--|---|--------------------------------------|
| <input type="checkbox"/> LOGO | <input type="checkbox"/> TAGLINE | <input type="checkbox"/> STATIONARY | <input type="checkbox"/> SIGNAGE |
| <input type="checkbox"/> COPY TONE | <input type="checkbox"/> SALES PRESENTATION | <input type="checkbox"/> WEBSITE | <input type="checkbox"/> TRUCK WRAPS |
| <input type="checkbox"/> COLORS | <input type="checkbox"/> MATERIALS | <input type="checkbox"/> SOCIAL MEDIA IMAGERY | <input type="checkbox"/> PACKAGING |
| <input type="checkbox"/> INSIGNIA | <input type="checkbox"/> TRADE SHOW ELEMENTS | <input type="checkbox"/> T-SHIRTS | <input type="checkbox"/> OTHER |

ANSWER THE 'WHY'

Customers are going to ask about the new branding, and you (and your customer-facing employees) need to provide a positive, clear response. A short, one-paragraph explanation should be available to all of your employees to answer inquiries.

RESEARCH THE COMPETITION

Make sure you are providing at least the same level of professionalism while establishing your own unique voice.

WHO IS YOUR COMPETITION? _____

WHAT ARE THEIR MAIN MARKETING TACTICS? _____

WHAT DIFFERENTIATES YOU FROM YOUR COMPETITORS? _____
