How Building Your Brand Image Creates Great Company Recall

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SWOT Analysis

- Unique Service Offering(s)

Characteristics of a Great Brand

- Generating New Leads, Building Loyalty
- Importance of Consistent, Visible Presence

“Your brand is what other people say about you when you’re not in the room.”
Jeff Bezos - Addicted2Success.com

Amazon
How is your image defined in each of these four categories?

Internally?

Externally?

Unique Service Offering(s)

What does your business have to offer that the competition does not?

What do patients love about your company?

What makes your brand stand out or stand apart?

You Don't Have to Be Everything to All People.
What Makes a Great Brand?

1. The brand’s value extends beyond its products or services.
2. Brands need to make a difference.
3. They don’t interrupt, they engage.
4. Engage through emotion.
5. Help people help themselves.
6. Deliver value in every interaction, not just through every transaction.

Resource: http://www.thestrategyweb.com/what-makes-a-great-brand

Leverage Information into Messages for your Target Audience

Primary Audience?

Secondary Audience(s)?

HOW DO WE REACH THEM???

Challenges Facing New Vs. Established Brands

Top of Mind (TOMA)
Brand Recall
Brand Recognition
Unaware of Brand
What is Brand Awareness?

What is Brand Recognition?

What is Brand Recall?

Differences between Aided vs. Un-aided, Top of Mind Awareness

Visibility and Corporate Guidelines

You audience may change, but your communications and purpose should remain the same.

Develop guidelines that emphasize the use of the brand.

Get employee buy-in so that they ask themselves, “How could this impact the brand?”

Be Consistent

“The absence of the... products forces people to consider rival products they used to ignore.”


Leads to a loss of preference for your brand

Instead of maintaining, resources will be spent recouping lost opportunities