

FOUR WAYS TO BUILD A STRONGER BRAND CONNECTION

1 Make it Authentic

First & foremost - be true to your brand. Think about the core values that your brand represents & always advocate that those values permeate throughout the experiences that you are building.

Think about what differentiates you from all others in your industry or category. These are the characteristics that make your brand stand out & are what your audience gravitates towards.

2 Make it Memorable

Human's use brands to help express who they are & that carries a lot of weight. Making an emotional connection through your brand's touchpoints is very important.

A brand experience that is seamless & easy to navigate will bring the biggest reward. Unfortunately, audiences critique experiences that go wrong more than praise the ones that go right. To get them talking about the positive experience they enjoyed, make your brand experience as uncomplicated & understandable as possible.

3 Make it Interactive

Be intentional to speak with your audience and not at them. Having a two way conversation is the best way to immerse them in the experience.

People like to be heard, so make sure you have methods for engaging your audiences & collecting feedback on their experience.

4 Make it Clear

We have learned that the simplest solution is always the best solution. Editing is always the best path towards getting to that outcome. When telling your brand's story, avoid any rabbit holes or distractions that redirects your audiences attention away from building a relationship with your brand.

Keeping the story consistent builds trust with your audience & will create a stronger bond between them & your brand.

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