



## How to Maintain your Brand Image

Identity Management • Content Creation • Providing Consistency

“On brand” is a common phrase that businesses, marketers and influencers have adapted into their everyday vernacular. “On brand” not only signifies the coherence and consistency of their imagery and aesthetics but also the language, key messages and overall mission and vision, or goals and objectives.

What once was compelling and resonated well with audiences can lose its power over time. When the public sees a logo, brand name or color palette that looks outdated, the brand loses its credibility and is perceived as out-of-touch with modern best practices.

What better time than the beginning of the new year to ensure that you’re maintaining a coherent and consistent brand while considering its relevance with the public?

### Here are 5 key methods and strategies to maintaining your brand image:

1. Be sure that your direct audience AND your potential audience understand the significance and purpose of your brand.
  - a. **Questions to ask yourself to achieve this:**
    - i. *Why should someone care about my brand?*
    - ii. *What about my brand attracts my customers?*
    - iii. *What is my current customer base?*
    - iv. *What is my desired customer base?*
2. Keep the messaging consistent.
  - a. **Questions to ask yourself to achieve this:**
    - i. *Does the social media post, written website content, ad placement or blog sound like our business would produce it?*
    - ii. *Is there a consistent tone in our writing from platform to platform? (i.e.; humor, admiration, cheerfulness, seriousness, etc.)*
    - iii. *Do the phrases/hashtags/emojis/lingo resonate with our customer demographics?*
3. Keep the imagery consistent.
  - a. **Questions to ask yourself to achieve this:**
    - i. *Do I use the same color palette throughout every graphic or ad I design or place?*
    - ii. *Do I incorporate accent colors that complement my primary brand colors?*
    - iii. *Is my brand color palette incorporated in my website?*
    - iv. *Is there anywhere else in my marketing tactics that I should incorporate my brand’s color palette?*

4. Place your brand logo everywhere you can. (And make sure this logo is hi-resolution.)
5. Stay active on all platforms that your business can effectively and sustainably maintain while handling day-to-day operations.
  - a. Questions to ask yourself to achieve this:**
    - i. Do I need to post to social media every day?*
      1. *Can I handle posting to four different social media platforms every day?*
        - a. Does this social media platform reach my demographics as well as another social media platform that I'm on?*
          - i. Does my current social media marketing style match the intent and focus of each social media platform?*
            1. *If I feel like I can handle more relevant platforms in my marketing, should I be using other forms of marketing such as email marketing, blogs, vlogs, TikTok, Facebook, Instagram, Twitter or LinkedIn?*
              - a. Is all the content that I'm producing for each platform consistent with my brand image and tone?*
6. Your brand should adapt over time to keep up with current industry trends.
  - a. Questions to ask yourself to achieve this:**
    - i. Does my brand name clearly explain what services are offered?*
      1. *Do I need to consider changing the name of my business?*
    - ii. Does my logo clearly show what my business is?*
      1. *Do I need to update, modernize, redesign my brand logo?*
    - iii. Does my brand's color palette resonate with my customers and my brand story?*
      1. *Do I need to update, modernize or re-select my color palette?*
    - iv. Does my tone in written content read clearly to my customers?*
      1. *Do I need to rework my tone and writing style?*
    - v. Do my marketing platforms effectively reach the desired customer base?*
      1. *Do I need to change my active marketing platforms to reach the desired customer base?*
7. Have a target audience in mind.
  - a. Questions to ask yourself to achieve this:**
    - i. Who is my current audience?*
      1. *How am I marketing to them?*
    - ii. Who is my desired target audience?*
      1. *How should I market to them?*
8. Recycle existing content, especially as a small business owner handling the in-house marketing while managing day-to-day operations on a limited time budget.

Consider these questions as checklist items to check in with the pulse of your brand image as you step into a successful 2022 after a successful 2021! All of these tips and questions can be applied to a brand of any shape and size. All that's needed is the time to answer these questions and implement change where necessary. It's great to be in touch with your brand, as you are your own best marketer.