TURCHETTE
B2B MARKETING & PUBLIC RELATIONS

WHY **BRAND CONSISTENCY** IS VITAL TO YOUR SUCCESS

By Rich Koziol, Chief Creative Officer

Every business hopes to become a recognized name in their respective B2B or B2C space. In order to get there, they first have to build brand awareness. That can be a challenge if they don't first have a solid brand to build awareness around. While it's easy to see examples of strong brands from big businesses like Apple, Starbucks, and McDonald's, it's often difficult to find similar examples from medium-size and small businesses. As a rule, all business brands should follow the same principle big brands adhere to, and that's brand consistency.

What is brand consistency in marketing?

Visual brand consistency should encompass all aspects of your marketing. Any place a customer would engage with your business should have a consistent experience (and a consistent look and feel). It signals to customers that your business has a strong brand identity that is easily recognizable — no matter where they're seeing information about your business.

86%

of consumers say that visual consistency is a key factor in deciding which brands they trust

58%

of people have tried a new brand in the past 3 months they weren't aware of 1 year ago.

FIVE REASONS WHY **CONSISTENCY MATTERS** IN BRAND MARKETING

5

Maintaining stability in branding important. In a perfect world, customers would put their trust in you immediately? Unfortunately, that's not the case. Here are some reasons why consistency in marketing is so important.

1. Consistent branding makes you memorable

The more often people see, hear, or experience something, the better. People need to see, hear, or read something **at least seven times** before recalling it.

2. Brand consistency builds awareness

Businesses with brand consistency are **3.5 times more visible** to customers, which can help your business stand out in a crowded marketplace and get more prospects to learn about your business.

3. Brand consistency contributes to brand recognition

Over **70% of consumers** say they're more likely to buy a product or service from a brand they recognize. Brands with distinct brand and marketing consistency are able to benefit from being easily recognized.

4. Consistency in marketing can inrease revenue

Giving your customers a reliable experience with consistent voice and tone will help to bring new and returning customers to your business more frequently—which **drives more sales**

5. Brand consistency creates trust

Being trustworthy is a major element of a successful brand. Over **80% of consumers** said that they need to be able to trust the brand in order to buy from them. Brand consistency can help create that trust.

SIX WAYS TO BUILD CONSISTENT **BRAND CONSISTENCY**

It can be tough to know where to start when it comes to creating consistency in marketing. This rings especially true when your business is already established and you feel like none of your branding really aligns. Here are 10 tips you use to build brand consistency whether your business is new or 100-years-old!

1. Have a mission statement
A mission statement tells the story of what your company is and how it functions in the world. If you're unsure of where to start in terms of branding, this is a great initiation point since it can help clarify what you wish to achieve with your brand.

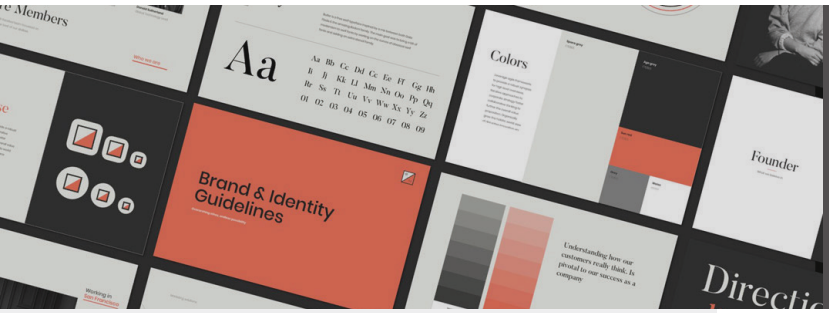
2. Create brand guidelines to avoid mistakes
Establishing the same voice across all your marketing assets is vital in building a cohesive brand. A great way to achieve this is by developing a set of brand guidelines, which will guarantee brand accuracy and consistency, with no room for error.

3. Use the same color palette everywhere
Consistent brand colors can increase recognition by up to 80%! Establishing a color palette for your brand is a great way to build that instant recognition. You can then incorporate those same colors into all your marketing efforts.

4. Put your logo on all assets
Think of your logo as your brand's "first impression" and one of the easiest ways to introduce brand consistency. Any place you can include your logo, you should do so. Be sure your logo aligns with your palette and established guidelines.

5. Support brand efforts internally
On top of ensuring all your employees are familiar with brand guidelines, you'll also want to ensure they're putting them into practice. This will not only present a consistent brand to current customers but will also reinforce the brand to your employees.

8. Know your marketing channels
Since you'll be capturing your audience in all corners of the online and real world, don't let your brand slip through the cracks. Make a list of all places potential customers may see you and then brainstorm how you can apply branding to each of those channels.



"Building credibility and cohesiveness for your brand on all platforms begins with **embracing brand consistency.**"

WANT TO MAKE SURE YOUR BRAND IS ON TRACK? **RUN A BRAND AUDIT.**

A consistent challenge that comes with branding is staying on track with your outbound messaging. Plan to carve out time for regular audits of your branding to ensure things like your blog posts, social posts, paid ads, and local listings all stay cohesive and align with the "big picture."

Keep yourself in check by taking a step back every so often (we recommend monthly, quarterly, or yearly depending on bandwidth) to ensure brand consistency is properly deployed and running like a well-oiled machine.

If you're not sure what to look for...start with a SWOT analysis of your brand!

Strengths: What your brand does well in terms of consistency and recognition.
Weaknesses: How you can improve on your brand consistency and strategy.
Opportunities: What you can do to make your brand more visible.
Threats: Competitors who might be applying the same or better branding tactics.

If you'd like to improve your overall brand messaging and consistency, we'll help develop a successful strategy that will work for you.

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