



## **Stop Wasting Marketing Dollars... until you take this ONE step.**

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If you are struggling with your marketing plan and finding it nearly impossible to generate great marketing ideas I bet this is the reason why.

### **You Don't Know Your Brand.**

A brand is how you present yourself to the outside world. It's that vital match between the outer expression of our business – your logo, your language, your personality and your look – and your inner business reality and culture of your organization.

Take the pain out of marketing, take this one simple step:

### **Know Who You Are**

Knowing who you are – and exactly what benefits your clients can expect from you - makes generating brilliantly successful marketing ideas a no-brainer. Taking the time to complete this one core activity instills a confidence that stimulates creativity and produces the best marketing plans and marketing ideas.

The funny (and tragic) reality is this. You may be clear on your individual marketing tactics and be completely unaware of the jumbled and confused brand image this is creating in the minds of your customers.

**Each tactic may work but the messages each one sends maybe confusing your customers and actually getting in the way of them understanding you clearly.**

We have found it often takes an outsider's perspective to become crystal clear on your Brand and here is the payoff. You will start sending consistent and focused marketing messages that match who you are and magnetically attract your ideal customers.

When you are clear on your Brand, you will automatically avoid these top 7 marketing traps. Collectively they are almost certainly the reason you are having trouble with your marketing plan and blocking those brilliant marketing ideas that are just dying to come out:

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1. **Establish your own unique voice and stick to it** - Stop copying or spinning off your competitors. This way you are guaranteed to attract your Ideal Customers ... ones that are matched to your way of providing product and service. When you resonate with your customer, you naturally and spontaneously attract the right people to your business ... customers that will love you and make a lasting difference to your bottom line.
2. **Be a Timeless Classic.** No matter what is going on in the hype and fads of the marketplace always be true to who you are. Everyone trusts the timeless classic. You will never go wrong and never lose your footing with your customers.
3. **Remember: It's about your Clients ... NOT about You.** Understand what your clients want and give it to them in just the way they like it. Don't make assumptions about what they want ... know it. Too many companies start profiling their customer base and making broad assumptions about how they think, what they buy and what motivates them. Don't do that. Talk to them, open the lines of communication so that you have a deep understanding of what your clients want and how to give it to them in a way that makes them smile – and come back for more.
4. **Eliminate Mixed Messages.** Don't think you can just get by with a part of the marketing package. Everything matters. Words, logos, visuals, layouts, every single item sends a message. Make sure these are all aligned with your essence.
5. **Know yourself from the Inside Out.** Define yourself by reflecting your culture and values in everything you do. Be the maker of your Brand, don't let others define it for you.
6. **Define and understand your Brand.** What is so hot about what you do and how you do it? Putting together a marketing package without knowing your brand is like getting dressed to go out on the town with your eyes closed. Before you do anything else open your eyes, know who you are and how to look your best before you start. When you do that you achieve that vital inside/outside match that leads to a connection with your customer.
7. **Images Matter.** Great visuals – logos, color palettes, photography, graphics, etc. tell a story. Make sure you know the story before using visuals in your marketing materials.

Define who you are by knowing yourself from the inside out. When what you are on the inside matches how you present yourself to the outside you get that vital inside/outside match. When there's no match your brand doesn't stick...not with your clients, not with your employees, and not with your target audiences. But when it does match, it sticks — and that lets you make a connection. Which is really what it's all about, isn't it? Having people connect with you and not your competitor. A brand is who you are, and when you develop it from the inside, your brand is an absolutely unique reflection of you and that breeds success.