

A BRAND FOR THE LONG-RUN

Are you a casual jogger striving to compete as a formidable athlete? If so, experts know that what's needed to achieve your goals is far beyond a heightened commitment to exercise.

If you had enough conviction to achieving athlete status, you'd likely pull a team together to empower you to reach your goals within a desired time frame. A strength coach, a dietician or nutritionist, an endurance coach, a running coach and possibly even select members of the medical community could be called upon as you assemble your best chances of achieving success. Beyond all, you will require specific time and focus to prepare for this improved performance level. Through the combination of more than one of the referenced experts, you will stack the deck in your favor for achieving the optimal success.

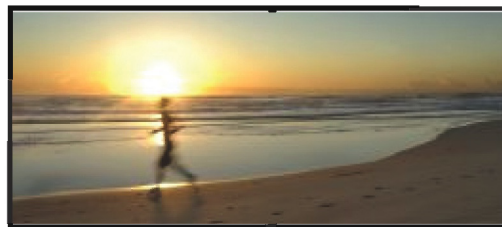
A company's brand competes within the marketplace similarly in fashion to the jogger training to become a world class runner. Achieving a strong and vibrant brand and then working to keep your brand healthy is easiest to achieve once you have assembled a team of experts who are committed to their specific components of the branding equation.

A Team Fit For Success

"A consistently positive experience with your company creates a powerful emotional response with the audience, establishing a positive connection between company and customer," says Michelle Love-Johnson, president of a

full-service marketing communications firm. "However, maintaining this strong brand image is as critical as achieving it initially, requiring an ongoing focus on and commitment to brand excellence."

Establishing a team of experts in each of the following disciplines provides a competitive advantage for your brand that will outperform the competition. This is best achieved when your team of experts is focused solely on that purpose and not distracted by competing daily operating matters.



Big Picture Thinkers/Visionaries

Strategic planners and visionaries will look beyond the immediate circumstances and outline pathways to success. These team members will outline the vision of the brand and its desired customer experience.

Market Insight Experts/Research

From monitoring online social media sites to focus groups and other survey/research methods, market research experts will provide important information that will direct business initiatives, product development and marketing messaging.

Branding and Marketing Gurus

Established professionals, each with knowledge in a specific marketing niche, provide know-how for

successful brand launches and brand maintenance: brand identity, public relations, advertising, marketing, promotions. Remember the importance of both the internet/social media and the power of a proper brand rollout to your internal audiences.

Sales Managers and High Performers
Sales executives are on the front line, providing valuable insights and developing a bond between the company and customer. A properly integrated marketing/sales system that

combines a well trained and positive field staff with an e-commerce solution (or at minimum a positive online experience) is often the winning combination.

Branding experts may be within your company or operate within an integrated marketing firm such as ClearVision Strategic Marketing. "What's most important," stated Love-Johnson, "is that your branding team shares the vision of your company, is honest about your customers' experience and can work as an innovative and cohesive team endorsed by the CEO." SMJ

Branding

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