



How to stand out from the crowd

Here are 6 ways to avoid being an invisible brand.

1. Don't leave it to your customer

The truth is most consumers don't care about your product or your brand; they have too many other things to worry about.

You must make your brand be visible in their lives. You must make it easy for them to follow you.

Ask yourself:

- What are they interested in?
- Where do they hang out?
- How can you add value to their lives?

Then create content on your website, blog and social media that will inspire them.

Once you have their attention, keep them coming back for more.

Interesting content and a consistent brand presence are two of the top reasons that consumers follow brands on social media.



2. Focus on their experience

You can't create loyal customers without a great customer service experience that keeps them coming back. Don't take a customer's loyalty for granted.

- When things go wrong, admit it and make it right as quickly as possible.
- Don't ignore your customers. They love it when you quickly resolve their problems.

3. Be brave and take some risks.

- Do stuff differently.
- Don't just repeat what everyone else is doing. Do this and you only add to the mediocrity 'chorus'.

4. Keep telling the story

Build change into your brand story. The story should be a living-breathing journey. It's not a novel; it has no ending and should be constantly evolving.

It goes beyond what's written on your website.

Everything you do, each element of your business, from the design of your packaging and business cards, to the staff you hire, the support you provide customers and the social media conversations you have, are all part of your brand story.



Every element should reflect the truth about your brand back to your customers and followers.

As I have said before, without a brand you're just a commodity and, without a powerful, inspiring, breathing brand story you're just an invisible business.

You have no way to differentiate your brand or your business.

Creating a brand story is not simply about standing out and getting noticed. It's about building something that people care about and want to buy into.

5. Be everywhere and be aware

As a brand and a business you cannot 'not' communicate, you cannot 'not' market. It's impossible.

It is in everything you do and everything you say. Realise this simple fact and you will look at your brand and your marketing in a completely different light.

You will see your brand as your customers see it, through how you communicate.

Most companies would be better off without a marketing department at all.

Think about it for a moment. When you have a marketing department you're reducing 'marketing' to just another task.

It's not! **It is, in fact, in everything you're doing**



- Every time you answer the phone,
- Everything you say
- Every image you use and word you write
- Every email you send and social media post you do
- Every time a customer uses your product or service
- Every error message that appears on your website or your software
- Every time a product arrives late
- Every time you deal with a complaint
- It's the receptionist at your front desk (if you have one)
- It's those little mints you get when you pay your bill (if you're a restaurant)

It's the sum of everything you do as a business. It's not a box ticking exercise to be completed.

6. Be curious, experiment

Don't just settle for what's easy because it is easy. Be curious.

Curiosity is one of the key driving forces behind creativity, innovation and invention. It can make the difference between whether your business thrives or merely survives.



Curiosity is probably the most important brand tool in business. It is what separates us from the mediocre. Curiosity in business encourages innovation, creativity and enthusiasm.