

Will it Fly?® Educational Brief

Module: Brand Strategy

Section: Evaluation

While sales is one way to determine the success of a marketing campaign, to be sure that your brand campaign is on target, you should listen to your customers, particularly your core target. Use quantitative as well as qualitative methods of collecting information.

Traditional market testing methods such as surveys, focus groups, etc. are beneficial, but also find ways to observe customers in the purchasing environment. If your product sells in grocery stores, hang out there. If selling online, and/or your product's web presence has a direct influence on sales, monitor online activity, such as reviews, customer message boards and social chatter. Listen to your customer service and salespeople who are on the front lines.

Most importantly, take the feedback seriously and find ways to implement needed changes in a timely manner. When customers know that you really hear what they have to say, and when they have a true investment in your product, then this will have a positive influence on your brand.

Whatever your methods of evaluation, the ten results of an effective brand strategy are:

1. Your brand strategy has brought you a competitive advantage.
2. You have overcome apathy in your end user.
3. You have created a totally unique brand, clearly distinguishable from those of your competitors.
4. You have used a clear and simple branding strategy. It is aligned with core beliefs of your target user.

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5. Your brand and your target audience have bonded emotionally. Users have a gut reaction to your brand equity.
6. Your brand promise is so credible as to be above suspicion.
7. Your brand strategy addresses the person(s) who actually plunk down the money for your product.
8. Your brand development and message are so consistent that consumers can relate to it, no matter the vehicle.
9. If your product previously sold under a different brand, you have built upon and maximized its former brand equity.
10. Your brand becomes more effective over time.
