

Branding and Messaging

You know what makes your company – its services, products, and people – unique, but does anyone else? Do consumers know your values and vision? Do they make an emotional connection with your company?

These are the signs of a strong brand.

In its simplest form, a brand is a name or symbol that identifies a product or producer. If well developed, a brand can achieve far more than that. Effective brands create value, set expectations, target the right audience, inspire confidence, encourage buyers, and most importantly, help secure customer loyalty. In essence, brands give companies personality.

It's no coincidence that the most successful companies have strong brands. In marketplaces where customers have near unlimited choices, brands distinguish one company and/or product from the competition and are often a determining factor of success.

Like most things in business, creating and maintaining a brand is a continuous and multi-faceted process. It involves planning, strategizing and constant execution. Once a brand has been formed, it needs to be reinforced through marketing, public relations and other forms of communication.

In most organizations, branding responsibilities tend to fall on marketing departments. Owner-managed and owner-operated enterprises, however, often lack marketing and promotional resources.

WelchGroup Consulting can help you to put the processes and resources in place to ensure that your company is clearly differentiated in your marketplace, that your messaging is understood and positively received, and that your message is delivered in the most effective and efficient way. We also help to ensure that your brand reflects the vision and values of the company through consistent images, stories and actions.

Our branding and marketing professionals provide

these and other services:

- Market research and planning
- Brand strategy including corporate and product identity programs
- Integrated communications planning
- Print and online advertising creative
- Website planning, design and development
- Trade show and event programs
- Sales tools, public education
- Lead generation including search engine marketing

Some of the specific challenges our team of experts can assist you with include the following;

- Repositioning a company that has outgrown its mandate
- Streamlining sales processes with interactive selling tools
- Capitalizing on the potential of the internet to generate leads and build loyalty
- Aligning your company with other respected brands through events and sponsorship
- Helping you stand out from the crowd at your next trade show

Powerful brands resonate with the hearts and minds of your customers and prospects. WelchGroup Consulting can assist you in creating a brand that people will not forget.



Dragan Veljovic, M.Sc. (E Eng.), is Past President & CEO of WelchGroup Consulting. He brings over 20 years of international leadership experience in the public and private sectors.