



eBook

HOW BRANDING GROWS YOUR BUSINESS

Strong branding brings more customers



For any business, effective branding is crucial to long-term growth and success. Branding gives customers a visual understanding of a company's purpose and value. It attracts interest from new customers and reaffirms the trust and loyalty of existing clients.

Branding opens customers to a series of interactions that help them decide whether a business' prices and services meet their needs and budget.

A customer's decision to buy is not always immediate, especially when it comes to buying and building a home. It takes place in a number of steps that begin with simple awareness of the business and its services to multiple interactions that grow trust with the consumer. Finally, the consumer arrives at a point of consideration and

finally purchasing. Marketers call this the customer journey.

Branding and the customer journey

Branding gives a company a head start in the customer journey, carving out an important place in a customer's memory. Branding makes the business and business owner recognizable at a time when the customer is considering a purchase.

A company without a strong brand will be forgotten and never move along the customer's journey toward a purchase.

Because a strong brand equates to more customers and more revenue, it's important that you build a strong brand for your business.

Read on to learn how to get started building a strong brand.

Learn the important elements of a strong brand



The first step toward building a strong brand is finding the story of you and your business. You can talk about your origins and how you've started.

Be sure to share any challenges you've faced and overcome and how that's helped shape your passion for building. You should also talk about the successful projects that you have completed for your set of happy and satisfied clients.

In the end, the brand of your business builds an emotional connection with your prospective customers. It also demonstrates that you are a trusted partner in making your client's dream of building a home a reality.

Your story can be told through various elements:

1. Brand name, logo and colors

These are the most visual and recognizable aspects of your brand. Customers must make an instant connection to your business when they think of home building or renovation.

2. Design or theme

The feel of your brand must resonate with your customers. From building family homes to constructing elaborate frameworks, your brand's design must reflect your building expertise.

3. Your work examples

The most important part of your branding is to display the final product. Customers make that connection with your brand when they see samples of your completed projects.

4. Your relationship with customers

Word of mouth and referrals are the strongest assets in your marketing toolkit to attract new business. Keep in mind that these are earned through testimonials and reviews that directly reflect previous customer satisfaction and should be utilized in all brand channels.

A strong brand connects with homebuyers



Building a home is a personal process. Homebuyers are building a space to spend time with family and friends. They want a space of their own; a space that reflects their story and the stories to be made in those walls. As a builder, you are the painter of that canvas and experience that journey right alongside them.

Understanding that the project is both a financial and emotional investment is part of a home builder's mission.

As a builder you must understand that this requires a great deal of trust on the part of the customer. They are entrusting a great deal of time and money with your business.

Branding is an opportunity to begin building this trust from the very first time a potential customer comes across your business. Over time, your brand will come to represent everything that a customer thinks and feels about your business.

How effective branding helps builders



1. Branding creates awareness

The more recognizable your brand, the more interest you'll attract. A strong brand brings customers to you. As you interact with more prospects you can decide who is your core customer.

Branding requires work and effort. In his book *"Shoe Dog"*, Nike founder Phil Knight says,

"How can I leave my mark on the world, I thought, unless I get out there first and see it?"

2. Branding differentiates you from your competition

You want customers to immediately identify your brand to your projects. Your brand in time should represent something unique about your business that no one can match.

This quote can also be used to reflect the role of branding for your business.

You can only leave your mark if your customers can see your brand out in the marketplace.

3. Branding earns customer recognition and loyalty

With strong branding, the level of recognition and loyalty will increase business leads. The more people talk about your brand, the more customers will come your way.

Fortunately, there are many ways to do this.

How to communicate your brand

Once you've established a brand, you have many options to reach customers through brand messaging. Initially, you start small to test your story. As you grow more confident in your brand, you can expand your messaging to a larger audience.

Core elements of brand messaging



Who are we?



What's our tone of voice?



What makes us unique?



How do we build trust?



What makes customers choose us?



What makes them come back or refer us?

1

Online marketing – start small



Blog — If you haven't yet set up a small blog page, do it today. It's an affordable way to communicate with potential customers and a great place to ask for feedback.



Company website — Once you've tested some ideas with potential customers, your company website is a great place to start rolling out your brand. At this point, you can still make changes to your brand without spending a great deal of money. There are a lot of free and inexpensive website-building tools on the market. Whether you decide to build it yourself or hire a website developer, your website should have these **9 key elements** to help drive business and your brand:

1. Services landing page	What all do you offer?
2. Location landing page	Where all do you operate?
3. About us page	Your story
4. Consultation or RFQ page	Be first to quote!
5. Portfolio page	Show them your work!
6. Careers page	For when you need an extra hand
7. Contact page	Include your name, address, phone, and email
8. Branding	Maximize brand recall — incorporate your core branding elements in your website (<i>brand name, logo, colors, design, theme, customer voice, and brand messaging</i>).
9. Testimonials	Let the voice of your old customers establish trust in the new ones.

2

Modern platforms - social networking



Social media — A strong and simple way to grow your brand is to meet your customer where they get ideas and shop around. Social media is a simple and inexpensive marketing channel that allows you to engage with your customer in real-time.

Start by choosing one-to-three social platforms to run a business page from. Whether it's Facebook, YouTube, Instagram, Tiktok, etc., start by sharing simple content like:

- Before and after project photos
- Photos and videos from active job sites
- Industry news and insights
- Awards and accolades you win
- Your company story
- Trade tips & tricks
- Customer testimonials

3

Traditional marketing channels – scale up

Once you've established your brand and are building more business, you can invest in traditional marketing channels. While more expensive, traditional channels are great for localized brand growth and recall.

Traditional Marketing Channels



Radio



Print



TV ads



Local
newspaper
/magazine



Direct mail
(postcards/
brochures/
flyers)

What to do next

Create a strong brand story and logo to resonate with your target audience.

Increase your branding presence online – Find more customers online because everyone is on their mobile. Read how to do this [here](#).

Build a marketing strategy using various methods to boost brand awareness. Find out more here with [our handy eBook](#).

Interested in learning how construction software can help you find more work and grow your brand?

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