

# The importance of Branding

A few issues ago, I asked businesses to start thinking about what made them unique or special in the market. This thought process is very important because consumers have more choices than ever before. To stand out amidst the sea of product, service or even city choices, you must have a strong "brand". You accomplish a strong brand image through a process called "branding". So, what exactly is branding?

**The definition of branding is:** *The entire process involved in creating a unique name and image for a product (good or service) in the consumers' mind, through marketing campaigns with a consistent theme. Branding aims to establish a significant and differentiated presence in the market that attracts and retains loyal customers.*



Sometimes, it is difficult for our businesses seek a state of uniqueness. We have a tendency to want to emulate other businesses success. In Main Street, we sometimes call this the R & D effect (*rip-off and duplicate*). While it is OK to emulate processes, we don't want to become exactly like another entity, and we need the ability to differentiate one business, product, area or city from another in a positive and real way.

While the unique differences within a single business is generally built on creativity, product mix or even unique historical aspects, we must communicate those differences consistently to a **TARGETED** audience (*people that we want to utilize our business that have a predisposition to our message*). Never underestimate the power of repetition when combined with a strong message in a marketing campaign.

Businesses with a strong brand can improve sales, increase loyalty and draw customers from a larger area. The same can be said of cities or other geographic areas. Now that you know a little bit more about what branding is, are you interested in finding out how to strengthen your brand? If so, make plans to attend the Kansas Main Street Quarterly Training on January 21 in Marrysville, Kansas. This training is **FREE** to all Emporia Main Street Members, but we need to reserve your spot **SOON**. Contact Emporia Main Street, reserve your spot and **lets strengthen YOUR brand in 2010**.

Quarterly training is a function of the Kansas Main Street program and the Kansas Department of Commerce. These programs are designed to create economic growth through the participation of proactive Main Street members from throughout the state.

Back to home page: [www.emporiainmainstreet.com](http://www.emporiainmainstreet.com)