

Branding Like a Super Star

When you brand your business, you make it easily identifiable by all prospective clients. When used effectively, branding is a great marketing tool. You can either brand your business strategically or let it happen by accident. We suggest you take deliberate steps to brand your practice in order to get more positive exposure. Here are 6 ways to brand your business like a super star:

1. Website

Competitive businesses have professional websites. If you don't have one, you should invest in one soon. Current and prospective clients appreciate learning more about your business and your services through a reliable website. You want your business to stand out from the competition, and this is one way to do that. Ensure that your business name, logo, and mission are clear. These characteristics will typify your brand and make it recognizable.

2. Memorable Numbers

Scott Gerber, author of a recent post on Entrepreneur.com, suggests using vanity numbers in order to better brand your business and make your practice more memorable. It sounds campy, but many businesses are memorable because their phone numbers are impossible to forget. 1-800-account is easy to recall long after a prospective client sees your advertisement in the phone book or hears it on the radio.

3. Automated Phone System

Gerber also suggests getting an automated phone system. Using toll-free numbers and virtual assistants, your small business will sound like an upscale, big business. Even though you may be working from your home office, when using an automated phone system, your current and prospective clients will imagine a more professional storefront.

4. Business Card

Every professional recognizes the value of a business card, but have you used your business card

as another means to fortify your brand? Like everything else about your accounting practice, your business card should stand out and make a memorable impression. Use color, high-quality paper, and even size to differentiate your business card from the rest; the cost will be well worth it. Also remember to carry your theme (logo, slogan, etc.) throughout your business card as well.

5. Corporate Overview

In an article entitled “9 Branding Tips for Small Businesses,” Nick Rice suggests creating a corporate overview to leave with all prospective clients. This one page document shares your mission, your target market, your service benefits and your contact information. This will provide individuals with something to which they can later refer.

6. Community Participation

Rice also suggests participating in community events to gain more visibility and to solidify your reputation as a business owner interested in supporting local residents and services.