



BRANDING vs MARKETING: How to Turn Your Business Into a Brand



Today, business is not just about selling your product or a service. You might come across a jargon of words while building your business. But, branding and marketing are two crucial concepts you come across a lot while building and growing your brand.

But before we start understanding these two terminologies, let us be clear that **Marketing and Branding** are two different concepts. The truth is if you want your business to grow it is important to know the concepts, their differences and how effectively each one should be used to raise your business to the next level.

Interics Designs - the [best digital marketing company in Pune](#) provides you as the most experienced and professional **marketing and branding agency** in helping you build and grow your business. Our services also include **packaging design, product launch strategy, brand identity packaging** and effective marketing strategies.

What is Branding?

Branding is an approach of building a sturdy and optimistic impression of your organization, products and services which gives you an advantage over your competitors. This can be achieved by effective branding which involves combining the brand's logo, mission & vision statement, [brand positioning](#), brand values and a Suitable brand voice for your business. However, it is significant for you to know that branding always comes before marketing.

How Branding Helps Your Business

1. Define Your Brand Persona

Your business needs to have a great brand personality to make a loyal customer base and engagement. An impactful brand persona can be influenced by the strong insights you manage to gather by applying the correct tone of voice according to your target audience and correct values.

2. Helps You Understand Your Customers

To communicate effectively with your customers it's important for them to know your brand and connect with it. To establish this, your business needs to have a promising **brand identity** which you can obtain with the help of a prominent **branding agency** like **Interics Designs**.

3. Improve Customer Experience

Even though you don't have complete control over how your customer might feel about your brand, product or service, it is your responsibility to match your brand promise and guidelines in every customer interaction and touch point you have with your audience. By delivering what your brand promises you can effectively refine your customer experience.

What is Marketing?

Marketing is the management process that involves both, company and customers, which leads to the exchange of goods and services for consideration. Marketing usually involves a number of different strategies; advertising, selling and campaigns that will help your business make profits.

All these activities help you identify what are the needs and requirements of your customers after determining your target audience, market size and the profit goal. However, the purpose of marketing is not just generating profits but also building a stronger bond between your brand and the customers as well as helping the brand stick to its values and promises.

How Marketing Helps Your Business

1. Raise Your Sales

It's a simple fact, if you apply the right marketing strategies and tactics, you will make more sales. The real challenge is to determine the right strategies and tactics as well as to apply them at the right time. A professionally driven **digital marketing agency in Pune** like **Interics Designs** helps you use the right marketing strategies leading to benefit your business from the core.

2. Managing Brand's Reputation

Maintaining your brand's reputation should always be the most important and your primary focus. This is so because of the increasing awareness amongst the consumers. Today, your audience will thoroughly research your brand, its product and services before opting for it.

To maintain the same, today we have a new marketing gimmick termed as **Reputation Marketing**. Any experienced **advertising agency**, **Branding agency**, **digital marketing agency** will use positive marketing tactics and a precise monitoring strategy to help you maintain as well as grow your business reputation.

3. Understanding Your Market Place

One of the core advantages of marketing is that it helps you learn and understand the marketplace you're working in. Just knowing the customers won't be very helpful unless you also learn the marketplace. This way you adapt to different strategies, brand personas and **brand positioning** for your products and services. Knowing the marketplace also helps you set the correct price for what you're selling and extract more profit from it. The more deeply you understand the marketplace the more effectively do **new product launches**, re-establish your services with the help of trends or even reshape your business model.

Difference between Branding & Marketing

We are pretty sure, by now you have understood both the terms i.e. branding and marketing. And might have started wondering how exactly they differ from each other... Don't worry, the answer lies here

While marketing is used to promote and highlight your products and services in front of the customers, branding is used to consistently and actively shape your brand, creating a reputation and image of who you are.

1. While marketing helps you get customer's attention, branding is used to keep that attention on your business.
2. Marketing makes you sales, branding gains you loyalty & brand recognition.
3. Marketing strategies keep changing according to the need, but branding is build forever
4. Marketing is performed for the customers and the business, branding also leaves an impact on the team.
5. Marketing influences customer's instant buying decisions, branding influences customer's buying decisions by leaving some positive impacts on the consumer's mind.
6. Marketing speaks to the target audience, branding targets & speaks to the emotions.

Conclusion

Branding is your initial step followed up by marketing to create a perfectly growing business by applying certain strategies, tactics and campaigns to sell your products and services as well as build loyalty among your target audience.

Choosing a **digital marketing company** like **Interics designs** can help you build your business by using correct marketing and branding strategies. We also provide you with services like - **Packaging Design, New Product Launch, [Brand Launch](#), Brand Positioning, Product Launch Strategy, Product Launch Ideas, [Brand Identity Packaging](#)** and many more.