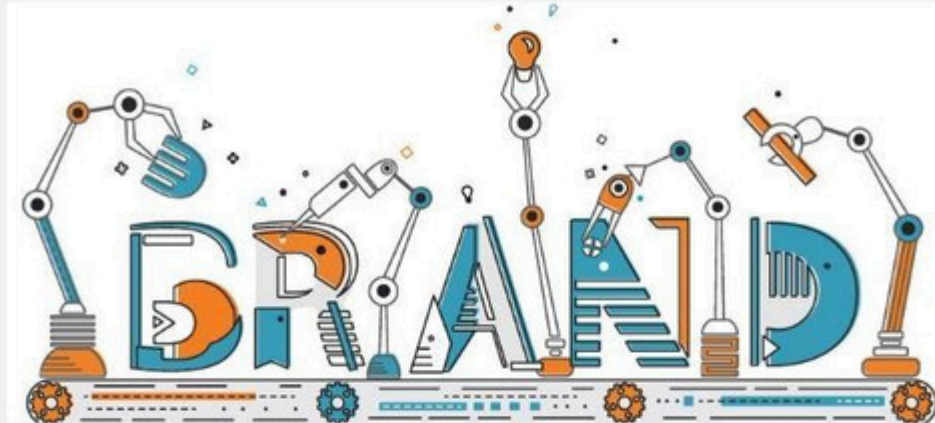




Brand Development Process



Brand Development Process



Branding can be an intimidating concept for a business, and especially for manufacturing companies. Many industrial manufacturing companies choose to forgo the act all together, instead relying on word-of-mouth and referrals to attract new business. In fact, many players in the industry feel that branding for manufacturers isn't as important.

To help you tackle this daunting initiative, we've created this comprehensive guide on the many aspects that go into successfully branding your manufacturing company. Read along or jump to the section that interests you most:

- The Brand Development Process
- How to Establish a Strong Brand Identity
- The Elements of a Powerful Industrial Brand
- Developing Brand Loyalty
- What to Expect When You Engage with Grant Marketing

How to Establish a Strong Brand Identity

Brand identity is comprised of what your brand says, what your values are, and how to communicate your concepts to your consumer base. As Jeff Bezos says, "Branding is what people say about you when you're not in the room." Brand identity is

the personality of your business and a promise to your customers which helps to establish emotional connections.

For manufacturers, product-centric marketing has been the go-to strategy for years, but now in the instant gratification digital age, you have about 20 seconds to make an impression. Can you clearly communicate the excellence of your product in this short time frame? What will keep your leads interested long enough to convert is the impression you leave on them and their overall perception of your company.

Grant Marketing



75 Arlington St Suite 500, Boston, MA 02116, United States



617-861-7412



<https://www.grantmarketing.com/strategy/brand-development/>