

# STEP UP SERIES

Strategies, Tactics, Evaluations,  
Principles to Upskill & Progress

A Biweekly Business  
Newsletter



By Shanker Viswanath

## Why Powerful Brands Pay Off & Help You Grow Your Business?

From my Desk to Your Laptop, a Biweekly Connection.

- Shanker Viswanath

At a conference in Pune recently, I sat down at a table and exchanged my business card with another gentleman. I looked at his logo, and he studied the name on my card.

"I know that logo. We've been in touch in the past," I said.

"That's right. I know your name," he said.

Neither one of us could recollect how we know each other. He had created a distinctive visual identity for his design services, and I had devoted effort to growing my LinkedIn account.





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## What is Branding?

**Branding is the process** of creating distinctive and durable perceptions in the minds of customers or prospects.



Your brand is a story unfolding across all customer touch points.

-Jonah Sachs

**A brand is a persistent, unique business identity** intertwined with associations of personality, quality, origin, liking and more.



Although most people **associate brands** with big companies, **the smallest of enterprises** can use branding techniques with great rewards.





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A home-based craftsperson tying a nicely designed tag on all her products, telling the story of who she is and where her creations come from, is actually branding her work.



When the local market bundles groceries in bags bearing its logo instead of generic "Thank you!" or plain bags, it's branding.



Take a moment or two to think about the brands around the place you live. It could even be the Grocery Store or the Dairy from where you get your milk. Why do you do so? Their name stands for "Trust" in your mind.



"A brand is no longer what we tell the consumer it is – it is what consumers tell each other it is."

– Scott Cook



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People relate to people, and if your brand feels like people, they'll relate to you, too.

-Laura Busche

## Why Branding Pays Off

- **Memorability:** Easy to remember
- **Loyalty:** People buy from you again and again
- **Familiarity:** It induces liking and you are likely to be recommended
- **Premium image:** It can lift what you sell.
- **Extensions:** Helps you to introduce new products or services under the same logo





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## Why Branding Pays Off

- **Greater Equity:** You will get paid better when you decide to sell it off
- **Lower Marketing Expenses:** You must invest in building a brand but once established, it gets you higher return on investment
- **Lesser Risk for Customers:** Customers Trust brands as they perceive lesser risks when they buy from them

For the reasons stated above, and more, branding fattens your bottom line.



“The power of the brand is not in the name but what has been invested in that name over the years.”

-Bernard Kelvin Clive

“Your personal brand is a promise to your clients... a promise of quality, consistency, competency, and reliability.” -Jason Hartman