

## **Branding your Services**

### **Importance of Giving Your Company an Identity**

Gaining knowledge about successfully branding a business is something small business owners should do before opening a business. The American Marketing Association (AMA) defines a brand as a "name, term, sign, symbol or design, or a combination of them intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of other sellers".

Branding is all about the perception of a product or service. Branding is about getting your potential customers to see you as the only one who provides a solution to a particular problem.

### **Branding and Customer Loyalty**

One important aspect to note about branding is that appropriate branding creates loyalty amongst customers. A lot of very successful companies and firms like, Home Depot, Sony, Prada, Apple and Google are very popular because of their branding efforts. These company names are synonymous with the solution to certain problems. Wal-Mart is known as the one-stop shop for low prices, Apple is very well known for its 'i – products' and Google is known for exceptional searching capabilities. These companies are definitely not the only ones that offer these services at affordable prices in their various industries, but due to branding, they have built themselves very loyal customer bases.

The Grooming Institute of Canada can show you how to Brand your industry quickly, efficiently and will great success for both now and well into

the future. Remember you must “build” your business to eventually be able to “Sell” your business, and this is done thru Branding!

Contact us to arrange for a meeting on Branding your Business!

Call us today 905 278 2115