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# **The Importance Of Branding Your Business Image**

Branding, as a whole, is essential for any serious business because a company's brand is what distinguishes it from its competitors. In today's computer age, it is necessary for most businesses to have an online presence to stay competitive. An effective internet branding, just like its offline counterpart, helps bring awareness to your unique business offering and drive customer demand. br /

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While World wide web branding offers huge opportunities for business, in order for it to be effective one needs to attract and engage its customers. This isn't easy on the internet. Branding is not as easy as putting up a website and adding your company logo and slogan. Your internet branding strategy should make your online brand noticeable and apparent. br /

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Branding utilizes hi-tech tools to create an online presence for your business. Graphics and animation, a compelling web copy, and overall website design that reflect your company are some of the important elements that will bring your online brand alive. An attractive website that helps customers easily and quickly find the information they need is the key to getting customer interaction and eventually, business. Your branding plan should include good design elements and ease of use to create an effective overall impression. br /

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A prominent online image will make the difference between a customer who buys from you online or switches to your competitors. Remember, that online customers can just leave your site and go to your competitors at the click of a mouse. A lot depends on the impression they get from your site. Branding seeks to convey an immediate unique message about your business to your target clients. br /

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Think of your brand in terms of what the customer gains when it is viewed by each of his or her five senses-hearing, seeing, tasting, smelling and touching. In a nutshell your brand is the result of everything your prospects senses can pick up on about you. br /

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It's the image you present at all times. From the company's logo and color scheme all the way to the manner in which your employees dress. Think of what your colors portray. Are they giving the message you want to give?br /

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It's what your prospects hear from and about you. From what they hear about you in the media to how your customer service team handles incoming complaints. Are former customers likely to speak kindly about you? Are you and your employees pleasant when you speak?br /

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It's the gut feeling your prospect gets in all their dealings with you. From their satisfied or unsatisfied interaction with you to the relationship building activities you carry out. Do customers and prospective customers feel they can trust you? Do they feel your honesty?br /

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It's the pleasant or unpleasant scents that get associated with you covering everywhere from the scent of your product or facility, to even your employees. Do customers get a scent of cleanliness? br /

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And lastly it's also the tastes that get associated with you. From the taste of your product (if it's a product meant to be tasted) to the quality of coffee or tea you serve.br /

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