

ORCHID

B | Jersey
Business



WAYS TO

BUILD YOUR BRILLIANT BRAND

31 ways to build your brilliant brand

Every business needs to market itself, but many simply don't know where to start. In this ebook, we bring you a smorgasbord of ideas to kick start your marketing and crack on with building your brilliant brand.

At ORCHID, we are passionate about seeing businesses of all sizes thrive. We love working with companies from all economic sectors and, over the past 12 years, we've got to know the stuff that really works. 31 of our favourites are covered in the next 24 pages.

We really hope you enjoy it. If you do, please share it with your friends and colleagues. A hard copy version is also available. If you'd like one to keep to hand, just give us a call.

Good luck and keep in touch to let us know how you get on.

The ORCHID Team

Your business and your brand

Whether you are already in business or are thinking about setting up, you need to think seriously about your brand. More than just your logo, your brand is a visual and verbal representation of your business. It communicates what you do and how you do it. It is the promise that you make to your clients and customers when they buy from you.

So, step one, take a dispassionate look at your brand to make sure it represents your business and that you can satisfy your brand promise in every customer interaction. Step two, use the ideas in this book to help build your brilliant brand.

Good luck and remember, we are here to provide advice and support wherever you are on your commercial journey. Pop in or give us a call if there is anything we can do to help.

The Jersey Business Team

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31 WAYS TO BUILD YOUR BRILLIANT BRAND

1 Define what success looks like



Always start with the end in mind. Ask yourself what success looks like for your business. By defining SMART (specific, measurable, achievable, realistic and timely) objectives, you are creating a solid foundation for building your brilliant business.

Specific: what exactly do you want to achieve?

Measurable: how will you identify and evidence progress?

Achievable: do you have the capability to achieve your goals?

Realistic: is the goal realistic with resources and time available?

Timely: when will your goals be achieved? What's the time frame?

An objective could be:
to be more profitable.

A smart objective would be:
to increase sales by 20% within 18 months.

Your objectives may include: to increase profit; grow market share; increase sales; launch new products or services; build brand awareness; target new customers; enter new markets; improve stakeholder relations; increase donations; recruit volunteers and so on.

The objectives you set to define success will be influenced by your business aspirations; regardless of whether you are a for-profit or not-for profit organisation.

2 Really know your customer



Do you really know who they are and how they behave? You can spend, and waste, an awful lot of money using a scattergun approach to your marketing – firing lots of shots in the air and hoping one or two will hit the target!

Take some time to think about your target audience and their behaviour. If you don't know the answers, then do some research - you'll save significant time and money in the long run.

What is the audience demographic?

By age, gender, location.

What is the audience dynamic?

Time rich/time poor, cash rich/cash poor, always online/IT illiterate, passive/aggressive etc.

What do you want and need to communicate?

What is the desired outcome and how will it be measured?

How frequently do you want/need to communicate with them?

Which communications methods are most appropriate?

Consider: advertising; face to face meetings; events; presentations; outreach activity; promotional literature; website; videos; social media; direct marketing; news stories in the media and other tactics relevant to your specific industry.

It's time to build your brilliant brand with a focused, not a scattergun, approach.

3

Understand the competition

Whilst we don't advocate getting overly hung up on what your competitors are doing, it is vital you understand who is competing with you for your customers' time and money. You need to know how your customers choose between you and the competition - is it based on price, reputation, expertise, image, word of mouth and/or something else?

It's time to play detective.

Get online and look at their websites. Follow their social media channels. Look at their ads. Read the paper: are they in the news? Talk to their customers (if you can!) and try to understand:

- Their size / market share;
- Their level of expertise compared to yours;
- If they have a good or bad reputation;
- How fast they are growing (or shrinking);
- What resources they have - staff, financial, backing;
- What image they have built, what marketing they do;
- What they say are their unique selling points;
- What their strengths and weaknesses are.

By knowing what you are up against, you will understand what threat they pose to you and be able to articulate how and why you are different (and better).

4 Be clear about your role in life



Sit down and ask yourself:

- Why does your business exist?
- What difference do you want to make?
- What legacy do you want to leave?

Defining your purpose will motivate your team, attract customers and keep everyone focused on achieving success. Everyone, at every level of your organisation, needs to understand and support your vision and the role they will play in making it happen.

Write your BHAG (big, hairy, audacious goal) down. It needs to be short, clear, memorable and easy to understand.

For inspiration:

Nike's is simple and powerful - Crush adidas.

Ford's was ambitious - I will build a motorcar for the great multitude... when I'm through, everybody will be able to afford one and everyone will have one.

Apple's is passionate - To make a contribution to the world by making tools for the mind that advances humankind.

What's yours going to be?

5 The power of testimonials



Last time you went on holiday, what influenced you more; the hotel's website or their reviews on TripAdvisor?

These days, it's most likely the latter. Nothing beats others becoming your advocate; raving about you, your service or product. That's because happy clients sell you better than you can. Client success stories create trust and prove your credibility. They speak to your prospect's doubts and desired results. They create community.

So, how to get good testimonials? Firstly, and most importantly, give a client great results. Then consider whether you will use a review site or ask for direct feedback. Also think whether you would like testimonials at a company level or to recognise an individual.

Know when to ask. Use achievements as a springboard.

Think how to ask. It shouldn't be 'tell us how great we are', but rather 'may I feature your story on our website to inspire others?' Remember, results make the most compelling testimonials, not manifestos about how funny and cool you are!

When sharing, include the client's name, company details and ideally a photo. Using just initials looks fake, and a face to the name adds gravitas and can also show off the smile you generated.

6 Define your brand's personality



For many, when you say brand, they think logo.

A logo is part of your brand but it's not the whole story, not by a long shot.

Your brand is the experience customers have when they do business with your company. Your voice is your brand: the words you use, the tone your copywriting takes, the way you answer the phone, the style of your letters. Your 'visual' representation is what wraps it all up in a cohesive package. It includes colours, typefaces, logo and overall graphic style.

What drives all of this is your brand personality. Which end of the spectrum does your brand fall?

Personable/friendly.....Corporate/professional
Spontaneous/high energy.....Careful thinking/planning
Modern/high tech.....Classic/traditional
Cutting edge.....Established
Accessible to all.....Upscale

By defining your brand personality and reflecting this consistently in what you do, say and promote you will start to rapidly build a brilliant, recognised brand.

7 Build a brilliant website



In this age of impatience, an average visitor spends just 20 seconds deciding the worth of your site. So, you need to make the right impression, and quickly.

The three pillars of a great website are:

Content should answer the question 'what's in it for me?' The information you provide should be useful, unique and fresh.

Navigation should be simple to use and uncluttered. Ensure it is easy to see what is available on your site, encourage visitors to journey around the site and make it obvious how to get in touch for additional information.

Design, make sure graphics and layout contribute to that first impression. Think about what image your site (and brand) is trying to convey and make certain everything contributes something towards that goal.

Do you have a strong call to action, with words that urge your visitors to take an immediate next step? Does your site convey credibility? A good website instils trust.

Finally you have to think SEO - Search Engine Optimisation. This is how successful your site is at coming up in search engine results organically (i.e. without you paying for the privilege of showing higher up Google's results). Your content and how it is written plays a huge role in determining where you are ranked in a search engine's organic results. And last but by no means least, make sure your site is responsive - compatible for viewing on a mobile device. Internet usage on mobile devices now exceeds that on PCs and Google are starting to penalise sites (in search results) that aren't responsive.

8 Keep track of your contacts



Remember how pleased and special you felt the last time a friend remembered your birthday? Imagine making all your customers feel so valued.

A Customer Relationship Management (CRM) system is the magical business tool that tracks a company's interactions with its current or future clients, but is it really necessary? Even if you have a great memory, do you want to limit your business by the information you can store in your head?

If you use notepads and calendars, what if you lose them? Spreadsheets get outdated, and can fall into the wrong hands. Business cards are important for collecting customer data but not when lying on your desk! Emails aren't shared or centralised. All miss something important; collaboration.

A customer database increases in value when everyone works together on populating it with essentials.

When working well, CRM can keep your business co-ordinated and organised, managing your tasks and collating your communications. It can provide metrics, monitoring successful projects or the best method to reach your customers. It can even predict the future, based on past performances.

By pulling all pertinent client information into one central location that is easy to update, you literally can have everything you need to know about your customers at your fingertips. Even their birthdays!

9 Gain insights from research



Gut feel can get you a long way when you are starting to think about where you are now and where you want to get to. But in order to track your progress, you need to establish benchmarks and insights that can be measured over time. These will relate to the objectives you set (remember article 1) and might include understanding existing customer engagement; potential customer engagement; sales achievements; the beliefs and opinions of your audiences; levels of awareness of your product and service, and so on.

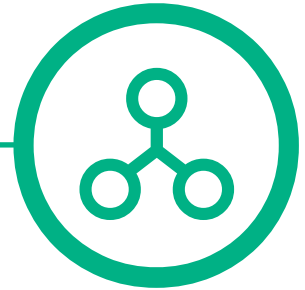
There are two types of research:

Quantitative: generating numerical data or data that can be transformed into useable statistics. A simple example would be 8 out of 10 cats prefer Whiskas (remember that one!?).

Qualitative: used to uncover feelings and opinions and to delve deeper into a topic than you can with quantitative research. This type normally takes the form of a discussion (one to one or in a group).

So how do you go about this research? Quantitative includes online surveys, paper surveys, face to face interviews, telephone interviews and online polls. Qualitative research methods include focus groups, one-on-one interviews and participation observations. Qualitative research normally includes smaller sample sizes because targets are carefully selected and you don't want so many taking part that they don't all get to voice their opinion. For comprehensive research, we strongly advocate you using an agency.

10 Network your way to success



Networking goes hand in hand with a brilliant business, but, let's be honest, most of us dread walking into a room of strangers. Here are a few handy hints to help.

Firstly, keep in mind your goals for participating in networking meetings, so you pick groups that will deliver. Visit as many groups as possible that spark your interest to see if they feel right; think Chamber of Commerce, Institute of Directors, Breakfast Clubs and other local networking groups.

Authentic networking is about being genuine, building trust and relationships, and seeing how you can help others. By becoming a powerful resource, people remember to turn to you for ideas and names of other contacts, keeping you visible.

When in meetings, ask easy questions. Start with 'may I join you?' and 'what brings you to this event?'. Then don't forget to listen! Forget the sales pitch.

Networking is about relationship building and the rest will follow. Instead, share your passion. You will win others over with your enthusiasm for your product or service.

Lastly, remember to follow up. If you've had a great exchange, ask your conversation partner the best way to stay in touch to share ideas.

Now go for it!

11 Be useful



Probably the most valuable piece of advice we have for building your brilliant brand in the year ahead is: don't be amazing, be useful.

The world we live in is changing, rapidly. Today, more people are going online via their mobile than any other type of device: researching, sharing and engaging on the go, 24/7. Almost overnight, the world has got really exciting for brands. Suddenly, your ability to reach customers directly and to create meaningful two-way conversations, often cutting out the middleman media owner, has become a reality.

To engage effectively with customers, brands are becoming publishers in their own right; taking control of their messages and the creation of their own content.

In today's digital age, attention is earned, not purchased.

As Jay Baer says in his brilliant book, *Youtility*: "smart marketing is about help, not hype".

Why bother? Great content ensures: you guarantee visitors return regularly to your website and social media sites; you inevitably rank higher in Google searches; it demonstrates your expertise and friendliness; you attract attention and make your brand more interesting than that of your competitors; you trigger engagement and start to build valuable relationships and ultimately you generate leads and increase sales.



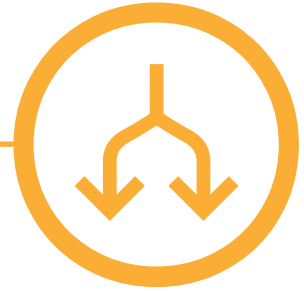
12

Get your stories heard

You've bought into the concept and potential of content but how do you go about it? Follow these five simple steps:

1. Build profiles of your customers. Knowing what your customers need to know and why they purchase from you is absolutely critical to successful content creation. Understanding the lives, desires and fears of your customers and prospects is key – identify their problem and find a way to solve it.
2. Define what content you can create to add value to that relationship. Always ask yourself, is what I am planning to create sufficiently engaging and useful to be shareable?
3. Create a content strategy and editorial calendar to plan a sustained and systematic approach to your content creation. Consider what, when, who and how? Then stick to it!
4. Create and promote your content. It's no good creating this stuff if no-one knows it exists. Think of it like this - content is fire and social media is gasoline! So you need to seed your content onto key sites, to your contacts. Promote it in your other promotional ads and activity.
5. Evaluate how you've done, learn and evolve your approach.

13 Exploit your 'owned' channels



With the boom in digital activity, we are seeing the more traditional marketing channels (like press, TV and radio advertising) converge with online. In turn, new ways of structuring and planning your marketing activity are emerging. One of the most popular ways of planning to build your brilliant brand is to think about your 'owned', 'earned' and 'paid' channels.

Owned Media: describes the channels you own, i.e. your website; social media sites; blog and events, as a means of reaching your target audience(s).

Paid Media: describes the media you pay to be involved in. Examples include print, broadcast and online ads; paid search and sponsorships.

Earned Media: this often describes media coverage generated from PR activity you have undertaken. It is also used to describe 'noise' made about your brand by your own customers when they promote you and share your content.

The ideal is to think about all three channels and how they work together so that you maximise the return on your investment (both human and financial). The brilliant opportunity you have today is to build and exploit your 'owned' channels. The benefits are numerous: you have total control over them; there are cost efficiencies; they help you build long term, two-way relationships with your audiences; they are flexible and they can be highly targeted.

14 Be a bit more social



Small and large businesses globally are using social media to contribute to their success and growth. These days, a decision on whether to build a presence is considered a no-brainer. As well as sharing content with swathes of potential customers, other benefits include:

- Social media lets you increase brand awareness and reach with little to no budget.
- It makes it possible to know your audience and create meaningful relationships.
- It also allows you to receive instant feedback from your customers' perspective.

Social media is an easy way to generate leads and can increase website traffic and search ranking. So which platforms are best?

If you think Facebook and YouTube are your best bets because they are the most popular, think again. Popularity doesn't necessarily mean the right fit for your business. You need to explore the channels, their strengths and the profile of their users.

For B2B (business to business), for example, think Twitter and LinkedIn. For B2C (business to consumer), and particularly if your company has a visual offering, think Facebook. Photos account for 93% of the most engaging posts on Facebook. YouTube is a great way to instil confidence in your brand through video. Want to target men? 68% of Google+ users are male, whereas 92% of Pinterest pins are made by women. The secret to social success lies in knowing what you want to get out of social media, finding the right channels and adjusting your approach accordingly.

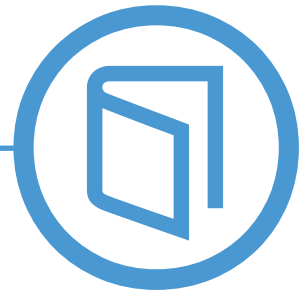
15 Pay to promote your social side



In 2013, Internet advertising surpassed newspaper advertising. Social media advertising is now an impressive driver of leads and sales. Facebook, Twitter and other social networks are filled with hundreds of millions of consumers. Why wouldn't you take advantage? To help make the best use of these valuable advertising opportunities, here are a few handy hints:

- Firstly, understand social media channels. By knowing who is using which site, you can promote your products to the appropriate audiences.
- Then target desired viewers. The detailed targeting functionality ensures a tailored message is seen by the preferred individuals.
- Integrate social media ads with social media posts. Two impressions are better than one!
- If you're already sending out tweets and posts, you will see the messages that are resonating with followers. Track the high-performing messages and use them in your adverts.
- Avoid ad fatigue by rotating ads every three to five days to keep content fresh and engaging.
- Most social media ads are viewed on mobile devices. Adverts should be optimised for viewing on small screens.
- Lastly, learn. Every ad you place should teach you something about the next. Constantly refine your ads to make the impact of your campaigns grow and grow.

16 Pay to put it in print



With the growth of social media, print advertising has suffered a significant reduction in popularity. However, it is still a valuable marketing tool. Read on to make the best of it...

1. Think campaign, not ads. Print media is most impactful when part of an entire marketing campaign.
2. Address the right audience. Make sure your ad is placed in the best part of the publication for your target market.
3. Have a visual focal point on your ad. With so much competing advertising, make your ad stand out with a clean design and simple, standout elements.
4. Create an 'aha' moment. Your ad should show your customers a new way to achieve a goal or provide unique insight.
5. A good ad should have a compelling and clear call to action. Highlight a strong benefit in your headline and body copy, and close by providing a next step.
6. More on where the ad is placed: a right-facing page position is preferred as a reader receives a last impression before flipping to the next page. Readers also notice inside covers and back pages so it is often worth investing in these premium positions.
7. Think repetition. Increase visibility by repeating ads to build impact. A potential customer normally only takes action after they have been exposed to your message a number of times.
8. Track the results. Ask enquirers and new customers how they found you and filter out the ad spaces that aren't converting whilst doing more of those that are.



17

Keep good company

Ever thought of serving on a committee or board related to the industry you are in? If you can find the time, you will quickly benefit from the experience and you'll help build your personal as well as your business brand.

Reach out to the organisations to which you feel you have something to offer. You can start by offering to speak, participate on a panel or host a workshop on your area of expertise for their members.

Convert this content into an article for their newsletter or website. If possible, volunteer to sit on the committee or board.

In Jersey, target associations could include: the Institute of Directors; the Chamber of Commerce; the Breakfast Clubs; Digital Jersey; Jersey Arts Trust, STEP and the Construction Council.

Another alternative is to offer your expertise to the non-profit sector. The Association of Jersey Charities is a good first stop if you don't have a preferred charity. They will direct you to charities that require support and could best benefit from your knowledge. By sitting on the board or committee of a charity, they benefit from your insight and pro bono support and you raise your profile whilst positioning your business as a caring and responsible organisation.

18 Shout your news out loud



So, you've got something you really want to shout about and YOU think it's news everyone will want to hear. Before you dash off a few thousand words and ping that email to your local news desk, stop and think.

Writing a press release takes time and skill. Journalists and editors receive hundreds of missives daily. Make their job easier, and you stand a greater chance of success. Here are six things you should always do and a few you shouldn't:

Do:

- Know exactly what you want to say and stick to it.
- Make your story compelling - great writing takes time but saves time for the media.

- Use words sparingly - write tight and write right.
- Think about structure - pedestrian copy will walk straight into the bin.
- Check it - once it's in print that careless mistake could cost you.
- Remember the 5W's - Who, What, Where, When and Why?

Don't:

- Fret about headlines - media have professionals to create these.
- Write and run - media may want to speak to you.
- Chase the journalist - it's a sure way to get your story spiked.

19 Make friends with the media



You may think it's either impossible or unwise to make friends with the media, but journalists are just people too. Respect that they have a job to do and that they are bound by codes of ethics; understand the boundaries and you can build mutually beneficial relationships.

It's not about being a tittle tattle or a grass; find out which journalists are interested in your business sector and make contact with them.

Have a coffee or a beer and ask them about their job, what their deadlines are, how many stories they have to write, what pictures do they like to have with their stories and whether it would help to have a technical viewpoint from time to time.

It's unlikely a journalist will want to be your best buddy (they wouldn't want to put themselves in an awkward position) but they will appreciate a helping hand now and then.

So find out what you can do to make their lives easier and, in so doing, build a relationship of trust and respect. In time you will find that you are the 'go-to' person for your industry.

20 Tap in to diary dates



Notable dates and national celebrations can be a great way to spark an interest in a product or service you provide. National Bath Safety Month may not seem very inspiring but if you are in the business of health and safety, or perhaps first aid training, it could be a useful conversation opener with your customers or with the media.

The important thing to remember is to find diary dates that you stand a chance of having more of a voice on: so for example Red Nose Day, World Book Day or even Halloween create a lot of 'noise' but it's difficult to stand out because so many businesses are involved.

What about National Pie Day if you're a baker? National Beer Day if you brew ale? National Handwriting Day if you sell stationery?

There are, however, some days that you may struggle to hang your coat on, no matter what you do: Step in a Puddle and Splash Your Friend Day (for outdoor gear specialists?); Appreciate a Dragon Day (for blacksmiths – think about it); and our favourite – National Nothing Day (for no-one in particular – obviously).

For inspiration on the more weird and wonderful date celebrations, visit www.nationaldaycalendar.com.

21 Send a letter



A letter? Are you mad?

Hear us out on this one. Statistics show that levels of pleasure (and therefore engagement) go up when someone receives a personal letter in the post that isn't a bill, or spam mail.

Writing letters is nearly a lost art but it is one that is worth rediscovering. Make sure you hand-write it, perhaps on some personal cards. If you can afford it, have them printed with your name and contact details. Write neatly and legibly; unless you are a doctor in which case you are forgiven!

Taking time and care to write a letter or card says so much about you and your brand.

So the next time you want to invite someone to something, thank someone for something, or tell someone about something, think about writing a note and popping it in the post. It may take longer to get there than email but it will show that person you took time and care to say what you want to tell them; it is therefore important to you, and should be so to them.

If you want some inspiration, dip into 'The John Lennon Letters'. The book captures a lifetime of letters, collected for the first time, from the legendary musician and songwriter.

22 Enter and win awards



Businesses of all ages and size can enter awards. To stand a chance of succeeding you need to allocate a decent amount of time to pull together and write your submission; there really is no short cut to doing it well. Even if you aren't successful, the process itself has huge benefits. Most awards require you to take a good long look at what you did and are doing, how you are performing against your objectives (and your competitors) and to illustrate success. The process of stopping for a day and analysing your performance can only be a good thing - for both insight and morale.

If you are shortlisted and go on to win, the additional benefits far outweigh the investment made in writing and submitting your entry. It's brilliant 'free' marketing! Your brand awareness increases, reinforcing your credentials to existing as well as potential customers.

You can promote your success on your company collateral and you will usually enjoy media coverage too. You get a chance to celebrate your hard work and success, inevitably boosting internal morale and motivation.

In the long term, your credibility increases because an award win, shortlisting or nomination is like a very powerful third party endorsement. This is great for attracting and retaining staff as well as customers.

To find out more about the best awards for you to enter, speak to Jersey Business, the Institute of Directors, ORCHID and your industry association.

23 Link in on LinkedIn



We're going to go out on a limb and moot that LinkedIn is the best online professional network you will find, and that anyone who is serious about their career should have an account. An easy way to understand it is work stuff goes on LinkedIn and party/social life goes on Facebook. We would suggest the two types of content shouldn't cross over! In a nutshell, LinkedIn allows you to build your resume-inspired profile, with focus on your CV and the roles you have held / currently hold, and to connect with other professionals. You can also build a profile for your company on LinkedIn.

There are multiple reasons for using LinkedIn, which will help you build your brilliant personal and business brand.

These include: to find clients; to find great talent and hire new recruits; to keep up with what your professional network is up to; to network with others through professional groups;

to raise the profile of you and your business; to post useful content that your network will be inspired to share.

For many, being active on LinkedIn is as uncomfortable as in-person networking. But if you follow some basic principles, you can have a painless presence and benefit from the access it gives you to invaluable industry insights and professional networks. As an absolute minimum you should make sure you have a findable and visually appealing profile. Use a work picture, not one of you on your last holiday and include all pertinent career information (it's great because it affords you far more space than a traditional CV). LinkedIn becomes more valuable the more time you invest in it so start participating and influencing those in your market.

It takes time, but it will be worth it.

24 Keep clients front-of-mind



Show your clients that they are always in your mind: when you are reading a magazine, newspaper or book; when you are watching a TV programme or film; when you are listening to the radio on your way into work; when you are relaxing in the bath after a hard day (OK, well maybe not that last one!).

One of the key things that will make customers choose your brand over a competitor's is showing that not only do you care about them; you also understand them.

Sending a customer a copy of a great book you think they will enjoy or learn from; or sharing a link to some valuable research or trends information that can help their business;

or recommending they take a look at some great (appropriate) content online is a positive way to reinforce your brand's affinity with the customer.

It doesn't take a lot of time but it does take a great deal of thought. It shouldn't be a once-a-year event but a sincere gesture whenever it is appropriate and relevant.

25 Sponsor something special



Sponsorship is great for boosting your visibility. No longer just the domain of the larger companies, many SMEs are embracing sponsorship opportunities to improve their company image and credibility. From awards and corporate events to charitable activity, sports clubs and education initiatives, the opportunities to sponsor relevant projects that reflect your brand ethos are endless.

Sponsorship is great for so many reasons: it helps differentiate you from your competitors, can help you forge deeper and better relationships with your customers and it can help showcase your skills, products and capabilities.

But where to start? Determine what your goals are. You want people to associate positively with your brand by actively engaging with it.

If all you do is passively put your logo on things, you'll see little return on investment. Hold back some funds to make the most of your sponsorship; don't blow your whole budget on the sponsorship itself.

So, for example, if you are sponsoring an event then as well as the upfront cost, consider how you can maximise interaction with your brand, for example: through offers, trial, generating media coverage or capturing participant data.

Sponsorship is an investment and it's up to you to maximise your return from it. One last thing – always have an agreement in place so all parties are clear about what is and isn't included.



26

Embrace the power of video

Video is no longer a nice to have; it is an essential part of all communications planning, whether it's for internal or external use.

With the explosion in the use of PDAs and smartphones and the advent of super-fast broadband, it has never been easier or more effective to employ video as one of your communications tools.

Many professional communicators still see video as a wall to climb, believing it's too complicated or expensive. In fact, it is neither; these days a good quality, interesting video can deliver more punch per pound than a standard press release and picture. And with the growth in online news platforms, there are more channels available for distribution than ever before.

If you are thinking about using video to ramp up your communications activity, then here are five golden rules you need to consider:

- Know exactly what you want to say before you press record; content is king with video.
- Keep your message simple, and keep it brief. Anything longer than two minutes is an eternity in the digisphere.
- Make your video informative, useful and add value. Don't use it as a sales pitch.
- Be professional at all times and make sure everything looks and sounds on-brand.
- Share it.

27 Trigger referrals

It's a fact, we all like doing business with people we know and trust. In turn, we are also more likely to engage the services of someone that has been recommended to us. Although referrals are a really strong option for building your brilliant brand, many shy away from asking for them directly. And so they should!

There is a very fine line between asking for referrals - and potentially damaging a valuable relationship - and triggering referrals. First up, your contact has their own life to get on with and recommending you isn't their top priority. Secondly, even if your client has received an excellent service they may be nervous of recommending you in case their contact doesn't receive the same excellent experience. They then put their valuable relationship at risk, or at least make things uncomfortable for a while. So how do you trigger referrals rather than blatantly ask for them?

The easiest way is to ask for a testimonial from your client to use in your marketing materials.

They aren't directly recommending you to an associate but, if they are willing to endorse your activity publicly, it is likely to trigger others in their network to take notice.

Alternatively, provide something of real value that is related to your area of expertise to your client and let them know that if they like it and would like more to pass to their associates, you would be happy to oblige. A good example is a publication with valuable insights into your industry. Provide this to your client or contact and if they appreciate its value, they will be more likely to pass it on or request more to share with their network. You've removed the awkward, direct sales pitch and fostered goodwill.



28 Realise the potential of your email signature

A great marketing tool is right at your fingertips and often overlooked. It's free, flexible and goes direct to your clients on a daily basis. Sound good?

Email signatures are generally used to show your title and contact details, but by taking them up a level they can become powerful calls to action and offer clients ongoing value.

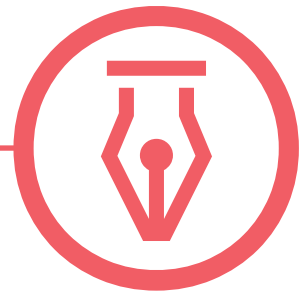
At the very least, you should have a link to your company's website, ideally accompanied with a compelling reason to visit. Do you have a blog or news section you can promote, to build a stronger relationship with your company or individuals?

Share links to case studies; how you've helped someone can provide valuable insights for your clients, further strengthening that relationship whilst encouraging new business.

Or do you have free tools or research that, again, will offer something of interest?

Think about promoting new and existing services. Clients might not realise all that you do. The best footers have striking banners. By making it visual, you really attract the eye and get your message across.

So whether spreading brand awareness, nurturing customers with value added content, or promoting products and services, make sure your emails have more to say than just the body text!



29 Give something back

Building your brilliant brand isn't just about driving business to help the bottom line. It's also about how you build your 'caring credentials' and how you behave on a day-to-day basis. Corporate Social Responsibility (CSR) isn't just about financial and corporate management. It is also about being considerate of the community within which you do business and the environment you impact. By giving something back and helping others, you benefit society and naturally, in turn, benefit your company.

It's not only about donating financially to a charity, though that can form part of your contribution. It might be offering your staff time to assist in the delivery of a specific project; be it finishing a garden space, building something or donating the skills of your staff to assist the charity's business needs. CSR activity helps you stand out from your competitors and builds awareness of you as a dependable brand that gives something back.

30 Read, listen and be inspired

To live life to the fullest, we should always look for ways to learn, evolve and improve. The most successful people know that they don't know everything and a constant thirst for knowledge benefits you personally and encourages the creativity and energy needed to build a brilliant brand. Try to know what's going on in the world, looking for inspiration, or pick a specific subject. By keeping abreast, you'll know the latest trends and be able to stay one step ahead. Get to know your clients' worlds too. You can then better understand their challenges, be able to offer valuable insights and maintain a strong relationship.

Ensure you are always actively listening. Sometimes we don't realise that we are broadcasting rather than having a conversation.

You can engage with your customers in meaningful ways, getting them involved in your endeavours. An obvious first step is to look for charity opportunities that are aligned in some way with your company and select them as your chosen charity for a year. Use PR to showcase your endeavours, but remember this is about giving something back so the focus isn't primarily on what's in it for you!

Another brilliant benefit of giving something back is the impact on employee morale. Making a positive difference to a community is a great motivator and helps build strong teams. If you have a great reputation, you will attract the best talent. And that talent inevitably stays longer, is happier and more productive.

You can learn the most amazing things if you just stop talking! Know what inspires you, personally and professionally – be it talks, magazines, travel, fresh air, or even fine wine!

Life is busy, so don't be overwhelmed in your pursuits. There are bite-sized nuggets of wisdom everywhere. TED talks are great to delve into topics you are familiar with and some you won't be. Always thought-provoking, you can learn from some of the most astute individuals on the planet. Pinterest is great for inspiring images and links to every subject matter you can imagine. Buy a new magazine or pick a book from a random shelf in the library. Whatever you do, be a life-long learner.





31

Thrive by outsourcing

Every business needs marketing to build awareness and generate income. But not every business needs a marketing manager. For many companies, outsourcing marketing activity makes brilliant business sense. The benefits include:

- Ensuring a constant flow of new business leads.
- Access to a respected, award-winning team of marketing professionals.
- Allowing you to react quickly and cost effectively to market conditions.
- Giving you commercial clout without the long-term employment overheads.
- A consistent price allowing you to budget for both staffing and marketing spend.
- The flexibility to switch marketing support on and off.
- A cost effective, low risk solution.

The sort of activities an outsourced team could deliver include: campaign strategy and planning; content creation - blogs, press releases, invitations, speeches etc.; email marketing; PR; market research; writing reports; award submissions; media buying; event management; report creation; design; print; web and other supplier management.

This list isn't exhaustive but gives you a flavour of the sort of marketing brilliance ORCHID could provide, working in partnership with you. We hope we have inspired you with this series of tips to start building your brilliant brand.

If you'd like to find out more about how ORCHID can help you in your journey, please give us a call on 888992 or email hello@orchid.je

BUILDING BRANDS WITH BRILLIANT



MARKETING



DESIGN



PR



CONTENT



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EVENTS



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BUILDING BRILLIANT BRANDS

TO SELL, SELL, SELL, YOU NEED KNOW-HOW, KNOW-HOW, KNOW-HOW.

You may have a great product or service. But knowing how to market it is key. An effective marketing plan will enable you to identify and reach your targets with an effective communications strategy. And this is where we come in.

So, who are we? The Jersey Business team is a team of skilled professionals who provide free, independent, confidential advice and support to businesses in Jersey. Covering guidance on writing a marketing plan to operational considerations, business strategy and financial planning.

Get in touch today - and find out how our expertise can benefit your business.




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