

THE ULTIMATE GUIDE TO **REBRANDING** YOUR BUSINESS



BRANDSONIFY

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Introduction

Whether you plan to refresh your logo or create a new brand identity for your company, getting started is the hardest part. So, where do you start? And how can you make sure that your audience will love your rebrand?

All successful brands have three things in common. They create useful products. They listen to their customers. And they have a brand identity that resonates with their audience.

From Apple to Uber, many successful companies have gone through several rebrands over the years. Rebranding a business is not a simple strategy but a process, often a cyclical one, and you need to treat it that way. You need to plan your rebrand, research your audience, and establish your objectives early on.

This guide breaks down the process of rebranding a business into simple, actionable steps which you can check off your list one at a time. By following all these steps, you will avoid the most common obstacles to a successful rebrand, including audience disinterest, inconsistency across channels, and mounting costs. At the same time, developing a brand identity will become a lot easier.

Are you ready to get started? Roll up your sleeves and let's get to work. Here's everything you need to know about rebranding a company step by step.

CHAPTER 1

Define Your Brand Identity



Chapter 1: Define Your Brand Identity

80% of consumers consider authenticity as the key factor in their decision to follow that brand.

Your brand identity isn't an abstract concept open to interpretation. And it's not something that's beyond your control. It all boils down to what your brand does and why it exists.

Your mission statement needs to provide a clear answer. If it doesn't, you may want to consider updating your mission statement as part of your rebranding to create a stronger brand identity.



Of course, your brand identity is more than your mission statement.

Here are the key questions you need to answer.

- Why is your brand special?
- What is your target audience and what are their pain points?
- What do you aim to achieve with your rebrand?
- What is the reason behind your rebrand?
- Do you have a brand style guide?

These questions can clarify your objectives and help you get started with your rebrand. To completely define your brand identity and build your rebrand on an even stronger foundation, take a brand identity questionnaire. Whatever your reasons for rebranding are, the questionnaire will help.

Chapter 1: Define Your Brand Identity

The Key Elements of Your Brand Identity

Clarifying your mission statement and answering the questions above is only the start. You must next focus on the key elements that define your brand identity. Taken together, they determine how engaging your brand appears to others.

Your Brand Voice

Your brand voice includes all communication you use to reach your audience. That means all written content you publish online, as well as all audio and video content. It reflects your core values and mission statement.

A brand voice can range from sober and professional to fun and playful. Regardless of the tone your brand adopts, your brand voice should be authentic, direct, and personal. Otherwise, it may not connect with people. Here are some examples of different brand voices and companies that use them.

- **Friendly:** Airbnb, Slack, WordPress.
- **Empowering:** Dove, Nike, American Express.
- **Confident:** Apple, Amazon, Tesla.
- **Reliable:** Uber, Shopify, Toyota.
- **Fun:** Oreo, Skittles, Disney.

Your Visual Identity

Your brand's visual identity consists of your logo, website, app, and other visual interfaces through which people interact with your brand. While you may periodically refresh your visual identity and occasionally redesign it, your core design elements tend to outlast new visual iterations of your interface.

The visual identity makes an immediate impression on people and can add to the appeal of your brand identity. Your brand voice and visual identity reinforce each other. But they have to be in sync for you to engage your audience.

Your Brand Personality

Your brand personality is a combination of your brand's voice as well as its visual identity. But it doesn't stop there. It includes your values, history, vision, communication channels, social media presence, events, campaigns as well as organizations you associate with.

Chapter 1: Define Your Brand Identity

Similar to human personality, a brand's personality is dynamic and may evolve over the years. That said, there are certain brand personality archetypes among which you may find your brand as well. Take a look at a few examples listed below.

- **The Sage:** Google, Bing, Huffington Post.
- **The Explorer:** The North Face, Uber, Airbnb.
- **The Leader:** BMW, Apple, American Express.
- **The Prestigious:** Rolex, Channel, Victoria's Secret.
- **The Winner:** Nike, Gatorade, Duracell.
- **The Everyman:** Amazon, PayPal, Coca-Cola.
- **The Bad Boy:** Harley Davidson, Old Spice, Razer.

CHAPTER 2

Define Your Target Audience



Chapter 2: Define Your Target Audience

At its core, rebranding isn't so much about your brand as it's about your audience. You want to rebrand because you want your brand to engage your audience more and improve customer satisfaction.

That's why defining your target audience is one of the crucial steps of the rebranding process. You need to know what your audience expects from your brand. You need to know their pain points and what they are tired of.



How can you figure this out?

Create a Buyer Persona

A buyer persona is a summary of your ideal customer. It includes their preferences, interests, pain points, income, and key demographic information. Write all this down. If you target multiple demographics, create as many persona as you need. If you already have a buyer persona, now is a good time to update it.

Every buyer persona you create should answer four essential questions:

Who?

Who the person is and their demographics, including gender, age, income, and location. Give your buyer persona a real name.

Chapter 2: Define Your Target Audience

What?

Answer what work he or she does and what are their goals or needs. If you're targeting a B2B Customer, you can focus on their goals. For B2C targeting, focus on their needs.

Why?

Fill in what challenges they are facing, ranked according to their importance.

How?

Their values, likes, and dislikes and how they inform the solution you are offering them. Your buyer persona should be detailed, but it should be clear and simple enough that you can use it for reference throughout your marketing campaign. You want to avoid unnecessary detail or irrelevant information.

Here's an example of a buyer persona template you can use to better understand your ideal customers.

Name: Emily

Demographics

- Gender: Female
- Age: 30-35
- Income: \$80,000
- Location: New Jersey

Background

- Job: Marketing manager for a medium-sized company
- Family: Married with two small children

Goals/Needs

- Increase awareness about her company
- Boost engagement across channels
- Optimize content marketing costs

Chapter 2: Define Your Target Audience

Challenges

- Creating enough content for an ongoing online marketing campaign
- Not having a video creation team
- Small social media marketing budget

Values

- Authenticity
- Transparency
- Commitment

Likes

- Marketing automation
- Fast service
- Scalable solutions

Dislikes

- Steep learning curve
- Lack of mobile integration
- Complicated payment model

Using a similar template, you can draw on your marketing data and any other customer information you may have to create one or more buyer persona. Every marketing campaign you create should revolve around a clearly defined buyer persona.

Define Your Audience According to Each Stage in the Buyer's Journey

The three stages in the buyer's journey are awareness, consideration, and decision. When you look at the people who visit your website or check your social media page, consider at what stage they are. Do they want to learn more about your brand (awareness), compare your products against competitors (consideration), or decide to buy your product (decision)?

Chapter 2: Define Your Target Audience

Here are some key questions you should answer for each stage in the buyer's journey:

- **Awareness:** What type of information is useful to customers who have just discovered your brand?
- **Consideration:** What are the key product/brand features customers will use when comparing your brand against competitors?
- **Decision:** What call to action would inspire customers to choose your brand over competitors?

Use the Right Tools

Use website and social media analytics and insights to better understand your fans and followers. Look at the content they prefer, the hours when they are most active, and monitor what they say about your brand.

Use a website heatmap tool to understand how visitors interact with your website. You can use this data to craft a better website experience.

Ask Your Audience

Create an email survey and send it to your email list – to improve response rates, offer an incentive such as a free download, a voucher, or a discount.

Openly ask your audience what they want to see more. You can do this through your blog and social media.

CHAPTER 3

Define the Scope of Your Rebrand



Chapter 3: Define Your Scope of Your Rebrand

The scope of your rebrand depends on your understanding of your audience, your marketing budget, and any underlying problems you are trying to address. Defining the scope of your rebrand becomes easy once you complete a brand identity questionnaire and define your audience.

So, how much do you need to rebrand?



Brand Refresh

Change only your logo and update your website and online image. When it's just your brand look that starts to feel outdated, a refresh is what you need. A brand refresh is the most affordable type of rebrand, and the easiest to complete.

Benefits

- Attracts attention
- Refreshes your brand's visual image
- Aligns your brand image with the latest design trends
- Makes your website and app more appealing

Challenges

- Updating all your brand interfaces
- Maintaining a consistent brand image across channels and mediums
- Finding the right web designer that understands User Experience (UX)
- Making your logo scalable

Example

Back in 2017, Dropbox was already one of the world's most popular online storage services. Dropbox didn't have any reason to redesign their logo. But by refreshing it, they created a new logo with a stronger contrast that reflected the confidence, maturity, and strength the brand had acquired.



Brand Reboot

Change direction by adjusting your brand vision and mission statement. If you have outgrown your audience or need to send a new message, a brand reboot goes deeper than a simple visual refresh.

Benefits

- Makes a stronger impact than a brand refresh
- Helps you attract potential new customers
- Reconnects with current customers
- Differentiates you from competitors
- Boosts brand relevance

Challenges

- Understanding the underlying causes for the reboot
- Aligning your values with audience expectations
- Timing the reboot when your audience is most likely to welcome it
- Testing results
- Optimizing costs

Example

In 2018, Uber changed not only its logo but also restructured its marketing goals. The brand may have started as an innovative ride-sharing service in Seattle, but by then it had become a global phenomenon and prompted the “uberization” of many cities around the world. Uber needed not only a more distinct and easy-to-recognize logo, but a clearer marketing agenda and a stronger global message, which the 2018 rebrand achieved.

UBER Uber

Chapter 3: Define Your Scope of Your Rebrand

Brand Overhaul

Change course and create a new identity for your brand to solve a root problem, appeal to a new audience, or redefine your brand identity after a merger or acquisition. A brand overhaul can be complex – it requires research, planning, and the careful allocation of marketing resources to optimize results.

Benefits

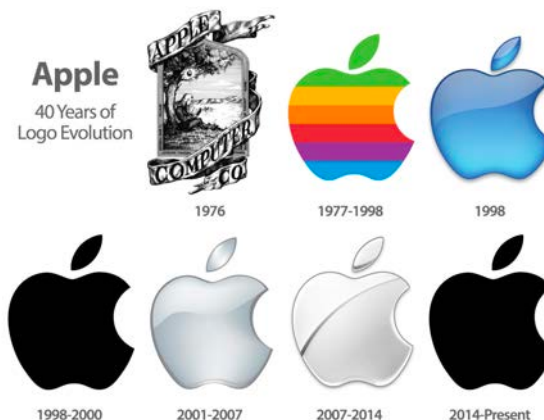
- Breathes new life into a brand
- Transforms a brand from the inside out
- Repositions a brand in a competitive market
- Enables you to overcome core brand identity issues

Challenges

- Defining clear objectives that are in line with audience expectations
- Managing a multidisciplinary team
- Requires more time than other marketing approaches
- More risky than other rebranding strategies
- Can be costly because of the amount of work involved

Example

In the early 1990s, Apple was suffering from low consumer interest; many of their customers were switching to their competitors instead. But when Steve Jobs took over the company in 1997, he breathed new life into it. What followed was more than a brand reboot. It was a brand overhaul, which included a visual identity change, a new focus on minimalism, a new direction in product development, and a fresh new approach to marketing that focused on the customer experience. The rest is history.



Chapter 3: Define Your Scope of Your Rebrand

Good to Know

Each type of rebranding has its challenges and requires a good strategy that draws on the strengths of your brand. Refreshing your logo and website may seem comparatively easier than building a new brand identity.

However, arriving at the right logo design can be in itself a challenge. Similarly, a brand reboot hinges on the strength of your brand message and vision. If these are not in tune with what your audience needs, your marketing may fail to reach its target.

Whether you plan a brand refresh, reboot, or overhaul, pay attention to what your audience wants and, if needed, ask a rebranding expert for advice. Having a clear scope for your rebrand is crucial before you move on to the next step.

Key Questions to Answer Before You Rebrand

Not sure what type of rebranding is best for you? The following questions can help you decide.

When is the last time you refreshed your visual identity?

If you haven't refreshed your logo and website in years, your brand's visual identity may look outdated. This is especially true in fast-paced, competitive industries, where leading brands would refresh their look every few years.

What is the key problem you are trying to solve?

Maybe you have outgrown your brand. Or you have changed direction and target a new audience. Or your brand interfaces have become outdated. When you put your finger on the key problem you need to solve, determining how much rebranding you need gets easier.

How well do I know my audience and their pain points?

Understanding your audience is often the key to a successful rebrand. If you're unsure about your audience and their needs, you may want to research them first before going ahead with the rebrand.

Chapter 3: Define Your Scope of Your Rebrand

What do your customers expect from your brand?

All customers expect good products and services and a good customer support experience. Go beyond the basics and focus on what your customers really want from you at this point. It could be a low-cost, eco-friendly alternative to your competitors, or simply a more intuitive website experience.

What is your rebranding budget?

You can do a brand refresh on a small budget but stretching your budget means taking short-cuts which may rebound against you. Depending on your budget, focus on what you can realistically achieve. Only do a brand overhaul when you can back that up with a suitable budget.

How soon do you need to see results?

Next quarter? Next month? As soon as possible? You don't want to delay a brand reboot or overhaul until the last possible moment. But you can achieve positive short-term results even with a brand reboot.

Do you want to significantly improve the customer experience?

If the answer is yes, a simple visual refresh may not be enough. Updating your brand interfaces certainly helps, but you need more substantial changes to the user experience to see positive results. Turn your attention to a brand reboot or overhaul.

Is your current brand image aligned with your long-term business objectives?

If your brand is heading in the right direction, a simple brand refresh can be enough. But when you have outgrown your brand identity or need to move in a different direction, you need a more extensive rebranding campaign.

CHAPTER 4

Analyze Competitors



Chapter 4: Analyze Competitors

Your competitors can offer you valuable clues about the ideal marketing positioning for your brand. While analyzing competitors adds another step to your rebranding strategy, it can guide your core decisions and help you maximize results.

Look at your competitor's website and social media accounts and read their reviews. Follow them for a time and understand what marketing strategies they use.

For more in-depth research, consider their marketing performance, past rebranding, and repositioning campaigns, and evaluate the reach and depth of their online presence.

Some companies hire analysts for this, but you can get a general idea about your top competitors by focusing your online research on a few crucial questions:

- What are my top three competitors?
- Do I have one direct competitor?
- What do my competitors do differently?
- What are their strengths and weaknesses?
- Do my competitors get more comments /shares/likes on their posts? Why?
- What advantage do I have over my competitors?
What should I focus on?



When you answer all these questions, compare your brand to your competitors using simple metrics such as website ranking in Google, the size of their social media following, and how much engagement they generate online.

In this way, you can tell whether you have fallen behind them in any of these areas. You can also identify problem areas and incorporate potential solutions into your rebranding.

Chapter 4: Analyze Competitors

How to do a Competitive Analysis

You can do your own competitive analysis in place of or prior to doing a paid analysis. It doesn't take long, nor does it require expensive tools. To use your findings as a reference, put them all together into a simple report which you can share with your in-house team and any marketing and rebranding team you may hire later on. Get started with the step-by-step guide below.

1. Identify your top 3-10 competitors

Depending on your market and type of business, your competitors may be local, online, or global. If you sell products or services online, simply search for the keywords that best reflect your brand. Note competitor websites that rank above you in the Google Search results. Search engine ranking won't provide a complete view over competitors for all businesses, but it's a good start. Identify at least three main competitors.

2. Analyze competitors' websites

Start by manually analyzing top competitor websites and comparing them to your own based on design, content, and accessibility. You can rank each website on a scale of 1 to 5 for each of these categories.

3. Analyze keyword performance and other website factors

Next, use [Alexa's free Site Overview](#) feature to view essential metrics and comparisons between competitor websites. This tool provides audience overlap metrics, keyword suggestions, traffic sources, top keywords, audience interests, and more. You can see at a glance essential competitor information without having to manually compile it.

For a broader look at general keyword trends among competitors, you can enter your focus keywords into [Google Trends](#) and explore the results.

4. Analyze your competitors' online presence

Look beyond your competitors' websites and focus on the culmination of their online presence. You want to analyze the following:

Chapter 4: Analyze Competitors

- Blogs
- Social media profiles, including Facebook, Twitter, Instagram, YouTube, LinkedIn, and Pinterest
- Downloadable content
- Webinars
- Videos
- Press releases
- News

At this point, things get a bit more complicated in that there is no simple algorithm that allows you to gather all this content together and rate it for engagement, freshness, and usefulness to determine its value. But there are a few key metrics you can observe which can help you better understand how your competitors are faring.

- Numbers of followers and fans vs. your follower/fan count
- Engagement level as determined by comments, shares, and likes vs. your engagement levels
- Amount of content vs. your content

Looking at these factors, you can compare each competitor to your brand and determine whether they have more followers/shares/content than you, about equal, or less. At the same time, you can note any differences between them and your brand, e.g. whether they are appealing to a particular subgroup of your target audience or focus on a specific marketing tactic. For accurate results, follow your competitors across channels for at least a few weeks.

5. Create a summary of your findings for every competitor

After looking at your competitors' websites, content, search engine performance, and social media presence, you can determine whether they are more popular than you and understand how big the difference is. You will also have a better idea about how you may position your brand to exploit the gaps they may have left.

CHAPTER 5

Write a Rebranding Manifesto



Chapter 5: Write a Rebranding Manifesto

A rebranding manifesto brings together the why and the what of your rebranding campaign. If you have completed the steps above, writing a rebranding manifesto won't be hard.

Your manifesto should capture the spirit of your rebrand. You should not confuse your rebranding manifesto with your general brand strategy. The manifesto needs to focus on the vision you have for your rebrand, not on your long-term brand goals.



So, what exactly should you cover in your rebranding manifesto?

- Your brand mission
- The why or reason behind the rebrand
- The what or the extent of the rebrand, e.g. brand refresh vs. brand reboot vs. brand overhaul
- The how or the strategies you intend to use
- The when or the estimated deadline for the completion of the rebrand

Chapter 5: Write a Rebranding Manifesto

Here's an example of a rebranding manifesto to help you get started:



Once your rebranding manifesto is ready, share it with your team and with any agency or consultancy firm you team up with. This will ensure that everyone working on the rebrand is on the same page.

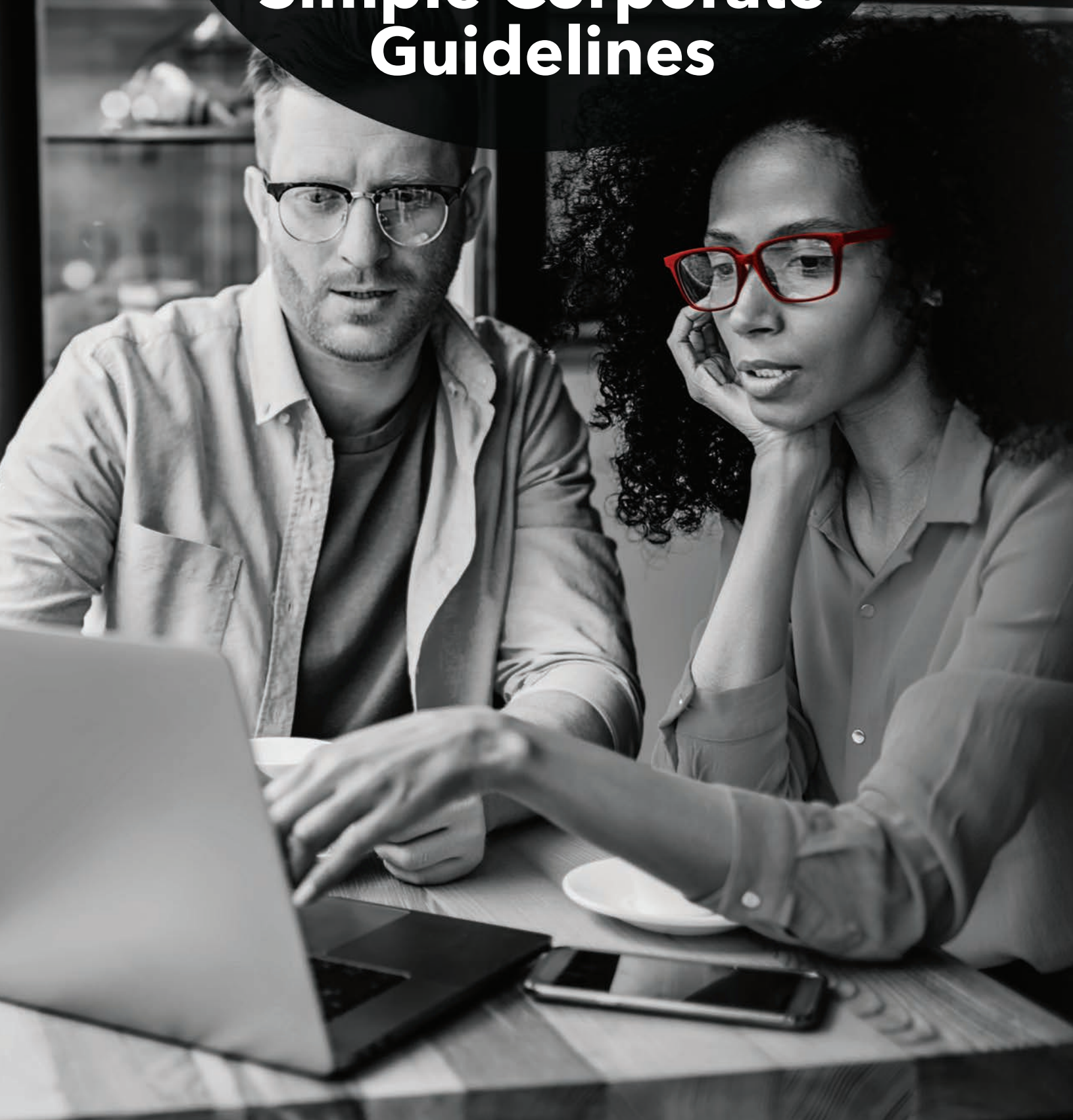
How to Write a Better Rebranding Manifesto

A clear and effective rebranding manifesto can ensure your rebranding campaign starts off right. At the same time, it will help you maintain clarity and stick to your core objectives. Here are some pointers that can help you distill your rebranding manifesto into a powerful message that inspires action.

- Use clear and simple language. Use a free readability assessment tool like Grammarly or Hemingwrite to condense your manifesto into as few words as possible.
- Clarify your objectives before you write your manifesto. Know exactly where you stand and what you want to achieve.
- Include a clear deadline and factor in possible delays.
- Use action verbs and the active voice to make your manifesto more compelling.
- Let your manifesto sit for a day or two before you adopt it as your original rebranding manifesto.
- Use a simple, actionable mission that everyone on your team can understand and relate to.
- Identify the main problem you want to address. It's important to separate the core problem/issue from the other challenges. Challenges are there to stay, but problems can and should be fixed.
- Write your manifesto together with your team. Let their ideas shape the manifesto.

CHAPTER 6

Create Clear and Simple Corporate Guidelines



Color increases brand recognition by up to 80%.

Your rebranding manifesto gives you the direction you need to start rebranding your business. But before you get to work, you need to ensure that your rebranding will be consistent and effective.

What you need is a set of guidelines which everyone who works on your rebranding campaign can use for reference. Write these guidelines with your rebranding objective in mind.

If you plan only to refresh your visual identity, setting out visual guidelines for your new brand identity should be enough. However, if you plan a more in-depth rebrand, you need to include marketing guidelines, social media guidelines, and content guidelines.

You can put together all your rebranding guidelines into a new brand book, which you can make available as an eBook. A brand book is easy to share and provides an accessible format which keeps all your guidelines in one place.

Depending on the extent of your rebrand, include one or more of the following sections in your brand book:

- **Logo** – color, size, placement, variations
- **Colors** – color scheme, color palette, variations
- **Fonts** – size and style
- **Images** – style, size, sources, crediting guidelines
- **Graphics** – style, size, colors
- **Videos** – resolution, format, style



If you want to cover as much ground as possible in your brand book, you can include specific guidelines for different channels. For example, you may include posting instructions for social media and your blog and specific YouTube and Instagram IGTV video guidelines. However, don't forget that a brand book needs to be updated in time. An overly long or complicated brand book will make updating more difficult.

How to Create Rebranding Guidelines

Start with a clear and simple outline that maps out your key guidelines. Later, you can expand these into a more comprehensive resource for any external teams you may choose to work with.

Depending on the type and extent of the rebranding, you may have to redefine some of these guidelines. For example, you may know your brand colors but not your brand logo.

Either way, it's important to include all the points covered in the section below into your rebranding guidelines. Fill in the details as your rebranding progresses, such as after you approve the new version of your logo.

1. Define logo design guidelines

Include logo variations, such as logo without text, vertical logo, and monochrome logo for printed materials. Don't forget to include a responsive logo for smaller screens.

Ask the designers you work with to provide the size, spacing, and color scheme for the logo. You need to be in control of all the details.

Don't forget about the exclusion zone. By maintaining an area of clear space on all sides of the logo, you make sure your logo will look good and be visible in any design layout. Your brand guidelines should specify the size of the exclusion zone.

2. Define brand typography guidelines

Whether or not your logo includes text, your brand typography is important. It will appear on your website and other marketing materials.

Make sure to include all font variations you will need later on: bold, italic, headlines, subheadings, and lists.

3. Define brand color guidelines

This section of your guidelines focuses on primary colors, which include the colors of your logo and the color of your typography. It must mention the secondary colors on your brand's palette. Also, it should include instructions on the proper usage of color across different formats and media.

4. Specify image sources and sizes

Define image sources and style. Will you be taking images from a stock photography website? If so, what are the criteria with which you will choose them? Will you look for specific characteristics such as positivity and beauty?

Include maximum image sizes, including actual file sizes, i.e. less than 3 megabytes and image resolution, i.e. 1280x800. Don't forget that every social network uses different image sizes:

- Facebook shared image - 1200 x 630
- Twitter stream photo - 440 x 220
- Instagram photo - 1080 x 1080
- LinkedIn shared image - 1104 x 736

5. Define your social media guidelines

If your rebranding campaign includes content marketing, social media will likely play an important part in it. That's why it's good to add to your rebranding guidelines a section that aims to keep your social media assets consistent across channels.

For example, you may specify what types of content you will use on social media and where you will take them from. You may also mention the order of the networks you publish your content on and whether some of that content will get re-shared to other networks.

For each platform, you want to set clear objectives. For example, you may use Twitter to share news about your company and comment on industry trends, Instagram for promoting new products, and YouTube for building trust with client testimonials and case studies.

6. Fill in the gaps

Add to your guidelines anything else that you may need to ensure a consistent rebranding across channels. Depending on the type of business that you're in, this may include signage, graphic elements, and social media assets.

Chapter 6: Create Clear and Simple Corporate Guidelines

With your rebranding manifesto and branding guidelines, you are almost ready to launch your new rebranding campaign.

Before you get started, you need to check out the next step, which can make or break your rebranding campaign.

CHAPTER 7

Focus on Emotional Marketing



95% of consumer decisions occur unconsciously - consumers buy on emotion and use logic after justify their purchase.

Consumers are bombarded with over 5,000 choices every day from ads alone. Every way they turn, every website they visit, consumers face an almost overwhelming number of options which they have to navigate somehow. How can you make sure that the message your new brand identity sends reaches them?

Emotional marketing is the simple answer. Your audience is tired of impersonal marketing that glorifies a brand but fails to establish an emotional connection with them. This is perhaps the main reason why many consumers today turn away from big brands and look for smaller brands that connect with them on a personal level. Quite simply, brands that use emotional marketing sell more.

Emotional marketing creates positive emotions in people which they readily associate with your brand. Whether it uses visual content, text, sound or a combination of these, emotional marketing is personal and attracts attention. It shifts the focus from your brand to your customers and their needs and pain points. Not just a simple marketing strategy but a whole approach to doing business, emotional marketing is the solution to disengaged audiences who are overwhelmed by too many choices.

So, how exactly can you integrate emotional marketing into your rebranding strategy?

Identify the Key Emotions Your Audience Associates with Your Brand

Draw on your audience research (See Chapter 2) for this. Some brands are inspiring and empowering. Others are fun and unconventional. Then there are those who solve problems so effectively that they provide relief and trigger feelings of gratitude.

B2B brands engage customers more when they use emotion rather than rational marketing.

Create Content That Generates Those Emotions

Once you have identified the key emotions, build your marketing campaign around them. The tone, format, message, and type of content you create all have an impact on your audience's emotional response to your content.

Chapter 7: Focus on Emotional Marketing

Does it sound challenging? It doesn't have to be. Here are some ideas to help you get started.

1. Use more images and graphics in your content. Visual content generates stronger emotional responses than text and does it more quickly.
2. Create brand videos that present your brand in a positive light. With video taking over the web, there's never been a better time to create explainer videos and infomercials.
3. Invite fans and followers on social media to contribute with photos, videos, and other content.
4. Curate your fans' and followers' pictures on social media and tag them to attract their attention.
5. Post live videos on Facebook, Instagram, and YouTube. Address your audience directly and offer them perks for watching until the end, such as a promo code or digital download.

How to Increase the Emotional Power of Your Content

Now that you know some practical steps to creating emotional content, here's what you can do to ensure every piece of content you create has a strong emotional impact on your audience.

• Create a sense of urgency

Fear of missing out and limited time offers can increase the power of your content. When you combine these with fresh and valuable information, the result is an emotionally intense marketing message that strikes a chord with your audience. You can evoke a sense of urgency through your headlines, intros, subheadings, and calls to action. Encourage readers to act now.

• Use color to evoke emotion

Color increases brand recognition by 80%. What is more, for most customers, color is one of the primary factors influencing purchase decisions. The case for using visual content in your marketing campaign is strong. Colors such as black, red and orange have been linked to impulse buyers, while budget shoppers are drawn to teal and navy blue. Different audiences may respond to different colors but studying the psychology of colors can help you understand the basic emotions each color triggers.

• Engage the senses

Make your content visually stimulating. Add video to your content marketing if you're not using it already. Don't forget about audio either. Podcasts and webinars are two formats that enable you to integrate audio content into your marketing.

Chapter 7: Focus on Emotional Marketing

- **Make two-way communication easy**

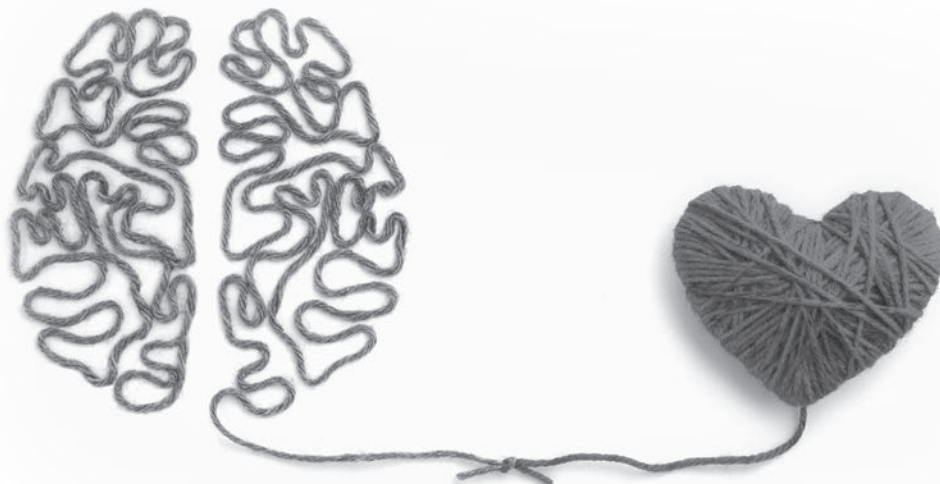
Emotions grow faster when they are expressed and shared. Invite your audience to react to your content and make sure to respond to their comments. Opening a two-way communication channel with your audience makes them more receptive to your message.

- **Create a movement or a community**

Emotional content can help you connect and empower a group of people who are facing the same challenges or believe in the same cause. Emotional content is behind all successful fund-raising and relief campaigns. It's at the core of global organizations such as UNICEF, the World Wide Fund for Nature, and Greenpeace. Even if your cause is less noble, you can still follow a similar approach.

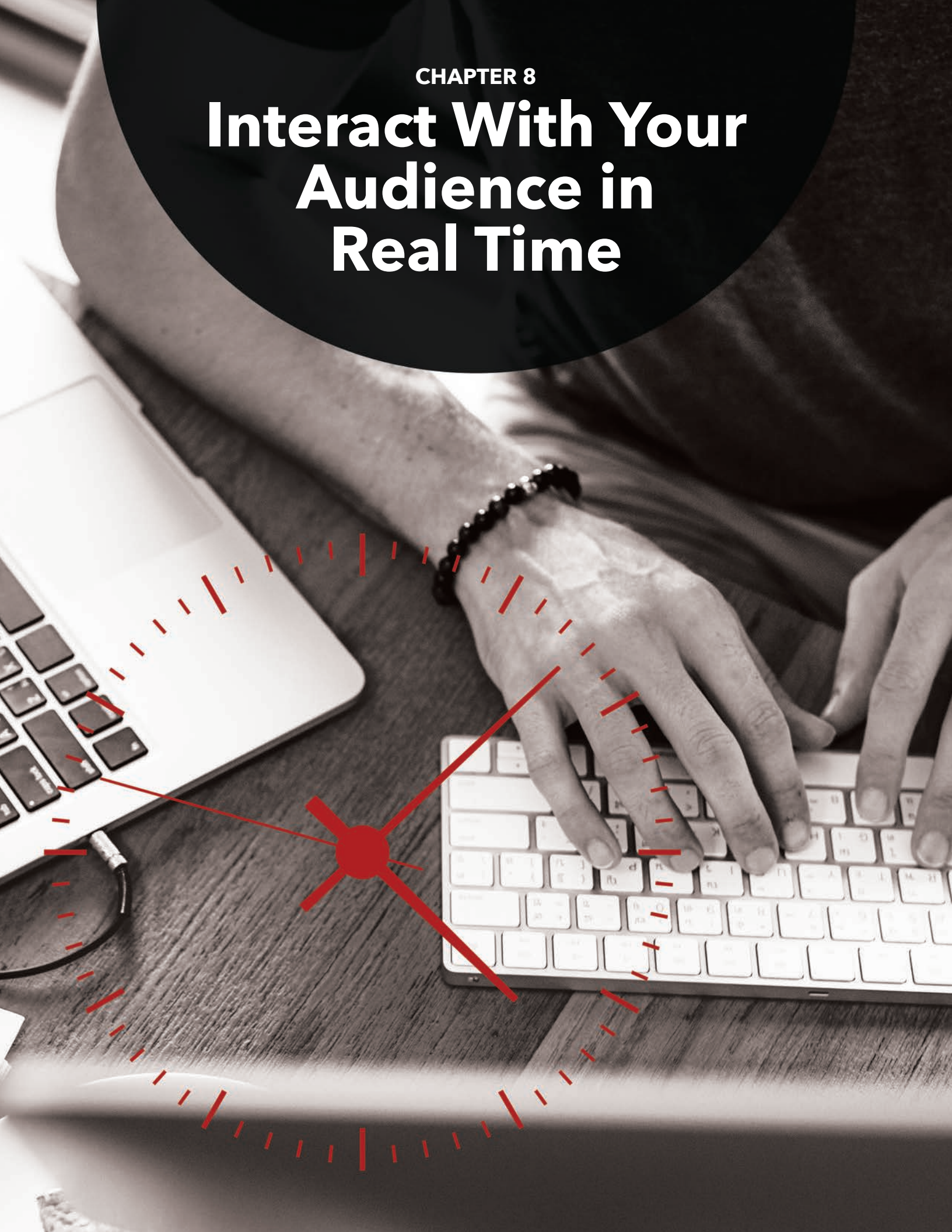
- **Inspire positive change**

Use emotion not only to attract attention but to motivate people to improve their lives and achieve more. Empowering content can transform the way people think and help them become aware of negative patterns of behavior. But don't limit yourself to being optimistic. Use science to back up your claims and give them examples to follow.



CHAPTER 8

Interact With Your Audience in Real Time



Chapter 8: Interact with Your Audience in Real Time

If people perceive a brand to be human-like, they're more than twice as likely to love it and 1.8 times more likely to recommend it.

When it's done right, emotional marketing generates a strong response from your audience. This means more comments, more questions, more reviews, more shares, more likes. Why stop there when you can use the impetus of your marketing campaign to connect with your audience in real time?

Customers prefer responsive brands. Your Facebook fan page visitors can see how fast you respond to customers. A fast response rate inspires people to interact with your brand more on social media.

Often, this will include a mix of positive, neutral, and negative comments, including questions. Addressing these as soon as they arise helps your brand connect to potential customers in a way that no other marketing strategy can.

Another example of this real-time interaction is Instagram direct messages. Some brands on Instagram now send direct messages to users thanking them for tagging their brand in their photos and offering them discounts and other perks.

Interacting with your audience in real time is an effective way to tackle the comments that a rebranding invariably generates even as they occur. It gives you the opportunity to address complaints before they can become problems.



Chapter 8: Interact with Your Audience in Real Time

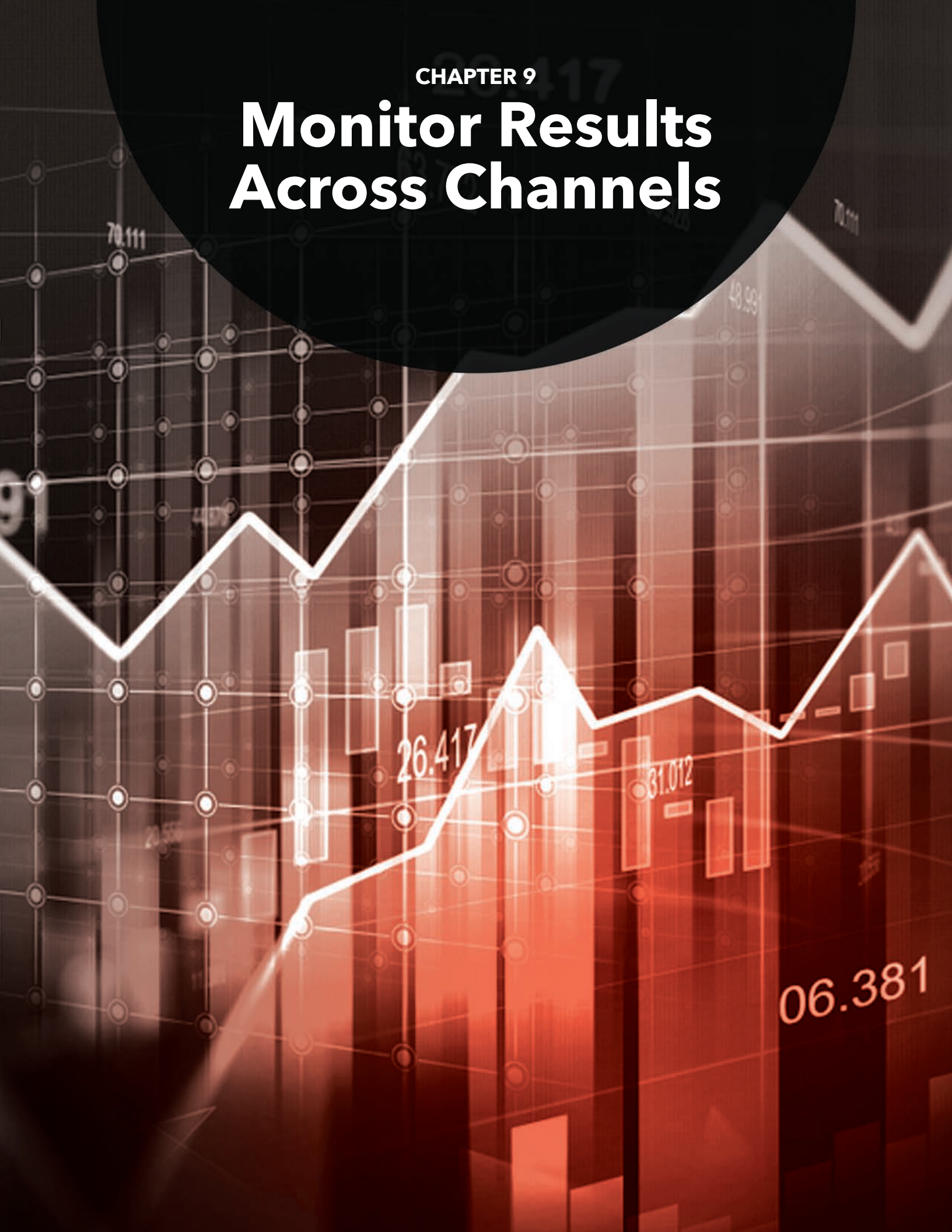
Here are some ideas to get you started.

1. Assign a social media brand representative who can respond to customer questions and complaints in real time through comments and direct messages. At the same time, this brand representative can monitor the incoming feedback and report on what people are saying about your brand.
2. Use direct messaging on Instagram, Facebook Messenger, or Twitter to connect personally with your fans and followers. You can use this tool to reward loyal customers, connect with influencers who can promote your rebrand, and address complaints before they become a problem.
3. Respond to the comments you receive on your blog and social media. Rather than just thanking people for their comments and promising that you will address their complaints, be genuinely useful. Ask for more feedback and offer solutions immediately if you can.
4. Use a social monitoring tool like Hootsuite or Buffer to see comments across channels. If you use multiple social networks, this can save you a lot of time.
5. Participate in conversations and discussions related to your brand. To find these, monitor brand mentions and jump right in. Don't limit your participation to social media. Assign a brand representative who can join the discussion on forums, news portals, reviews sites, and any industry-related sites.



CHAPTER 9

Monitor Results Across Channels



Chapter 9: Monitor Results Across Channels

A successful rebranding campaign will improve the way your audience perceives your company. But while improvements such as engagement and traffic are more or less noticeable, you need to pay attention to the more subtle signs as well. This is crucial immediately after your rebrand, when the reaction to your rebranding is usually the strongest.

So, what are some of the sure signs that your rebrand has been successful?

- An increase in positive brand mentions
- More positive comments on your blog and social media pages
- More shares, likes, and retweets
- New positive reviews for your brand
- Increased use of your branded hashtags
- Visitors stay on your site for longer
- Positive responses on websites that rate rebrands
- Higher customer satisfaction
- More fans and followers on social media
- Higher email open rates

But what about sales and conversions? At this point, it may be too early for you to have enough data on sales and conversions to correlate it to your rebranding campaign. You may have to wait a few months more for this data and compare it to the numbers before the rebrand.

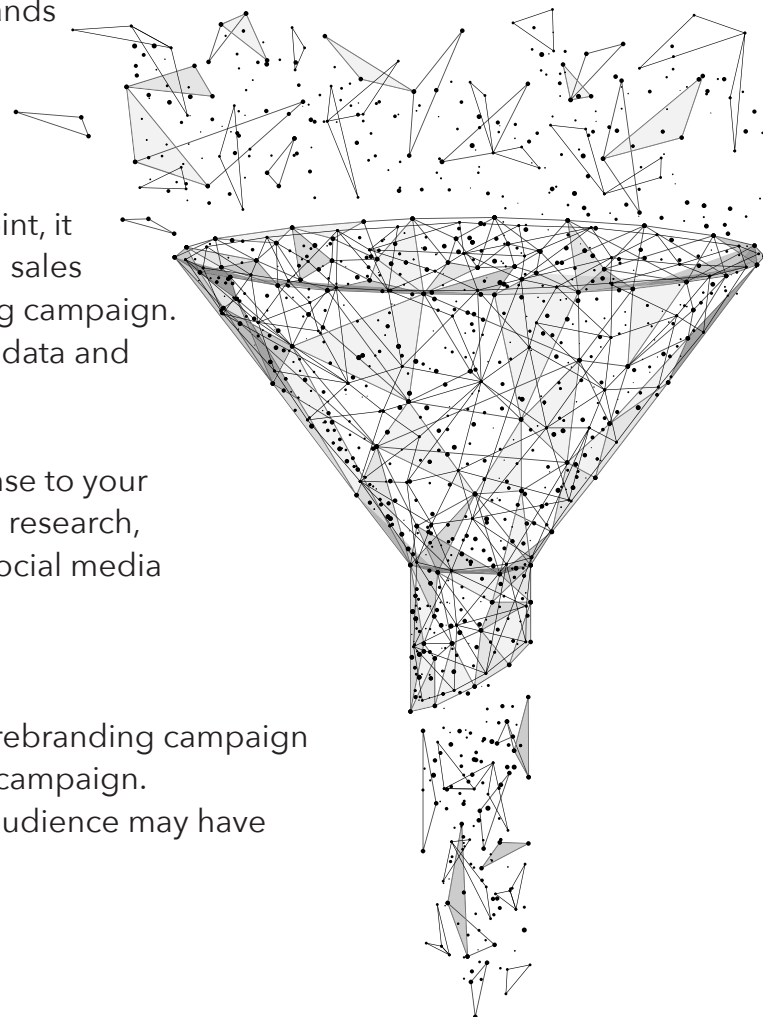
In addition to monitoring your audience's response to your rebrand, you can use surveys, carry out audience research, and directly ask people through your blog and social media what they think about your rebrand.

How to Respond to Your Audience

An important but often neglected aspect of any rebranding campaign is responding to your audience's reaction to the campaign. Depending on the extent of your rebrand, your audience may have one of the following reactions:

- **Enthusiastic**

People love the new look and vision of your brand. The response on social media is overwhelmingly positive. You get positive blog comments and you may see more website traffic too.



How to react:

When your rebrand is successful right off the bat, you can capitalize on it and maximize your reach. Considering allocating more of your budget to post-rebranding marketing and use the hype you're generating to spread the word about your brand. You may also want to try to increase conversions by reminding your audience of the products or services you're selling.

• Positive

Most people like the rebrand and you're not getting much criticism, or if you do, this is isolated to some channels or a handful of people.

How to react:

Take advantage of this opportunity to grow your social media following and send more traffic to your website. Cover your rebranding in more depth on social media and on your blog, guiding your audience through the process that made it possible.

• Mixed

People are of two minds about your rebrand. They may like some aspects of it but not all. There may be some contradiction as to whether the rebrand was good or not.

How to react:

Listen carefully to what people are saying. Maybe you got some things wrong. Ask yourself whether you can fix it and how much work that would involve. For example, you may have to tweak your typeface or polish your website design. Showing your audience that you value their reaction can help you win over some of the naysayers.

• Neutral reaction

Your rebrand hasn't made much of a stir. If anything, it seems to have left most people indifferent. You may have a hard time collecting reactions and comments relevant to your rebrand.

How to react:

A neutral reaction is not always bad. If you have been struggling with brand identity problems and a less than exciting brand image, it's okay not to make a stir. However, in many cases, a

neutral reaction to your rebrand could mean that your campaign has failed to touch people. It can be a warning sign that your marketing is heading in the wrong direction. That's why it's important to pause for a moment and reconsider your approach and how this relates to your audience's expectations. Don't be afraid to ask your audience for feedback, whether you do it through a survey or on social media.

- **Negative reaction**

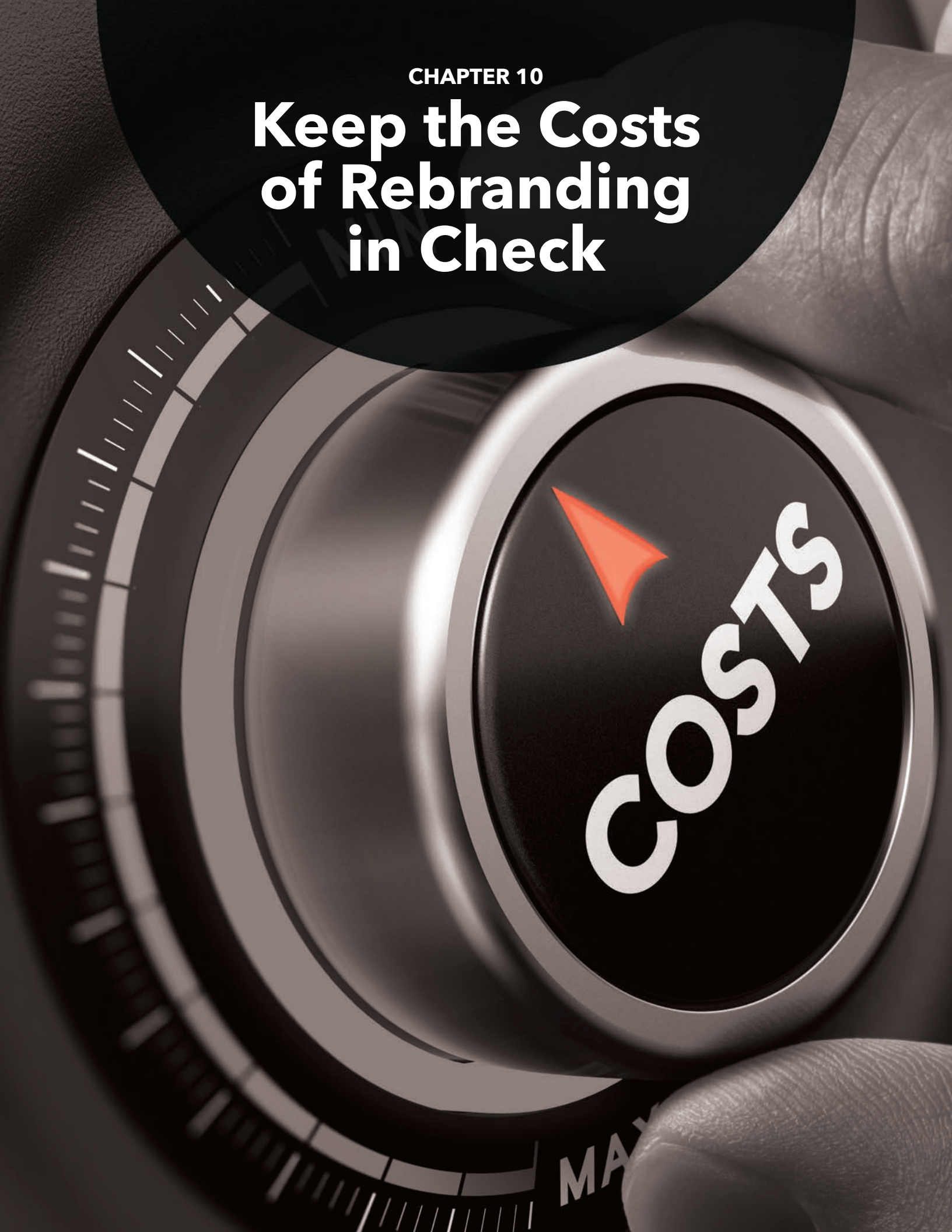
People don't like your new logo. They don't like the new website design. And your brand message doesn't seem to have connected with them. In other words, you're having some serious brand identity problems.

How to react:

A negative reaction may call for drastic action. Your rebrand has not gone over well and if you don't rethink it soon, you may send the message that you don't care about your audience. Focus on the major concerns that keep recurring in people's comments. You may have to redesign your logo and/or your website and rethink your approach to marketing. If you're facing a backlash, consider reverting to your old brand look/design until you can determine what went wrong.

CHAPTER 10

Keep the Costs of Rebranding in Check



Chapter 10: Keep the Costs of Rebranding in Check

Worried about the costs of rebranding? Don't be. Rebranding today is a scalable process. It can cost you little if you are only refreshing your logo, or it will cost you more if you want to build a new brand identity from scratch.

Audience research, logo design, consulting services, and content marketing can add up to increase the cost of your rebranding campaign. However, rebranding doesn't have to be a burden on your marketing budget. Even when you are aiming for a complete brand overhaul, you can still keep your rebranding costs in check.

Good planning allows you to factor in potential obstacles and drawbacks and optimize the costs. This is especially important if multiple teams will be working on your rebrand, including teams outside your company.

Here are a couple of practical steps you can take to optimize rebranding costs for your business.

Set Up a Budget Early On

Having a budget in the first place is a good way to improve cost management. It helps you draw a line that tells you how far you can go and informs your rebranding decisions early on. Your budget will impact many important factors that can influence the success of your rebranding campaign. These include:

- The diversity and amount of marketing content you create
- How much you can invest in audience and market research
- Whether you will redesign your website from scratch or only update it
- How much outsourcing you need
- The quality of the rebranding agency you hire

With a fixed budget, keeping track of expenses and deciding what to outsource becomes easier.

Factor in Legal Costs

As part of your rebranding, you may have to pay for licensed materials such as images, fonts, or songs, trademark a logo, buy one or more domains that have been already registered. Depending on the materials you choose to use and your jurisdiction, these costs may be negligible or quite significant.



Chapter 10: Keep the Costs of Rebranding in Check

A safe approach to keeping costs in check is to devote a portion of your budget to legal expenses and try as much as possible not to surpass it. Most importantly, estimate the cost of all the resources you intend to use that you won't create in-house. While this process in itself adds to your expense and takes time, it can help you avoid the much higher cost of copyright infringement later on.

Create a Timeline for Your Rebranding Budget



Without a clear timeline, you may end up overspending on certain aspects of your rebranding while underspending on others. For example, you may pour money into researching your audience or creating a bold new look for your brand only to find that you cannot afford to produce enough visual content for your social media marketing campaign.

A simple timeline helps you determine how much you will spend during each of the key phases of your rebranding – research, redesign, marketing, analysis. More than helping you balance out your budget and optimize expenses, it can bring you peace of mind knowing that your rebranding proceeds at the pace set for it without any delays.

Look for an All-In-One Solution

When you have a tight marketing budget, teaming up with a rebranding agency may seem counter-intuitive. However, it's important to look beyond appearance and consider the implications of your rebrand.

Creating a new brand identity for your business may require different skills including creative design, copywriting, video editing and production, marketing, and researching. Many companies don't have all these resources within their team and need to turn to third-party service providers.

The problem with this approach is that working with multiple providers gives rise to new communication and project management challenges, often leading to higher costs.

That's where a rebranding agency can prove useful. By teaming up with a rebranding agency, you can receive rebranding services in one package from one provider. This streamlines communication and reduces the project management challenges that come with having to manage different providers. Even more importantly, a rebranding agency can draw on its experience to provide guidance that helps you avoid common rebranding mistakes and optimize costs all-round.

CHAPTER 11

Putting It All Together



Chapter 11: Putting It All Together

Rebranding offers you a remarkable opportunity to understand your audience and align your vision with their expectations. More than a brand marketing strategy, rebranding is a milestone in the history of your brand. It encourages you to pause and take a good look at the state of your brand, at its marketing positioning, at its strengths and the challenges it is facing.

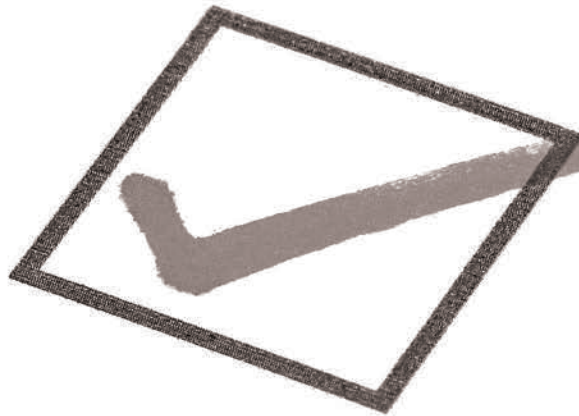
Rebranding is not so much about giving up on an old, outdated brand identity as much it is about renewing your brand as part of a natural, cyclical process. On average, brands change their visual identity every decade. Changing your old logo may not be easy, but it's natural. Brands do it all the time, so why shouldn't you?

Rebranding empowers your brand to keep on growing and improving customer satisfaction. It gives you the practical tools you need to differentiate your brand from competitors and create a fresh brand identity that will resonate with a broader audience. For all these reasons, your rebrand, whether it's the first or the last in a series of rebrands you have carried out over the years, requires research, planning, and a touch of creativity.

Transform your company into the brand your customers need it to be.
Make your rebrand great. Get started today.

BONUS CHAPTER

Rebranding Checklist



Bonus Chapter: Rebranding Checklist

Worried that you might skip an important step? This checklist helps you make sure that doesn't happen. Print the following checklist and check a new box as you complete each new step of your rebranding campaign.

Step 1

- ☐ Define your brand identity
- ☐ Update/rewrite your mission statement
- ☐ Take a brand identity questionnaire
- ☐ Define your brand voice
- ☐ Define your visual identity
- ☐ Define your brand personality

Step 2

- ☐ Define your target audience
- ☐ Create a buyer persona
- ☐ Map out your audience to the buyer's journey
- ☐ Ask your audience what they want to see more of

Step 3

- ☐ Define the scope of your rebrand
- ☐ Brand refresh
- ☐ Brand reboot
- ☐ Brand overhaul
- ☐ Identify the key problem you are trying to solve
- ☐ Define your budget
- ☐ Set a deadline

Step 4

- ☐ Understand your top competitors
- ☐ Do a competitive analysis
- ☐ Analyze competitors' websites
- ☐ Analyze keyword performance
- ☐ Analyze your competitors' online presence
- ☐ Create a summary of your findings

Step 5

- ☐ Write a rebranding manifesto
- ☐ Define your Mission
- ☐ Answer Why you need to rebrand
- ☐ Answer What you need to rebrand (logo, website, everything, etc.)
- ☐ Answer How you plan to achieve your objectives
- ☐ Answer When you plan to complete your rebrand

Step 6

- ☐ Create rebranding guidelines
 - ☐ Define logo guidelines
 - Logo variations
 - Logo text
 - Logo without text
 - Vertical logo
 - Responsive logo
 - Monochrome logo
- ☐ Brand color guidelines
 - ☐ Logo colors
 - ☐ Website colors
 - ☐ Primary colors
 - ☐ Secondary colors
 - ☐ Color usage instructions
- ☐ Define brand typography
 - ☐ Standard typography
 - ☐ Bold typography
 - ☐ Italicized typography
 - ☐ Headlines
 - ☐ Subheadings
 - ☐ Lists
- ☐ Define image sources and sizes
 - ☐ Website images
 - ☐ Blog images
 - ☐ Social media images
 - ☐ Define social media guidelines
 - ☐ Social media resources
 - ☐ Content types

Step 7

- ☐ Use emotional marketing
 - ☐ Identify the key emotions your audience associates with your brand
 - ☐ Create content that generates those emotions
 - ☐ Use more visual content
 - ☐ Create brand videos
 - ☐ Encourage user-generated content on social media
 - ☐ Curate fan content
 - ☐ Post live videos

Step 8

- ☐ Increase the emotional impact of your content
 - ☐ Create a sense of urgency
 - ☐ Use color to evoke emotion
 - ☐ Engage the senses
 - ☐ Make two-way communication easy
 - ☐ Create a movement or community
 - ☐ Inspire positive change

Step 9

- ☐ Interact with your audience in real time
 - ☐ Assign a social media brand representative
 - ☐ Use direct messaging to connect with fans and followers
 - ☐ Respond to comments you receive
 - ☐ Track mentions with a social monitoring tool
 - ☐ Join discussions related to your brand

Step 10

- ☐ Monitor results across channels
 - ☐ Respond to your audience

Step 11

- ☐ Keep rebranding costs in check
 - ☐ Set up a budget early on
 - ☐ Factor in legal costs
 - ☐ Create a timeline for your expenses

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