



Brand Recognition and How to Achieve It

In today's society, we associate different products with tag lines and commercials. This is all a part of brand recognition. Just to hear the name of a brand brings to mind the type of quality and the type of advertising associated with it. Brand recognition is a desired achievement for anyone in business.

You might not be Nike or Pepsi, but who's to say that one day your agency won't instill the same loyalty? Brand recognition is not just a tangible quality but also an intangible feeling. We can touch a product, use it, and determine if we like it. The intangible feeling is how a brand is perceived by the public.

A business that markets a product knows their product. How does it feel, taste, sound? What makes it stand out from the rest? There are plenty of sodas on the market but Pepsi and Coca-cola are the names that people can quote you off the top of their heads. It could be the flavor or the design of the logo.

You can achieve brand recognition with your product. Let the customer's associate positive words with your product and increase your transactions.

Here's how:

- 1- Determine what sets your agency apart from others. It could be that you are a small business with 'Hands On' Service. The direct support, knowledge and thoroughness is what you want people to know. Maybe prompt customer service is your brand or timely delivery.
- 2- Poll your customers and clients. The best way to find out anything is to ask. What do they think of your agency? Online surveys and quality assurance measures create information that you can use to tweak your service, until it reaches the level that satisfies customers completely. You can use focus groups or telephone calls to determine how well or not well you company is doing.
- 3- Make your unique brand a reality. Use the information from various sources to give life to your brand. If you offer commercial, foreclosure or investors specialties, advertise using your exceptional quality. It can help with developing a daring new logo or a tagline. Demonstrate to each customer your brand in action every time they come to your office or website.
- 4- Use other media to promote your brand. Advertise on websites; make short videos, newspapers, and the like to bring attention to your brand. Customers can choose your product over a similar one because you have free settlements or an excellent follow-up policy.

A brand helps a business to survive in the tough market where there are plenty of other agencies to choose from. Yours will stand above the others with a brand that adequately represents your company and is demonstrated to each customer.