

5 TIPS TO REAL ATTRACTION

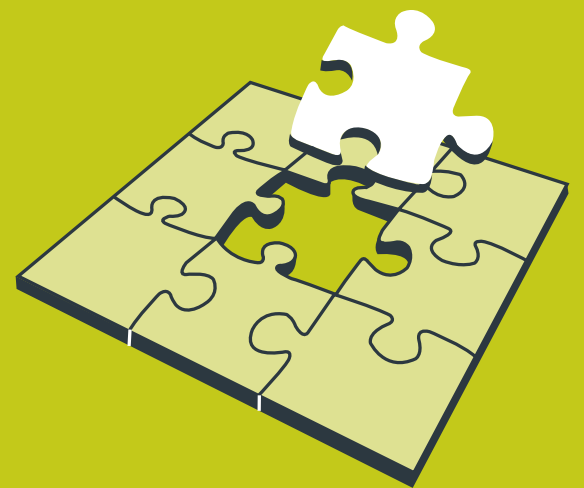
1. ALIGN YOUR CREATIVE WITH YOUR POSITION

This doesn't necessarily mean you have to come up with the most creative solution or try to be more creative than a competitor. It doesn't have to have all the latest bells and whistles. Think strategically and don't be creative for creative sake. An identity that is aligned with your position will generate a far more effective and memorable brand.



2. AESTHETICS ARE NOT EVERYTHING

A so called 'busy' website doesn't mean your brand is getting lost. A content and conversion driven website if well designed with the right messages and content will create a stronger brand. Remember a quality target prospect is visiting your site to ask a question or have a problem solved. They are not browsing around looking for the nicest looking website, so don't get hung up on clean white space and pretty pictures.



3. BE VISUALLY CONSTANT & CONSISTENT

Your logo is not your only visual branding device. Make sure your entire online presence is consistent and your brand flows throughout.

A great test is to take your logo off your site and see if your brand is still recognisable. If it's not and it looks like it could be another organisation then that is a sign that your brand needs attention.



4. TAKE YOUR PROSPECT ON A JOURNEY

Not only in words but visually. For example, an infographic might represent a complex process much more effectively than a written one, or a well crafted diagram that visually presents your position may be a far better and powerful use of creativity.



5. SIGNAL CHANGE WHEN REQUIRED

If and when you have a significant change in your position then you must consider a rebrand. A rebrand will probably be the first and therefore most powerful signal of change to the market. Yes rebranding can be an expensive exercise but repositioning without anyone realising could be a far more costly exercise.

