



REBRANDING

Your Business

I'm a firm believer in rebranding and delivering a fresh new look and feel. Our market changes all the time, technology moves at the speed of an overclocked CPU and clients (as much as we like them) can be fickle at times.

Going to market with a new, fresher, more "now" look, is never a bad thing. The trick is not to throw the baby out with the bathwater and to ensure the things that made you great are kept.

So, what do you need to do to rebrand? What should you keep, throw away and what are the steps to a new improved you?

As Socrates said, "The secret of change is to focus all your energy, not on fighting the old, but on building the new." Always make sure you know and evaluate who your current target market is. Has this changed since you started your business? Have your values, trends, skills set changed? Has who you are targeting changed?

A good way to quantify this is to write a list of your assets, skills and strengths and who you want as clients. If your clients don't resonate with your business, no point going after them.

Clarify who you are and what your core values and skills are. You are going to have to point them out to your client, especially if they are new skills or traits; or your clients are new to you, so you better know what they are and how

Hone your elevator pitch – always a great way to clarify who you are.

An important side note is that a rebrand does not have to be a complete make over. It can just be an update of skills to the marketplace, or a refresh of your logo.

Plan your new reveal. Make sure that your PR, web, social media, email campaign and all hard copy collateral are all good to go and there is a cohesive campaign plan and that it is not an ad hoc release as things finish or come to hand. Everything needs to match.

Make sure that if you have built a new website it works. I had spent months building a new web site and getting the design to where I wanted it and was ready to launch only to open the site the day before launch, to find the site wasn't there. It transpired, that the site had been hacked and pulled down by some kind-hearted Eastern European child who was now spamming the world from Eventify – Yay!

The result was pulling it down, rebuilding and starting again. Everything else went on hold until the website was up and running again.

I find a trickle effect does not work as well. You want the market to be "blasted" with the new you, consistently, across all your brand outlets, so that everyone, everywhere gets to see the new you.

Make sure that you are ready for the new business and can evaluate it and your social media. Ensure that analytics are on and functioning for social media and web. Take advantage of all the new built in analytics on FB, Twitter, Instagram etc. These days most web sites have integrated analytics that are amazingly detailed – scary but useful.

Finally, make sure that you and your business are ready. Make sure that you and your staff know and understand the new "you", skills set, look, style feel and can sell it in confidently. There is no point going to all the time, effort and money to rebrand, if the staff and you are not on board. I remember talking to staff from a very large supplier about a new look they had spent an absolute fortune on. Every part of the business had been rebranded at great cost, with the new logo. However, all their staff, including management and sales & marketing were laughing at the new brand and did not take it seriously. Subsequently, neither did the market. The rebrand was a complete failure with the company having to rebrand again, at great expense.

So, looking forward to seeing the new hotter you! Happy rebranding!