AdWise. The business builder

2020 RESOLUTION



So your business has the best products in the whole wide world and you know once the market gets a taste you will need to reinforce the doors and beat customers away with a stick.

That's the fantasy. But in reality, not enough people care about the taste of your product to even stop by, much less beat down your doors. Let's face it, unless you are selling ice from Pluto, a lot of products within a grouping are similar if not indistinguishable from the competition. Even if your product were in a class by itself, you would be amazed how a lesser product may beat yours hands down. Are the packaged cakes or cookies better than those freshly baked by a local establishment? Perhaps not in many cases they may even be inferior. But the branding of that packaged product has been well financed. Their image is everywhere and they have managed to associate their BRAND with all the things the market desires, fresh and comforting like Grand Ma used to make while the product actually is not.

Using branding as your buffer.

Branding can overcome a lot of flaws your business may have and create a buffer between you and your competition. What you should be ultimately looking for is brand loyalty. This means once you can keep your product fairly consistent the fans of your brand will come back over and over, keeping your sales at a healthy level. But how do we achieve this loyalty, which serves as a gravitational force that ironically keeps businesses successful? We can start by asking a simple question. *Who is loyal to you?*



7 in 10

YouTube subscribers say that YouTube creators change and shape culture.⁵



6 in 10

YouTube subscribers would follow **advice on what to buy** from their favorite creator over their favorite TV or movie personality.⁶

Building a relationship with your brand.

This leads to another question. How do we turn our customers into our brand's friends? Granted you can't rub all your client's bellies, but what you can do in 2020 is create social media content that tells your story and build a different kind of relationship. People connect to people not cold businesses and social media gives us the opportunity to show the personal side of companies. Who is your staff? What are their interests? What are your interests? How can you show similarity and create a familiarity with your current and potential customers?

Let this be your resolution for 2020, to design or hire a professional to create a social media plan that even though it will carry hard sell messages, will also be focused on the personal. It must aim to create relationships -friendships with your clients.

What the market demands now.

The rise of the "Influencer" has been felicitated by how wary our society has become with straightforward advertising. We want to do business with people with whom we feel a bond. You need to make your business those "people". You need to create a brand identity that is in line with the demand of the market.

So as many drain the last drips of the bubbly and sign up for the gym membership that they will only use twice, make a resolution not just for your business but also for your brand. This year your brand will make a lot of new friends.

Tarsier Ad Agency is grounded in over a decade of experience in the advertising solutions industry. We have built a formidable reputation as professionals and creative thinkers. Our principal creative has help to shape and create branding and marketing solutions for businesses, both locally & regionally. We are an established company with an excellent track record for the best customer satisfaction and have never compromised on the quality and the services provided to our many clients. We understand the individuality of each customer and the importance of working in a collaborative environment which will ultimately lead to getting the most out of your brand.

