



**STRAMASA**  
STRATEGY . MARKETING . SALES

# 5 Ways to Enhance Brand Perception

[www.stramasa.com](http://www.stramasa.com)





# Invest in Brand Strategy

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Brand strategy is the foundation for all of your marketing efforts. It helps you create a unique value proposition and define who your target audience is.

Brand strategy can also help you develop a consistent voice and tone—critical components of how customers perceive your brand.



# Recognize the Value of Loyalty

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It's not enough to have satisfied customers; instead, you want to **retain those customers** and keep them coming back for more.

To build loyalty, **treat your customers well** every time they interact with your business.

If someone has been a loyal customer for years, **go above and beyond** the call of duty by offering them something special



# Plan your Marketing Goals



Brand ambassadors are the people who represent your brand, and it's vital to cultivate them.

Promote brand ambassadors in your marketing materials and social media channels, where they can **tell others** about their experience with your brand.





# Cultivate Brand Ambassadors

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A common mistake many small businesses make when it comes to marketing is **failing to plan**. This can be detrimental to any company, especially one that doesn't have a lot of resources at its disposal.

The key here is **planning for future growth**, both in terms of revenue and staff size, which will require setting quantifiable short-term and long-term goals.

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# Avoid Negative Associations



It can be tempting for businesses to want to align themselves with popular events or personalities.

However, you must avoid negative associations and take the time to research how your brand will be perceived before making any public statements about your association with someone or something.





# Need help with Branding?

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At Stramasa, we truly believe great design can effectively grip the charisma of a business and make ways for a brand success story.

We help brands stand up, stand out and stand for something.