A Guide to Branding and Marketing
# Table of Contents

3  Your Brand  
4  Logo and Identity  
5  Sales Tools  
6  Digital Marketing  
7  Business Development and Advertising  
8  Custom Photography  
9  Events and Customer Experience  
10 How to Use Full Circle
A brand is your image through the eyes of your prospective and current clients.

And until a prospective customer works with you for the first time, your brand is the only impression they have of you. That’s why it’s important that you shape and develop your brand to make sure it communicates the right message and works hard for you. Branding and strategic marketing is an invaluable tool in building your customer experience, attracting new customers, and retaining existing customers.

Your Brand

You may already have an established brand for your company or inherited an existing brand through acquisition or change of ownership. It’s important to evaluate your brand to ensure it reflects your strengths, differentiates you from your competition, and resonates with your target audience. Clear and consistent branding helps potential clients understand your company’s unique capabilities and choose you over the competition.

The first step is review and assessment. The goal is to evaluate your strengths as currently perceived in your market and contrast that with how you want to be perceived. This can be done by speaking with clients or creating a survey to solicit honest feedback from clients, as well as key influencers in your market. In deciding on your desired market perception, it is important to choose two to three key differentiators: what services, relationships, and product offerings can you clearly own in your market?

Next Steps

• Collect customer feedback
• Evaluate and assess current brands in your market
• Identify your unique selling proposition

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Logo and Identity

Your logo and identity is your corporate signature. It’s who you are, and how your customers often first perceive you. Your logo and identity should epitomize your company, both in style and image. Does your current logo and identity say what you want about your company? If not, it’s time to understand what makes your company tick, and what separates you from the competition, and use those characteristics to build a unique logo and identity. The goal is to develop a brand platform and visual identity that builds a differentiated brand in your market. If it doesn’t, consider a new identity for your company.

Full Circle can build your company a unique logo and other identity elements including business cards, letterhead, envelopes, signs, and sales folders.

Next Steps

- Review your existing logo and identity and local competitive brands
- Consider starting the logo and identity creation process
Sales Tools

To bring your brand to life, your company should rely on a range of well-planned, well-executed sales tools, ensuring the overall messages are consistent, clear and relevant to your audience.

The brochure is a basic tool for any business, introducing your company, products and services to customers. It should function as both a door opener before a sales call and a reminder afterwards to which prospective clients may refer. This is a great way to shape your message and leave the right impression.

Sales sheets, case studies, photography and video should also be considered as great ways to position your company as innovative and relevant.

Next Steps

- Perform a comprehensive review of all sales literature and marketing materials
- Develop a roadmap to plan, photograph, write, and design new sales tools
Digital Marketing

Electronic and interactive marketing is a critical element in your marketing mix today. Electronic tools help promote your company and communicate with prospective and current clients. Your website is an essential marketing tool for you to communicate who you are, the services you offer and why prospective clients should do business with you.

Email campaigns are an easy, effective and inexpensive way to keep people informed about products, programs and events. You can send these year-round, as supplements to other marketing programs or as stand-alone messaging.

PowerPoints, interactive presentations, social media and search engine optimization are other areas that should be evaluated.

Next Steps

- Assess your current website
- Review other websites in your industry
- Develop a strategy for web, mobile, social media, email marketing, and other digital and online tools
Business Development and Advertising

Marketing should help drive new business. If your current marketing tactics aren't working or cost too much it may be time to re-evaluate strategies. Is your advertising working? Are your sponsorships really generating ROI? It’s critical to make sure your marketing dollars are giving you the biggest bang for your buck.

Advertising is a great way to build awareness and brand recognition. It reaches a wide segment of the business public, and can be used to promote your new brand.

Consider digital and print advertisements as well as truck graphics to make sure your brand is seen in the marketplace.
Custom Photography

Your prospective customers want to see the work you’ve done before. Therefore, high-quality, professional-looking imagery is critical to your business. Telling your story through authentic or unique photography and renderings is one way to separate yourself from the competition. Full Circle has extensive experience capturing editorial style moments, studio and on-site photography, and everything in-between. Renderings are also another valuable tool to effectively show your products in a variety of applications with photo-realistic quality.
Events and Customer Experience

How do you build excitement about your brand? Throw a party. Draw attention to your organization and create an opportunity to meet face-to-face with both current and perspective clients. Full Circle can help with the creation of invitations, envelopes, evites, name badges, and signage. This is a great opportunity to get clients into your space or at a great venue.

Customer experience is defined by understanding and controlling every customer touchpoint. This is a broad topic but needs to be carefully considered by every dealer. What does your office, workshop, or showroom look like and how are the spaces used? What music is played and what graphics are on the wall? How do your employees interact with customers, handle customer service issues, or communicate with others within the organization and outside the company. These are important things that are all critical to the overall customer experience.

Next Steps

- Review advertising, direct mail, and sponsorship activities
- Assess workspace strategy, products, graphics, and overall goals
- Evaluate past events and ideas for new events to re-energize your company
- Create a PR strategy for obtaining media hits for your company
- Create a marketing plan to promote your company
The Guide to Branding and Marketing is a strategic tool for Cabinet Makers Association members that need to quickly and effectively market their organization.

The program has dedicated professionals to help with this effort. Sales tools and idea starters can be quickly customized to your needs.

How to Use Full Circle

Just call or email Full Circle and they can walk you through the project process. The Full Circle team consists of marketing professionals that have over two decades of marketing experience within a variety of industries. They can provide insight into branding and marketing strategies that produce real business results.

Full Circle can also answer questions about pricing and project lead times. Customized materials will be quoted on a project-by-project basis.

Don't hesitate to use Full Circle as a resource for your rebranding effort. Full Circle has assisted hundreds of companies and can provide you with a unique solution. Remember, any service Full Circle offers can customized to your individual needs.

Email or call us today to learn more.

Why use Full Circle?

• Create attractive and consistent marketing
• Build brand identity and overall awareness
• Increase new business

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