

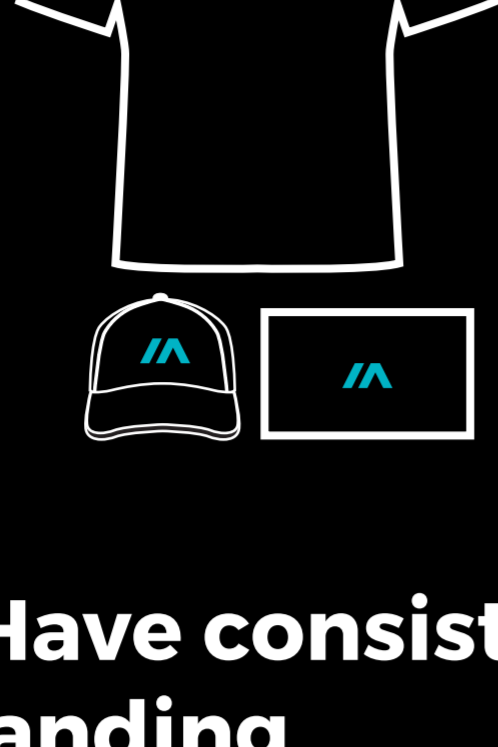


6 tips how to to future proof your brand

With technology evolving at breakneck speed, and its evolution constantly changing the way we communicate, it is becoming critical your brand can stand the test of time. Without a clear vision, and plan, your brand is bound to lose its way or worse become irrelevant. Here are six ways in which you can future-proof your brand.

1. Have consistent branding throughout its touchpoints

Make sure your brand looks and sounds the same through every piece of content you produce, whether it's online (website, social media, emails, newsletters, advertising, or podcasts) or offline (printed materials, PR, articles or sales collateral). It is critical that anything that represents your brand communicates its values and attributes consistently and accurately.



2. Be open and transparent

We like to buy brands we trust and believe in - especially brands that consistently deliver the right experience. Always stay true to your brand promise. Make sure your brand is open and transparent with customers. Be creative in how you can have honest conversations and get feedback from customers about your products and services - social media is a great tool for this.



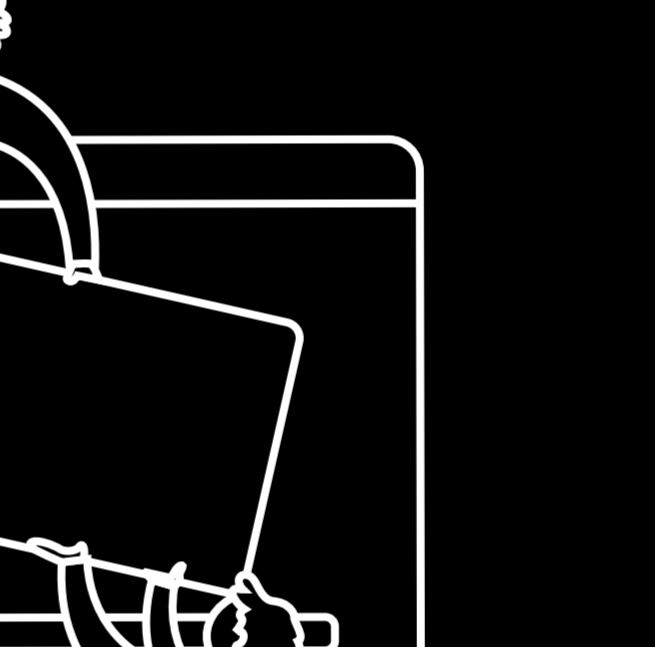
3. Stay abreast of your customer's needs

Nothing stays the same. The marketplace is constantly evolving, new technology brings disruption to how we do things, your customers' needs are changing. To keep abreast of their changing needs, regularly reevaluate their needs and work out how you can exceed them as they change.

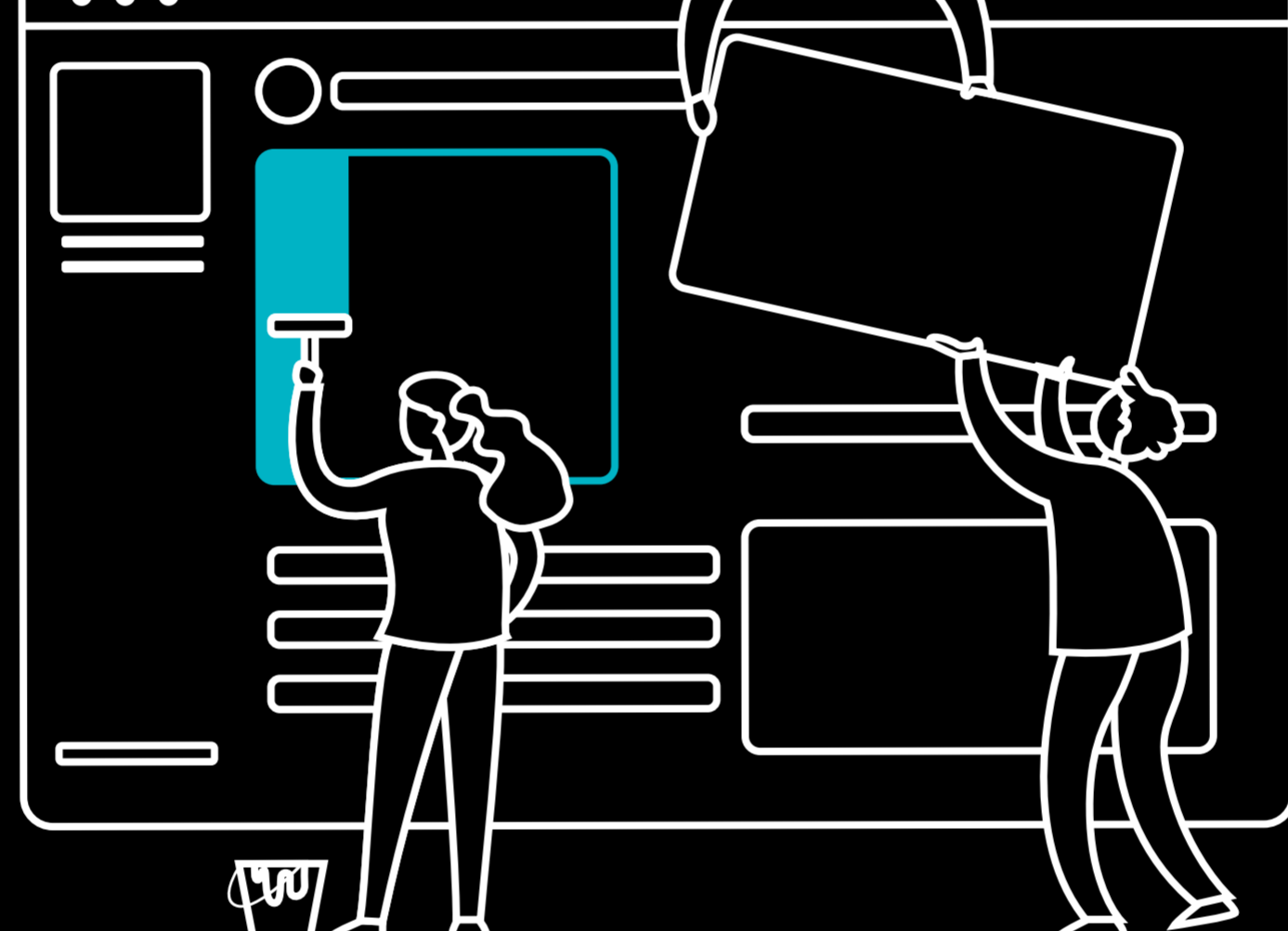


4. Set up a strong web presence

As more and more people turn to online resources to find products and services, you need to ensure you are there (and well represented). Building a brand online can be like buying good real estate - don't wait until all the good land has been taken. Take advantage of the online opportunities available to you:



Build that website



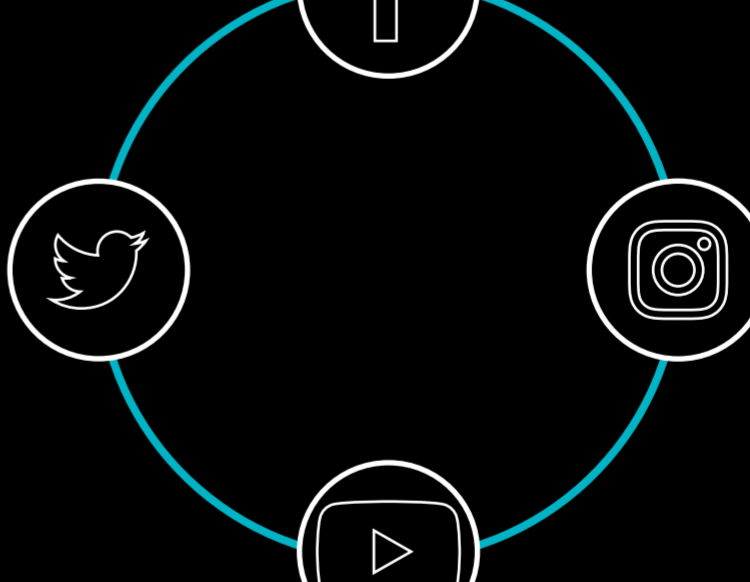
Set-up your business on Google Maps and in Google My Business



Create useful content that helps your customers and answers their questions.

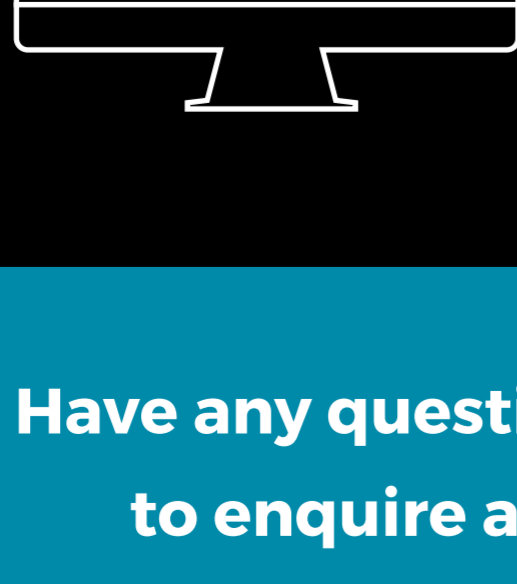
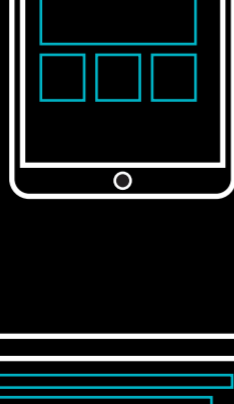


Set-up the social media accounts that are relevant to your customers, including YouTube (Video is one of the fastest growing media opportunities)



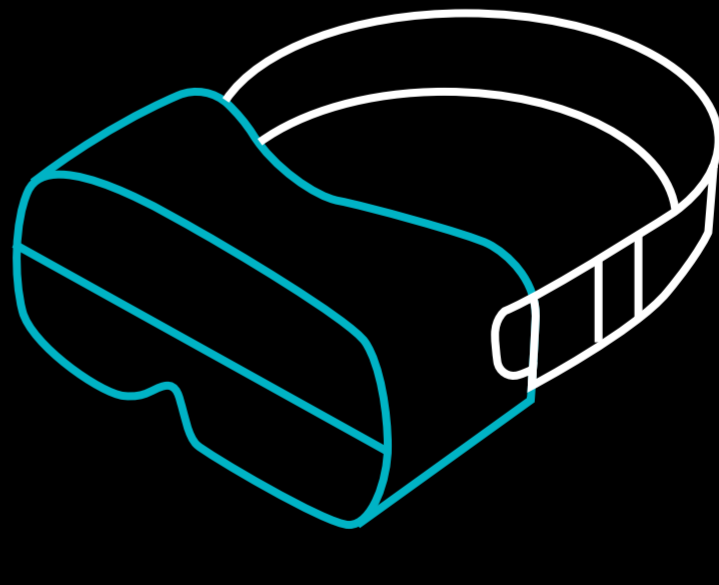
5. Use responsive technology

Being responsive means that your digital assets, such as your apps, websites and such, adapts its layout to suit the device your customer is using (it adapts to multiple screen sizes by adjusting the layout depending on the device - mobile, tablet or desktop - so that all imagery and content is legible and looks good). In 2018 52.2 % of all website traffic worldwide was generated through mobile phones, up from 50.3 % in the previous year.



6. Use new technology to help exceed your customers' needs

Find creative ways to use emerging technology to create unique experiences for new and existing customers, or to help streamline and improve your customer experience. Showcase your products through AR/VR tech by creating unique, engaging visual experiences. Optimise your customer ordering experience by getting your products in Amazon Alexa and Google Home, allowing customers to order your products via voice search. Focus on creating convenience for your customers. Brands that consistently surprise and delight customers are generally very successful.



Have any questions about branding or would like to enquire about a brand strategy session, drop us a line at info@blackbearcreative.com.au