The importance of brand and own reputation—from real daily life to the web

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We usually associate the term ‘brand’ with a product that has a unique, consistent and well-recognized character and quality. Brands are symbols that convey different messages to consumers. Brands conjure up images in the mind of the customer and influence purchasing decisions. Large organizations work hard to raise the power and status of their brand. Business success is measured against unused or unfair imitation.

A marketing American Association (AMA) defines a brand as a ‘name, term, sign, symbol or design, or a combination of them intended to identify the goods and services of one seller or group of sellers and distinguish them from those of other sellers.’

It makes sense to understand that brand is not about getting your target market to choose your products over your competitors. It is about getting your prospects to see you as the only one that provides a solution to their problem. Looking out into the world today, it is easy to see why branding is more important now than at any time in the past 100 years. Brands are psychology and science brought together as a commercial mark, as opposed to a trademark. Products have life cycles. Brands outlive products. Brands have a unique uniformity, credibility and experience. When companies use brands, they put the value of their brand on their balance sheet.

Brands do not just have to look very far. In today’s world, brand-building is more important than ever. But you cannot simply build a brand like you did in the old days. You need a cultural movement strategy to achieve kinetic growth for your brand. With that, only the sky’s the limit. The brand produces a product? A cream or a dream of beauty? What does the Peanuts gang say? They perform a dance show. They sell Starbucks when operating its store. Their core message is “This is what we do between home and work.” The list goes on with many examples. Branding is a cultural movement strategy. Culture is the foundation of branding. Branding is essential. Building brands builds incredible value for companies and corporations. If you are still not convinced, let me give you another example. The dollar is a world brand. In essence it is simply a piece of paper. But branding the dollar has made it valuable. All the tools of marketing and brand building have been used to create its value. On the front you will find the image of the brand, the brand: Federal Reserve. There is a testimonial from the First President of the United States, George Washington. There is a simple user’s guide: “This note is legal tender for the payment of debts public and private.” And if you are still not convinced, the owner has added, “In God We Trust.” The dollar is a world brand. It conveys a uniformity, credibility and experience. When you put the value of your brand on your balance sheet.

Emotional Connections: accord to 2010 study conducted by a passionate group of people: do you follow the brands you love? On the flip side, you cannot tell someone about the brand you cannot remember. A strong brand is critical to generating referrals or viral traffic.

A strong brand helps customers know what to expect. A brand that delivers on its promise to the customer. A strong brand connects with people at ease, because they know exactly what to expect each and every time they experience the brand. Your brand represents you and your promise to your customer. It is important to remember that your brand represents you: the brand, the staff, the brand, your marketing materials are the brand. The way you do things, and what they do say about you are going to deliver (promises) to the customer.

A strong brand helps customers understand your business consistent. This consistency should include your products, services, and direction for your staff. When your organisation now competes on a global stage, your organisation now competes in the global economy. How do you stand out from the thousands of millions of other organisations around the world?

A brand tells people about your business. Your full brand experience, from the visual elements like the logo, to the way that you are phones, tell your customer about the kind of messages, and for other needs. This can connect you to your target audience, engage them and motivate them to action.

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A strong brand provides your business with value to your organisation well beyond your competitors. The only brands that you purchase from Coca-Cola, Wrangler, Apple, Perdue, LEGO—are these companies really worth their equipment, their brands, their staff, their factories? No, these companies are worth much more than their physical assets. What is their brand has created a value that far exceeds their physical value. Wrapping it up. The best branding is built on a strong idea, so an idea that makes you and your staff can hold on, can commit to, and can deliver upon. Your brand needs to permeate your entire organisation. When your organisation is clear on the brand and can deliver on the promise of the brand, you will see tremendous fruit while building brand loyalty among your customer base.

But what does a dentist actually sell? Therapies or treatments? The profession of the management of the dental office by increasing the management control, the Perceived Quality and Value Added, optimising costs, acquiring new patients and increasing the strategic positioning of professional success. Particular attention was dedicated to finding value in being able to offer new therapeutic solutions, especially in this economic, social and cultural ‘time of crisis.’

There are opportunities for growth in the dental business through increased perception of quality in presenting and managing the range of services in the sphere of performance, even aesthetic, not to mention the more traditional therapies. The profession of the team of front office and back office generate word of mouth and optimise all investments in communication. To transfer the Perceived Quality, needs new tools of communication personal and professional. Climate Analysis, Applied neuroscience, Web-Marketing, Interpersonal communication, are just some of the methods.