

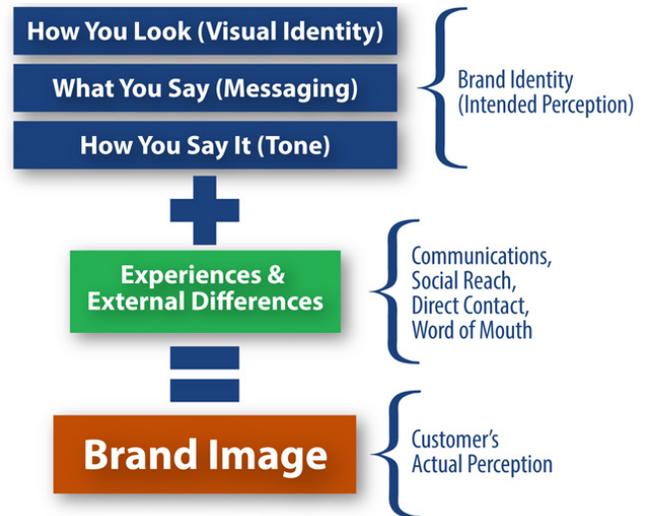
What can make your business future stronger?

Your brand.

What is branding?

Branding is all about managing perceptions. How you look, what you say, and how you say it are all components of brand identity.

A good brand helps ensure your audiences understand the value of your company and its products or services. When you carefully foster actual customer experiences to align with how you want to be perceived, the result is a strong brand image—and customer loyalty.



Your brand is one of your most important assets.

A strong brand can:

- Distinguish you from the competition and make you stand out. You get the prospects and clients you want.
- Help attract new customers because they know what you and your brand stand for.
- Command a price premium—people will pay more for something they trust.
- Get you invited to the table.

A neglected or dated brand can:

- Reduce customer confidence.
- Contribute to a low perception of your company.
- Leave you out of the running.

When should you consider branding or updating your brand?

When entering a market for the first time:

It's important to get the perception of your company right at the outset. Looking and sounding as professional and sophisticated as you are builds credence and declares you're a player.

When business objectives are not being met:

If business has been falling off, it's probably time to refresh your brand. When asked to choose between an updated brand or one that feels old, most buyers will go with the refreshed brand, all other factors being equal. If this sounds familiar, it's time to review your brand and update it to reflect the company you truly are.

When a business failure or other issue impacts customer confidence:

Once the business issues are resolved, make it apparent through a new look and careful messaging. Carrying the updated branding through all your marketing efforts eliminates confusion between the new and the old.



What's involved in branding?

Developing a brand takes strategic thinking, creativity, and time. At MicroConvergent Marketing, we use a structured approach to discover your business strengths and what makes you stand out. We then create a strategy to leverage these strengths into a powerful brand that separates you from competitors and reaches your target customers. The result of this work is a strong brand, a creative strategy and a promotional plan tailored to you and your budget.

Steps in the branding process.



Already have a brand? Take care of a very important asset.

If you've already got a brand, care for it. Keeping your brand fresh helps attract attention and gives you credibility in the changing marketplace.

It's your brand. Nurture it and reap the benefits.

MicroConvergent Marketing has worked with many companies from life science startups to multi-million dollar engineering corporations to craft and develop their brands. Our focus is on technical, scientific and medical businesses. So we're a powerful partner who will create a fresh, distinctive brand identity that reaches your audiences and clearly conveys who you are and where you're going.



Whatever you need, we can help.

Branding & Identity – refresh your brand or create a new one with the look and feel you need.

Marketing Support – access expert research, analysis, and comprehensive planning and execution for growth initiatives and product launches.

Print & Digital Collateral – benefit from attention-getting creative and skillful content development for all your sales and marketing materials.

Content Development and Technical Writing - white papers, technical notes, web content, etc. for scientific, medical and technical audiences.

Website Development & Optimization – maximize the value of your most powerful communications tool.e.

Internet Marketing – effectively reach your target audiences through all available digital and social channels.

Advertising & Media Services – get your message across on the websites and in the publications your audiences read.

Contact us:



cmussells@microconvergent.com



401-331-1743



www.microconvergentmarketing.com