

Mojo Moves

to Creating a Branding Buzz



One of the most important marketing considerations for any business is its web presence. But when is the last time you took a good hard look at the “voice” you are broadcasting?

Often our websites are one and done, and in the new normal of a noisy marketplace, we have to stand up and stand out. Think of it as a living, breathing entity that requires regular attention. Trusting the website guy alone to project your brand is not going to cut it. Understanding more about consumer behavior and response triggers can do more to increase your bottom line than any other marketing effort you make.

Here are my seven mojo moves to create a branding buzz and not just more noise.

1. Your website and social media messaging must address what the prospect wants most. Hint: It is not a designer or a kitchen and bath shop! A new client needs to know you understand their needs and have solutions to their problems. Far too many websites are all about “me” and are not focused on the prospect. It is natural to want to tout your experience, skills and all of what makes you the best option, but truly what most people want to know is can you solve MY problem and address my fears of remodeling or a new build? The biggest fear for most people is making a mistake, so tell them specifically why you “got this” and how you are going to make the magic happen.

2. Create a sense of how the client will feel when they hire you or purchase your products. People will buy based on how you make them feel about your service, product and the experience of dealing with your business. This is the best way to make it not about price but about your unique selling point. Go look at 10 random websites in our industry, and tell me if you can figure out what the unique selling point is in three minutes or less. And, of course, an average person is on your site a far less amount of time.

Your USP must be front and center. Own what makes you different and proclaim it loudly and with honesty and truth. Prospects need to see what makes you special right out of the gate.

3. Consider your website copy carefully, including the words you use when creating descriptions of portfolio photos. Focus on the benefits not just the features of what you designed. Do you talk about how you solved issues regarding a particular project, or are you just describing its beauty? Expounding on what can be seen already is not nearly as powerful as talking about how you solved the client’s specific problems. And the two-for-one bonus is using words showing how you solved a dilemma, which is great for SEO – most people search for solutions, not descriptive “pretty” words! And don’t forget, a photo speaks a 1,000 words, so be sure to showcase the portfolio shots on the home page that best reflect your voice. Try to make it an easy formula for the portfolio verbiage. Describe the challenges and provide solutions.

4. Tightly identify your target market to match your skills or products with the client problems needing to be solved. You do not need all the clients – only the right ones for you. Be important to a few, and let the masses go. If you work best in a particular sweet

spot, talk about those skills on your home page and go into more detail elsewhere. You can have products or services for broader appeal, but don’t try to market to that segment on your home page; only focus on your ideal prospects.

Try developing three concise hashtags that reflect your core brand values. This exercise will help focus your team on your message in a quick “are we on brand here” type of way.

5. Understanding the client’s viewpoint and conveying you are one of them is one step closer to a relationship beginning. It is not unlike flirting in a crowded bar. Knowing how your prospect sees the world is essential to delivering the best customer experience. You do not have to “be” your ideal customer or client, but you do need to relate to them on some level so they can visualize being in the spaces you want to create for them. Their world view dictates how they will perceive your efforts to speak to them.

Establishing common ground is relationship building when a prospect walks into your store or showroom. Your website is not any different. Someone is walking into your store when they click on your name.

6. Establishing trust and authority. Sounds simple doesn’t it? But if you tell prospects you are trustworthy, it is just more noise. Let your clients tell the story for you. Showcase your reviews – and not just under a tab. Sure, more can live there too, but the most authentic words from your clients should be on your home page.

Create a brand video. It is a compelling way to project authority. Add testimonials from clients and subcontractors, too. These words can speak to how you work with others and present a united team approach. Industry affiliations and publication interviews are also great to have on your website to promote authority.

7. Have a passion for what you are selling. When you are passionate, you are helping someone buy rather than making a sale. Don’t sell anything you don’t love. If you love what you sell, you will know it inside and out and provide a service as well as a product. Convey this on your website clearly. The passion you bring to your work or business is contagious, and too many websites are so boring they make watching paint dry a spectator sport.

Be honest with yourself and ask friends or colleagues to look at your site with a critical eye. Do they hear the passion in your brand voice? It should ring loud and clear regardless if you are a huge kitchen and bath firm or a solopreneur.

Positioning is the answer to the question for 2020. Understanding how we want the public to perceive our brand and communicating it in everything we do – beginning with the first interaction a prospect will have with our website or social channels – is integral to a strong marketing plan.

CHERYL KEES CLENDENON, member of the KBB Editorial Advisory Board, owns a full-service design studio, retail and ecommerce shops and an authorized trade program. She is a business consultant to interior designers, and her Facebook group is “Small Business Think Big”.