



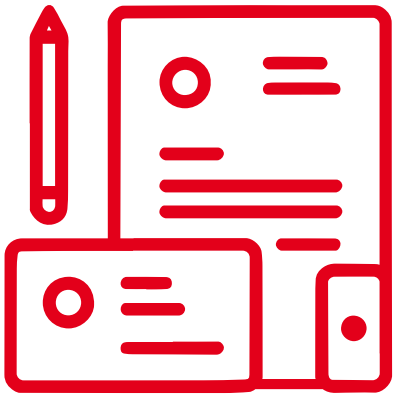
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# Back to Business:

5 steps to relaunch your brand image





# Brand image matters more than you think

Nowadays the strength and value of a business are more and more based on the strength and value of the brand behind it. With this in mind it's easy to understand why building a consistent and recognizable brand architecture is mandatory if you want to grow a wholesome business that can pay off in the long run.

**Connect with existing customers, reach out to new ones, encourage trust and loyalty and improve brand awareness are just a few of the things you can do easily with a strong and healthy brand in your hands.**

But like any other business task, you won't end up with a successful brand by chance. Building a powerful brand identity requires dedication, careful planning and a solid marketing strategy. Needless to say, we know how much this can be stressful and hard to handle without the right partner and a deep understanding of communication strategies.

**No need to panic, we're here to help! In the next pages you will find 5 easy steps that you should follow if you want to improve your brand identity.**



# 1. Build a consistent brand image

The first and possibly most important step you need to take to build a strong and effective brand identity, is starting with the definition of guidelines, rules, dos and don'ts referred to your logo and other visual assets. How are they supposed to be used across different channels? How do you want your logo to be displayed on a small-sized support like a pen, for example? Which font is best to reflect the values and characteristics of your business? Start by building your brand architecture from these fundamental steps.

**Aligning all of your marketing actions and communications is very important. This can be done with a professional brand manual shared within your organization.**

Anyway, branding isn't just about a good-looking logo! It's about being in control of everything that comes out from your company. First, check-in with your own values: does the look and feel on your website, social media profiles and printed materials match those values? Are they consistent? Begin by making all your messages and assets coherent and the world will notice!

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## 2. Create messages that stand out and won't be ignored

Your customers are exposed to an incredibly high amount of messages, videos, images, audio files and ads everyday... and you can't pretend they'll remember everything, right?

But you know what? They will remember things that can **grab their attention**. This can be done only if you can stand out from the ocean of inputs they get on a daily basis. Your messages must be **bold** and **daring** and you shouldn't be afraid of taking some risk when it comes to **creativity**. Think outside the box. For your marketing efforts to be most effective, you want your customers to be **captivated, engaged** and **delighted** by your brand and your communication. Use printed materials like flyers, posters, business cards, try different combinations of colors and supports, play around with fonts and layout.

**The aim is to reach your target audience in different and unique ways to make an impact.**

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### 3. Don't sell products and services but experiences

The satisfaction of your customers should be like love at first sight. Even before they **unbox your products** or start using your services they are making an opinion about your brand. This is why **the way you present your products** is vital for success. **Packaging** for example has become a key asset of the sales process.

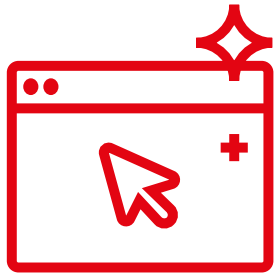
**Everyone today will judge a product also by its packaging before buying it.** A compelling design will build first time buyers intrigue.

And don't forget to use **sustainable materials!** Who wants to receive a load of plastic and non reusable materials nowadays? Nobody.

**There are no limits to creativity when it comes to packaging. Free your mind and find new ways to present your products to amaze your customers. And if it's not enough you can add personalized gadgets or gift boxes to let them know you care. Christmas, birthdays, public holidays and festivities can be an excuse to send branded gadgets to your customer base.**

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## 4. Take care of your online presence

One thing that everybody learned from 2020's challenges is that traditional business models are something you can't rely on anymore. As a result of the pandemic, customers stopped interacting with businesses in the ways they were used to. This means that in the post-pandemic era no one can sleep peacefully leading a business that isn't **mastering the online channels as much as the offline ones.**

Being able to reach customers across the world, having a professional and easy to use yet good looking website, and **handling online orders on your e-commerce** are aspects you need to control to match today's customers expectations.

There's never been a better time to make sure your communication is the best it can be and it can't be done without **online channels working together synergistically.**

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## 5. Don't forget to revamp your brand

**Branding is a no-stop activity and once you start you can't go back. But what if you went too far?**

Customer's taste and preferences are changing very fast while new trends show up from day to night. Your branding strategy and communication call for attention and it's easy to understand why. Maybe your old fashioned logo designed years ago needs a refresh to keep it contemporary and catchy? How does it look on social media? And maybe it's time to give a twist to the window decals of your store? There are a lot of things you can do with your brand to **keep it always up to date** and be sure your target audience likes it.

This is exactly what we call revamping a brand. While maintaining a consistent brand identity is vital in marketing and it's important that consistency remains within your communication, **sometimes changes are needed.**

**Taking the time to understand and update your brand to suit your audience's needs will pay off in the long run.**

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