

5 Principles for Brilliant Branding



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Broadcast Your Brand

You've invested in developing your website.

Have you thought through the most basic component of marketing? Include these 5 principles in your company branding, and your business will blossom.

The best part? It's easier than you think!



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Principle #1

Engage to Please

A website, like a printed piece, must be visually pleasing to the eye, and it must lead to content that provides a logical and emotional conclusion.

Three elements accomplish engagement: the design, the images, and the words.

Most people are surprised to discover the words are the crucial element.

[Click here to learn about branding >](#)

Principle #2

Inform Purposefully

Your website is the "greeting room" of your business.

The purpose is to influence the visitor to find out more, not provide a brag-fest of accomplishments. This is where most websites blow it. Your site must be customer-centric.

Too much data about yourself, and guess what? You've lost them. It didn't engage, it repelled.

The written content informs your visitor why your brand meets their needs and is the solution to their problem.

[Click to learn about Business Brochure Blunders >](#)



Principle #3

Communicate Clearly

Brand clarity is about your customer's perception of your company.

Your logo is not your brand. It is a symbol or mark of your brand. Your brand is the intellectual and emotional sentiment that others form about your company.

Your website must answer the question: "Who are you and how can you solve my problem?"

[Click here to learn about Brand Identity >](#)

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Principle #4

Go Easy On the Images

Websites communicate a limited amount of information.

Big and few. Think of those two words when choosing photos for a visual pathway on your website.

A few big images are easy on the eyes and communicate far more than a smattering of small images. Lots of tiny images make the site look cluttered and compete with content instead of reinforcing it.

[Click here to learn about Brochure Blunders >](#)

Principle #5

Write the Words Well

Design and images convey, but words communicate.

The words are the most important component of branding on your website. The words sell.

The words (copywriting) are what influence people to click, sign-up, enroll, or purchase. Well-written words convince. Poorly written words confuse. Well-written copy on a website fosters the foundation for business relationships: trust.

[Click to learn why words are vitally important >](#)

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"The hard part of writing isn't the writing; it's the thinking."

William Zinsser

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