



- design
- advertising
- website development
- strategic marketing
- public relations
- promotional products

marketshare communications

What's the Measure of One Word?

Can you or your customers define your brand with one word?

It's absolutely essential that you find a way to differentiate your business in a meaningful way. I know I talk about this all the time, but it truly is that important.

What if you interviewed a handful of clients and asked them this question:

"What's the ONE word you would use that best describes what we do well?"

Is it fast, friendly, welcoming, creative, cheap, cool, techie, smart, caring? One word is really tough, but you need to try. Find one simple word that sums up how you are different. If you can do that, and it's a word that means a lot to people, your marketing job will be significantly easier.

Can't think of a word? If your business was a car, what type would it be? Why? What are the qualities you admire in people? What color is your business? What kind of music do you sound like? What kind of plant would you be? Why?

Got your word? Now, how does everyone in your firm define and own that word? One of our clients uses the word "Nice" to define his company and his Brand. If you listen in on a staff meeting or catch a glimpse of his business card, the word "Nice" is front and center and the entire staff understand the importance of living that word all the time.

What if you asked all your clients and associates to help you come up with your word and then asked them to give you their thoughts on what that word means or how they experience that word. (This could be a fun activity for a client appreciation party!)

If you did do that exercise you might uncover some incredible marketing material and may be motivated to include your word and all its connotations into everything you do - in other words, make your word your bible for every marketing decision.

That's how a small business brand can be built, that's how you can differentiate your business from your competition.

Ideally, after you find your word you should find ways to measure how well you are doing building awareness and successfully "living" your brand. Sometimes the things you can't measure are the most pertinent. How happy are people? How joyful does the office seem? How quickly do you return client's calls? How often do you receive referrals? How many handwritten notes do you send? This is the stuff that can define an organization.

Don't think you need to do this silly exercise? Your clients probably already have one word in mind for you, the question is did you plant it intentionally or accidentally?

My personal word: *Detailed!* MarketShare's word: *Attentive...*(to your needs!)

How do we know? People tell us...all the time.

Now get to work — what's your word?



136 ridge drive
montville / nj / 07045
ph. 973.299.8001
fx: 973.299.8033

www.marketsharecomm.com

Ilene B Greene, President
MarketShare Communications