



DESTINATION: BRAND LOYALTY

The journey to brand loyalty can be a bumpy ride when you're aiming for the universe rather than individual galaxies. Recalibrate for star alignment and discover the powerful communications opportunities that await, when timed just right.

SECTOR: I THE TYPES OF BRAND SHOPPERS

LOYAL CUSTOMERS Likely to repeat purchases despite economic challenges or competitor offers	DISCOUNT CUSTOMERS Shop frequently; make decisions based on offers/deals/competitive or comparative pricing	IMPULSE CUSTOMERS Make purchases based on what seems needed/good at the time	NEED-BASED CUSTOMERS Have a specific intention to buy a particular type of item	WANDERING CUSTOMERS No specific need or desire in mind; desire a sense of experience or community

SECTOR: II STAGES OF BRAND AWARENESS

- BRAND REJECTION/NEGATIVE ASSOCIATIONS**
Avoidance of your products due to negative perception or experience
- BRAND NON-RECOGNITION**
Your brand doesn't enter consumer's mind at decision time (lack of awareness or differentiation)
- BRAND RECOGNITION**
Your brand is recognized and is considered at decision making time
- BRAND PREFERENCE**
When given a choice between two brands, the consumer will choose yours based on needs, differentiation, value-add, service and/or reliability
- BRAND LOYALTY**
The consumer chooses your brand consistently, even when faced with viable alternatives or encounters occasional poor service from your brand

MARKETING STYLES

<i>Regular, consistent communications – the more personal and message-relevant, the better</i>	<i>Alert-style communications via social media, email, online advertising, blog posts and content marketing</i>	<i>A mix of regular, consistent communications and alert-style communications; topics should be timely and a reflection of industry/market trends or seasonality of decision making</i>	<i>Website, catalog and reference/search friendly channels; communications must ID common issues/needs and guide the user to solutions</i>	<i>Combine reference and guidance channels with attractive offers; user experience must be enhanced with user-centric navigation, search and content organization</i>
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SECTOR: III COMMUNICATIONS COUNTDOWN (TO LAUNCH DATE)

9 TO 12 MONTHS
Discovery • Audits • Audience profiling • Large-scale Product Launch Plan kick-off • Large-scale Product Launch Creative Brief development • Large-scale Product Launch Schedule development

6 TO 12 MONTHS
Event promotions • Ongoing PR program • Ongoing advertising program • Ongoing SEO • Ongoing Smart Zones campaign • Ongoing typical digital advertising

4 TO 8 MONTHS
Smaller-scale Product Launch Plan kick-off • Smaller-scale Product Launch Creative Brief development • Smaller-scale Product Launch Schedule development • Website integration or microsite development

3 TO 4 MONTHS
Print trade advertising • PR/press release • Content marketing • Billboard / Transit advertising • Broadcast advertising • 3rd party email advertising

2 TO 4 MONTHS
List rental • Direct mail • Collateral • 3rd party email marketing

2 TO 4 WEEKS
Smart Zones digital advertising • Typical digital advertising

1 WEEK TO SAME DAY
Social media • Email • Blog post

PRE-LAUNCH MISSION PREP:
Lead Times for Marketing Activities

TAKE COMMAND OF YOUR BRANDING MISSIONS.
START HERE:
DIRECT-BRANDING.COM

