Productive Insights

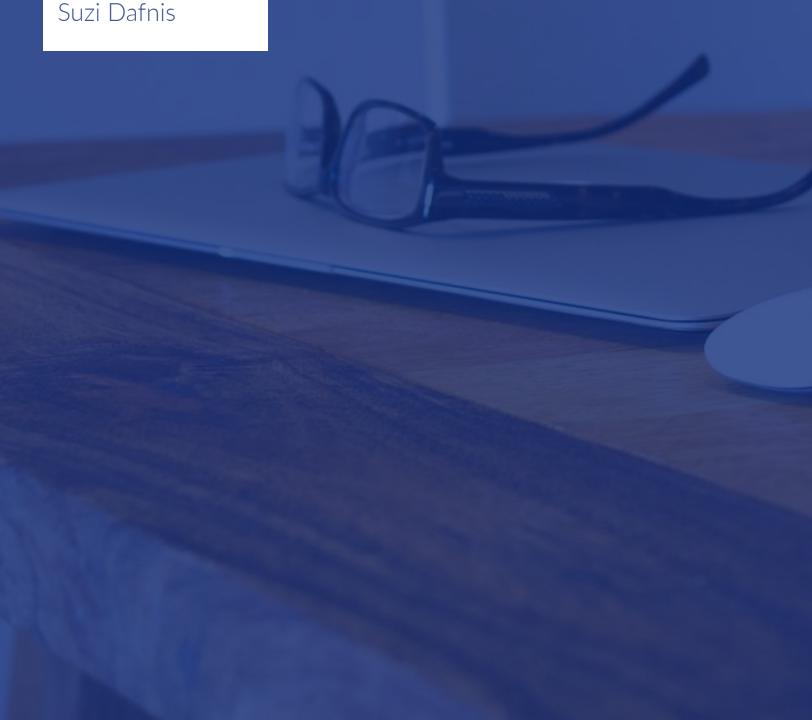
134. The Secret To A Successful Rebranding Campaign With Suzi Dafnis



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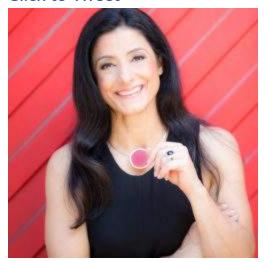


134. The Secret To A Successful Rebranding Campaign With Suzi Dafnis

Suzi Dafnis on The Secret To A Successful Rebranding Campaign

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Links Mentioned:

- HerBusiness.com/Freebies
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- www.CallAshRoy.com
- www.Youtube.com/ProductiveInsights
- https://productiveinsights.com/134

Related Episodes:

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- 126. Rand Fishkin (Wizard of Moz) And I Discuss One vs Multiple Domains; One vs Multiple Product
- 128. International News Anchor Julie MacDonald And I Discuss Actionable
 Strategies Around

Key Points and Insights

- 5:11 Why branding is important to your business?
 - Why brand strategy is an important part of your business strategy?
- 7:47 The importance of grabbing domain names with the .com Getting both .com.au (ccTLD - country code Top Level Domains) and .com (gTLD - generic Top Level Domain)
- 9:44 Should a small business be brand conscious?
- 13:26 Brand personality and Brand consistency
- 14:07 Personal brands vs Business brands (should you promote your personal brand or your business brand)?
- 17:36 Consistency of results
- 18:17 Branding identity portfolios
- 21:50 Rebranding (from) AustralianBusinessWomenNetwork.com to HerBusiness.com
- 24:33 Factors to consider when rebranding
- 31:49 Summary / recap of key insights

Actions and Insights

- 33:32 Don't over think your brand
- 33:53 The brand should call out the audience or the product or both
- 34:54 A good brand attracts the right people AND repels the wrong people
- 35:03 If you are trying to say everything to everyone you will end up saying nothing to anyone
- 35:24 A brand / product should call out a solution to the problem the audience is facing (your products should aim to solve your target audience's problem)
- 36:26 Clarity always trumps cleverness when it comes to content

Key Points to Consider when Rebranding

- Know the purpose of your business
- Identify your target market
- Know how you want your business to be perceived



Yes, please! Send me more useful content.