

Productive Insights

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



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Suzi Dafnis on The Secret To A Successful Rebranding Campaign

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Links Mentioned:

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

Related Episodes:

- 001. Neil Patel (Kissmetrics Founder) On How To Make Better Decisions Around Client Selection, Branding and Investing
- 054. The 3 Keys to Community Building, Authenticity & Long Term Business Success – With Mackenzie Fogelson
- 062. Suzi Dafnis On How To Find Your Ideal Mentor And The Value Of Mentorship
- 110. How To Create The Right Social Media Marketing Campaign For Your Business – with Jeff Bullas (Part 2 of 2)
- 116. Brian Clark – Founder of Copyblogger – On How To Create Content That Converts, Empathy Maps, How To Use Content To Build An Eight Figure Business and Lots More!
- 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

A photograph of a person's hands typing on a silver laptop keyboard on a wooden desk. The image is overlaid with a semi-transparent blue filter. The laptop screen is dark and mostly obscured by the text.

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Yes, please! Send me more useful content.