



You have seen the effects of the current market slowdown, now the question becomes: how is your business strategy evolving? As the newest Pepsi marketing campaign declares, it is time to “Refresh Everything” — send a fresh message to your audience to grab their attention and keep your firm in their minds. The key is continued communication with current and prospective clients to ensure you maintain the relationships you’ve worked hard to build, and find new opportunities in the marketplace.

DEVELOPING A NEW MEDIA STRATEGY

The tools in the new media frontier are vast and wide-ranging. Currently, the first phrase on everyone’s mind regarding online media is social networking. Professional sites such as LinkedIn, Naymz and GreenPearl for Real Estate are quickly becoming important players in business. To use these networking tools to your greatest advantage, making it a habit to reach out to clients, peers and prospects to exchange information, ideas and opportunities on a regular basis.

Another valuable mechanism in new media is video reels or webcasts, company-created broadcasts that can be posted on a company website or YouTube. This clever, entertaining medium can help firms position their brand in a more interactive format, helping to best identify with audiences. Furthermore, video has the potential to create a viral effect as users tend to share what they like.

Finally, blogs create an intimate forum to communicate directly with audiences. While the power of blogs is undeniable, as with all forms of new media, being selective about your message and maintaining your branding is necessary despite the channel of communication you are using.

THE STRENGTH OF POWER BRANDING

Now, more than ever, the power of brands resonates across all industries. Building a power brand gives your firm leverage over clients and consumers, particularly important in a time of market uncertainty where people must be more selective when making purchases.

A number of key strategies must be employed when creating an effective branding strategy. First, keeping your message timely is important to ensure that you are addressing their current needs and attitudes based on the greater economy. Using powerful imagery that is both memorable and simple is the best way to make a statement that audiences will be sure to remember.

Furthermore, clearly playing up your strengths and highlighting your core competencies will help differentiate your firm from others in the marketplace. The purpose of strong branding is to give you a clear identity, and showing them what sets you apart will help achieve this goal. Finally, the strong use of a logo with consistent images and themes in all marketing initiatives will make your brand truly stick in the minds of your clients.

EVOLVING YOUR PITCH

Your firm must identify your core markets and new opportunities. By choosing specific groups to focus on, your marketing strategy can address the issues most relevant to your target market, and present solutions to their needs. Most importantly, making sure your message is communicated to the right people makes a huge impact.

SELECTING THE BEST MEDIUM

Putting together all the tools and knowledge of successful marketing will only be successful if the right medium is chosen to speak directly to your audience. It is important to remember that your firm wants to reach decision makers and not a general audience who may be interested in your message, but can’t turn interest into actions.

Particularly with a business audience, getting involved through professional, social and political associations as well as online communities will provide opportunities to network face-to-face with potential clients and your industry. Furthermore, industry seminars and professional conferences are places to not only meet clients but also know your competition and speak to them.



Talking to potential and current clients and others in the industry will give you an idea of how you want to reach them. Whether it is utilizing online tools, traditional marketing venues or a strategic combination, the basic lessons of building a power brand and pitching it to your target audience will apply in each marketing strategy your firm will employ.

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