



## 5 Tips to Building a Brand for Start-Ups Entrepreneurs

### Description

As an entrepreneur, your role isn't just confined to developing your new product or service. In the realm of startups, it is equally important that your product or service meets the needs of your target audience and you can effectively engage potential customers. Creativeans is a Singapore brand consultant who can help you identify your business's defining qualities to create an effective brand strategy. Here are five essential tips to building a brand for startups:

### DEFINE YOUR BRAND

It would help if you defined your brand and what it means to your target audience. You can start by conducting an internal review to understand your strengths and weaknesses, who are your customers and what are their needs, as well as the strength and weaknesses of your key competitors. Compare them and find out what you do best that meets your customers' needs and are different from what your competitors are doing. This exercise will help you create a solid position for your brand and communicate a clear message to your customers.

## **CONSIDER YOUR BRAND A PERSON**

Consider your brand as a real person with personalities, values, and souls. The most successful brands connect with us on a genuine and emotional level. So throw away corporate jargon and “standard practices” and create your business language and style that will appeal to your target audience. They will love you for it and stick with you like a true friend.

## **BE CONCISE IN WHAT YOU OFFER**

It often happens that new entrepreneurs fail to communicate effectively with potential customers. In defining your brand, formulate your brand essence using two to three words that clarify what your business is all about and what it can offer to its customers. This creates a strong brand proposition internally and externally and ensures your business plans and developments are always aligned to what you promise to provide.

## **CHALLENGE YOURSELF**

Big brands are too big to challenge themselves and change how things constantly work, which can be advantageous for a startup. Be bold and disrupt the status quos in terms of how business is commonly run and how your brand should look in your industry. Offer your customers a breath of fresh air by being different and innovative in your approach.

## **BE FLUID AND ADAPTIVE**

Traditional means of branding a product will fail in the digital world because you just can’t run along the same lines anymore. The digital world requires you to build your brand experience in a fluid and adaptive manner so your brand can constantly engage your customers on multiple channels and devices. This also spells opportunities for startups to reach out to customers through new and creative means, levelling the playing field with the incumbents to capture the hearts of potential customers.

If you’re looking for a brand consultant in Singapore, don’t look further. At Creativeans, we work with entrepreneurs to transform their startups into enduring brands.