

# Branding Tips and Tricks for 2020

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When consumers think of a product, they often picture an experience rather than the product itself. 😊

This experience impacts how likely consumers are willing to try your product, which is why it is essential to craft that experience with the utmost care.

Rather than just formulating an experience that you might connect with your product; you must focus on an overall **branding strategy** for your company to ensure that consumers always relate a few emotions or experiences with all your products.

Branding is a highly effective way to increase product and **brand affinity** and generate customer loyalty.

Here's how you can nail your **branding strategy** in 2020:

## Start by identifying your target audience!

Now this might come across as a no-brainer, but in order to make sure that your branding really resonates with your target audience, you must define your **target audience**.

Understanding what their needs are can help you craft branding and messaging that they are likely to relate to.

Additionally, you should be able to identify your mission statement because that's something that needs to come out in your communications too.

Striking a balance between the mission statement and audience persona is what will help you create a great **brand persona**.

## Define what makes you unique!

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To stand out and truly create a voice that feels authentic, you must be able to identify what's **unique** about your brand.

For instance, look at Glossier. In a world that seems to be brimming with makeup brands that promise high-coverage (and ultimately, cake-face), Glossier stands out from the pack with a very simple communication – Skin first, makeup second.

Now, this may seem counter-intuitive for a makeup brand but the reality is that most people don't want to wear the kind of intense makeup they see on YouTube and Instagram on a daily basis.

**Recommended read: [15 simple ways to boost SEO on your WordPress website](#)**

Instead, what many consumers aspire towards is the “your skin but better” look – a flawless, natural look, that is. By crafting their **brand message** around this, Glossier has created an image so strong that consumers purchase its products believing that they will look natural and beautiful.

Additionally, to supplement the emphasis on nature itself, the brand frequently talks about organic beauty and environmentally sustainable practices.

All of this connects with their target audience base and sets them apart from their competitors.

## Create strong visual assets

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Your brand's aesthetic plays a powerful role in the overall **branding process**.

Many brand owners make the mistake of picking palettes that they personally prefer, without pausing to think about whether their chosen colors are aligned with their brand's vibe and whether they resonate with their audiences.

Your visual design must convey your **brand's mission** in subtle ways, so elements like your logo, typography, iconography, color palette and design style are all important points to consider when you're working on your branding.

## Using good communication tools

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Finally, your branding doesn't mean anything if you're not using the right tools to communicate with your audience.

Start by building a website that reflects your ideologies through its design, as your website is often the first thing people will check when they are exploring your brands or products.

Your social media plays a crucial role in putting forward your **brand's voice** and ideas while striking up valuable conversations with your consumers.

**Recommended read: [The Evolution Of SEO With The Ever Evolving Google Algorithm](#)**

Your packaging has a direct impact on how the consumer feels on receiving your product, which is why you must ensure that your products are packaged well.

By developing and using a consistent voice and style, you can nail your **branding game** in 2020. Above all, maintain a great flow of communication with your customers and always listen to what they have to say.

For more insights on improving your branding, [get it touch!](#) 😎



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