



**NO...RETAIL AND
SMALL BUSINESS
ISN'T DEAD...**

BUT THEY CERTAINLY NEED SOME HELP...

The **Design Office**

**BRAND
BULLETIN**

YOUR QUARTERLY DOSE OF BRANDING

Q3-17



IT'S A VERY GOOD QUESTION..

WHY AREN'T YOU BRANDING?

IF YOU'VE GOT A GOOD REASON, WE'D LOVE TO HEAR IT.....

We've been working with small businesses for quite a few years. In that time, we've found there are typically three reasons most businesses are not branding: It's too expensive, It requires too much additional time or the common question — WTF is a brand, and why the hell do I need one?!?

GENERAL RETAIL DATA

Current sales value of U.S. brick & mortar retailers is **\$3.9 trillion**.

94% of total retail sales are still generated in brick & mortar stores.

72% of young shoppers research on-line before purchasing in a store.

2/3's of in-store shoppers will check prices on their phone before making a purchase.

In the U.S., **3.8 million** retail establishments support **42 million** jobs.

READ MORE: RETAIL.DESIGNOFFICE.US

Money is ALWAYS an issue for a small business.

There is never enough and what little you have, never seems to go very far. Sure, it's good business to be frugal, but should it have to be a necessity for survival? Having some savings gives you some level of peace of mind. Conversely, you also know that every business must grow if it's going to survive, and growth costs money. Those are competing ideas. So, how do you grow your business and not spend any extra cash?

A strong brand costs very little to maintain, but is vital to the success of every small business. Brands are the oxygen your business needs to live. Time is a commodity that is always in very short supply, even more so if you're a business owner. Eight hour days, vacations, summer Fridays? What are those? There's plenty "on your desk" to do every day; before you can even think about sales or marketing, let alone vacations and days off. Networking? You've got even

less time for networking. We get it, it's a conflict that seems difficult to resolve, but it's easier than you think, with a vibrant brand!

Brands are power and business. They actually give you something TO market! You will have a greater success rate on any marketing endeavour. Whether, it's selling to a new consumer, a postcard mailing, social media post or a thirty second commercial at a networking event, brand connect and get you more business. It's how consumers know and recognize you. With a solid brand, most of the work is done, leaving you to do what you do best! But the question remains...WTF is a brand and why do you need on?

READ MORE: BRAND.DESIGNOFFICE.US

JUST THE FACTS!

There are a lot of reasons to brand, we've got ten of them. In this day and age, facts are where it's at. Real facts. Facts clearly demonstrate why brands are vital to small business success!

92%
of consumers are influenced in their purchases by comments from friends + family

54%
of consumers based their purchase decision on a friend's referral or review

47%
of consumers based their purchase decision on a business' website.

source: womma.net

WE KNOW YOU'RE THINKING IT...

WTF IS A BRAND?

WHY THE HELL DO I NEED ONE?!?!

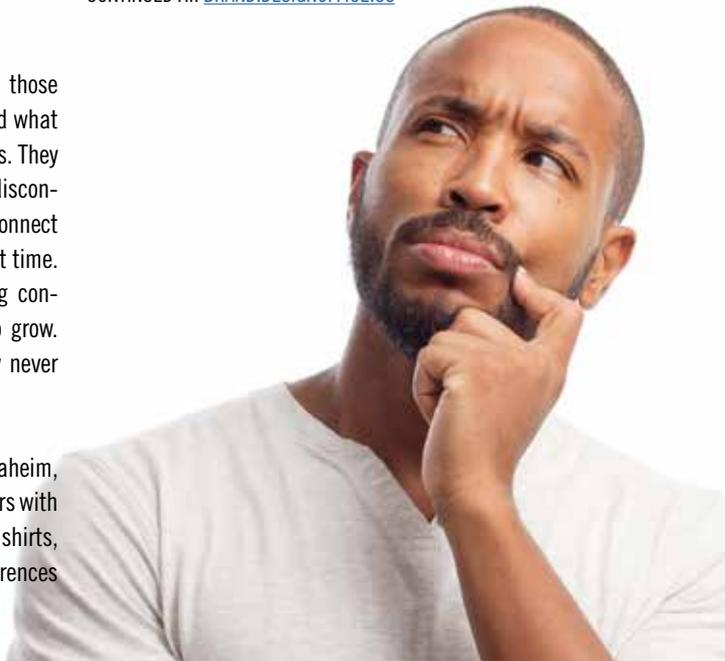
A brand, in its most basic and simple of terms, is your business' personality! It's how consumers decide if they want to purchase from you, continue to purchase from you and tell others. If you're popular and consumers like you, they are connecting with your brand. However, unlike some humans, if your brand isn't connecting, if you're not popular, we can change that...you can be!

Making businesses popular is what we do. We find those things that excite consumers about your business and what aspects of your business connects you with consumers. They might be the same things, but chances are there's a disconnect. It's what branding and marketing should do: connect you with the right people, in the right way, at the right time. It's not about followers or likes, it's about engaging consumer to purchase, generating you more revenue to grow. Followers and likes do not grow your business. They never have and they never will....

If you are a dry cleaner in a mid sized town, like Anaheim, you've got challenges. There are at least 5-6 dry cleaners with a 3-4 mile radius. Other than, "you didn't screw up my shirts, so I guess I'll keep using you" what's the real differences

between you all? Is that the kind of customer loyalty you're looking for, ya didn't screw it up, so I'll hang around. The first time there's a negative experience, or challenge to the brand, that consumer is taps out

CONTINUED AT: BRAND.DESIGNOFFICE.US



PROJECT OF THE MONTH
EDINDALE TAILORING & TUXEDO

Christa is a family lawyer, emphasis on the family. Working for women in a male dominated world, Christa wanted a look and feel that was attractive and engaging to women. Fresh and appealing. Like us she detested the classic embossed parchment paper typical business card
....and that's what we delivered



GET YOURSELF
ASSESSED
WE WON'T HALF IT EITHER!
ASSESS.DESIGN OFFICE.US

**IT'S HARD TO KNOW WHERE
TO BEGIN SOMETIMES....
WE GET IT.**

It can all be a bit overwhelming, even on a good day. can help with that.

We offer small businesses a free brand assessment. We will look over your marketing, branding and design, giving you a basic strategy for better utilizing what you have. We give you simple every day tips, tricks and other hacks you can use to improve your businesses marketing and branding on your own, easily.

It's a great way to get started, help grow your business and start on the path to improved cash flow. You'll have a bit more free time and you'll love what you do a little bit more. Trust us. We done it before and we'll do it again!

We offer one initial small business assessment free of charge.

Each additional assessments is available at a flat rate of \$100.00 per assessment.

LEARN MORE: ASSESS.DESIGN OFFICE.US



Contrary to popular opinion...

SMALL BUSINESS ISN'T DEAD...

BUT IT DOES NEED A LOT OF HELP!

Are you a businesses owner who's business is in their home? If so, much like consultants, freelancers or really cool design studios, you have some challenges in engaging and retaining interested buyers.

Consumers come with some occasional baggage. They have a built-in set of perceptions what they think " a home business" is and should be. It's typically not a positive viewpoint. Breaking down stereotypes and staying memorable when consumers need you is the primary challenge. But how do you do that, easily, effectively? A brand! That's how!

Changing buyers negative perceptions is the primary goal. They may see you as either a side gig, not a real, or serious business, how "connected" can you be at home, or worst of all, it's something to do while you're retired. We know that's not the case. We know every business started small, most likely at a kitchen table or in a garage, and grew from there. The difference between the businesses that succeed and the ones that fail: a professional looking brand that connects with interested buyers!

You know you can't give the impression you're a "home business". You need to look like every a "traditional" business out there. You need to put a perception in the mind of the consumer. Business is about perceptions, not yours, but those of interested buyers. What the consumer thinks is the key to your success. That means addressing and breaking down stereotypes. We do that with a vibrant brand.

Some buyers think a home business is a side gig, not your real business, or something to do while the spouse is at work. We know that's not the case, as a matter of fact it's just the opposite. You more than likely put in more time and effort, with a lot less return. Every business started at a kitchen table or in a garage. The difference between the ones that succeed and the ones that fail: a professional looking brand so that consumers feel like your business isn't a hobby.

Unlike a brick and mortar location, there are no built in reminders when you're home business. There's no neon sign on Main Street visible at all hours or a display window where consumers can look at products whenever they want. You, home business owner, are left with building awareness in new and different ways.

If you don't have physical reminders then what do you have? The internet! There again the competition for attention can be tough; but it definitely is fertile ground. It can be a vast wasteland that is easily bored and constantly in search of the next hit thing; but it can a wonderful community. The difference between those is a brand. •

WHO SHOULD BRAND?

- SMALL BUSINESSES
- STORE FRONT BUSINESS
- SELF -EMPLOYED
- UNEMPLOYED
- INDEPENDENT CONSULTANTS
- FREELANCERS
- PLUMBERS
- ELECTRICIANS
- HANDYMEN
- REALTORS
- DENTISTS
- FINANCIAL CONSULTANTS
- BUSINESS CONSULTANTS
- DRY CLEANERS
- FLORISTS

66%

of Americans feel positive "chatter" builds brand reputation.



81%

of U.S. consumers are influenced by a friend's social media posts.



70%

of Americans refer to reviews before taking the conversation to on-line platforms



26%

of the population are influenced by the purchasing activity of the other 74%.



source: womma.net



YOU NEED MORE BUSINESS...

KNOWING YOUR CUSTOMERS IS HOW YOU DO IT...

The constant challenge of business is: Where do I find great clients on a regular and consistent basis? How do I connect with the people I started my business to help?

To answer those questions, we need to understand the four types of customers every business faces. They're pretty simple and common sense. They are the Knowns, the Referrals, the Stumble Upons and the Unknowns.

READ MORE: FOUR.DESIGNOFFICE.US

BRANDS MEAN BUSINESS

DO YOU NEED A REASON TO BRAND?
YOU DO?!? WELL WE'VE GOT TEN

It's difficult to be a small business these days. There are more challenges on you than ever before. There's a lot of hurdles to clear, and that's before you even open the doors for business. You know brands mean business.

Do you need a reason to brand? Well we've got ten. Ten great reasons why you should and can have the business you deserve. When was the last time someone told you: There's a way grow your business, increase sales, hire more staff, relax more? We're guessing never. There is and it's brands baby! Why? Because brands mean business.

IT'S NOT THE CONSUMERS JOB TO REMEMBER YOU Brands Are Memorable

Look you seem nice so it's kinda hard to say it, but here we go...your totally forgettable. Totally, completely forgettable and it's 100% your fault.

ONCE YOU'RE INCONVENIENT, YOU LOSE... Brands Create Loyalty

Opening your small retail artisanal bakery in the strip mall seemed like a good idea at the time. So, how's that working out for ya?

THERE'S ALWAYS SOMEONE CHEAPER Brands Are Recession Proof

Seems like you're always chasing clients and never really working in the business. You thought being cheap was the way to go, and quantity would win out! How's that working out?

READ ALL TEN REASONS AT: TEN.DESIGNOFFICE.US

EXPERIENCE DATA

89% of companies plan to compete on the basis of customer experience.

63% of consumers feel a coupon is the most valuable form of mobile marketing.

65% of consumers have cut ties with a brand over a single poor customer service experience.

64% of people think that customer experience is more important than price in their



YOU KNOW YOU WANT OUR...

2017 VIEWBOOK

NOW READY TO DOWNLOAD

GET YOURS



DESIGN TIP

IF YOU REALLY HAVE TO...

It's all about type! Making a solid and appropriate type choice will improve the look and feel if everything you do.

Stay away from cutsie..it only works if you're an elementary school...



AT A GLANCE

COMPANY EST.

2005

A FEW OF THE PEOPLE WE WORK WITH

BACKGROUND

Every business exists to succeed. No business opens its doors with the intention of closing. This couldn't be more true for your business. Every day you walk the fine line between keeping "the doors open and the lights on" or closing up for good. It's a constant challenge even when the economy is robust, but it's a nightmare when the economy is a roller-coaster.

Stop selling. start branding! is a philosophical change in how you engage and talk about your business. By taking a brand first approach you ensure that every marketing campaign has maximum impact and is always successful. It's an approach that makes marketing and sales easier to maintain and sustain. It gives you something tangible and real to sell and market. You no longer need to feel like your on a marketing treadmill, barely keeping up. We put you in the drivers seat. We put you in control of your business. You run your business, not the other way around...

We help businesses reach their full potential.

- Artists, Designers + Freelancers
- Consultants
- Dry Cleaners
- Home Based Businesses
- Real Estate Agents
- Retailers & Single Person Storefronts
- Sales People
- Small Businesses
- Switching Careers

WHO KNOWS US

- AIGA
- BGI | Business Growth Innovators
- Anaheim Chamber of Commerce
- Golden West College Digital Arts Dept.
- LeTip International

The **FACTS...** JUST THE FACTS

75%

WON'T SEE A FULL YEAR IN BUSINESS

That's a fact! Three quarters of all businesses won't survive the first year. The first year!

Why? Well we don't really know why, we aren't here to blame, what we do know is a brand improves the odds, considerably.

That's a fact!

20%

OF THOSE WON'T SURVIVE

Are you sitting down? If not, sit down, right now. Of that, less than a quarter of those survivors make it to five years.

If your doing the math..let us know the numbers, math isn't our thing. Brands are our thing! We just know it's not good, not good at all.

That's a fact!

04%

WILL CELEBRATE TEN YEARS

Seriously, are you sure you can handle this? We lost count on the math, we just know brands give you a better than average chance to make it from day one.

A business that brands should be able to survive any storm

That's a fact!



stop selling. start branding!

DESIGNOFFICE.US

