

9 Marketing Pieces You Need To Make Your Brand Irresistible

*have stand out, beautiful brand image
that attracts high-end clientele*

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First impressions are lasting.

You've heard the saying, no doubt.

Experts say it takes between five to 15 seconds for someone to form a first impression about a person. For a brand, it's even less!

Specifically, a brand has less than 0.2 of a second to grab a customer's attention, according to the Missouri University of Science and Technology. So, it should come as no surprise that first impressions mean everything for your business' visual branding.

Developing of an effective visual brand will allow your company to create a presence in the market that is distinct, authentic, and memorable.

- Do you want your brand to be seen as a cut-above
- Do you want your brand to be perceived as quality, luxurious, and exclusive?
- Do you want to position your brand as exclusive so you can charge more?

In this brief overview, you will learn how to establish or reposition your brand image so your clients can easily recognize the brand as high quality and distinctive.

1. Logo

A well-designed logo impacts a brand's perceived value. It inspires consumers who have no prior knowledge or experience with your company to believe that you deliver an amazing product or service. And keeps your consumers from choosing a competitor.

The German fashion designer and Chanel Creative Director, Karl Lagerfeld, has said, "Logos and branding are so important. In a big part of the world, people cannot read French or English - but are great in remembering signs." This emphasizes the universal importance of a good logo.

To cultivate an affluent brand of your very own, you need a luxury logo—one that evokes feelings of elegance, quality, grace, and opulence.



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*– Karl Lagerfeld, Creative Director
& Fashion Designer, Chanel*

2. Business Cards

In a world increasingly full of mass-produced items, bespoke articles and craftsmanship have become coveted, if not aspirational. Business cards are no exception.

Luxury business cards can reflect your brand's personality and make a statement about your distinctiveness. Why choose plain, ordinary cards when you can opt for a sophisticated way to leave a memorable first impression.



3. Stationery

Your stationery is a reflection of your brand and could possibly be the first impression people will have of your business. You want your stationery to reflect your unique brand.

Custom designed stationery will give your business a cohesive look, set your brand apart, and incite meaningful experiences. Remember, image is everything.



4. Brand/Marketing Collateral

Marketing collateral includes email, brochures, signage, promotional items, and much more. It not only communicates brand identity, it is the key element supporting your business development efforts.

Proper execution of the marketing materials communicates your brand's strengths and advantages. It also gives your sales team confidence as they engage with potential customers.



5. Brand Photography & Imagery

Is your brand identity represented through your visual elements? Brand photography is a critical but often overlooked aspect of marketing.

Brand photography includes specific imagery, designed curated to visually represent your brand, business, team, and clients in a targeted and authentic way.

Images help your customer envision engaging your brand. Images help the customer understand cognitively and emotionally what your brand can do in their lives.

This often comes in the form of styled photo sessions in controlled environments where you can illustrate a brand narrative to tell your story to your fans, followers, and clients - both current and potential.



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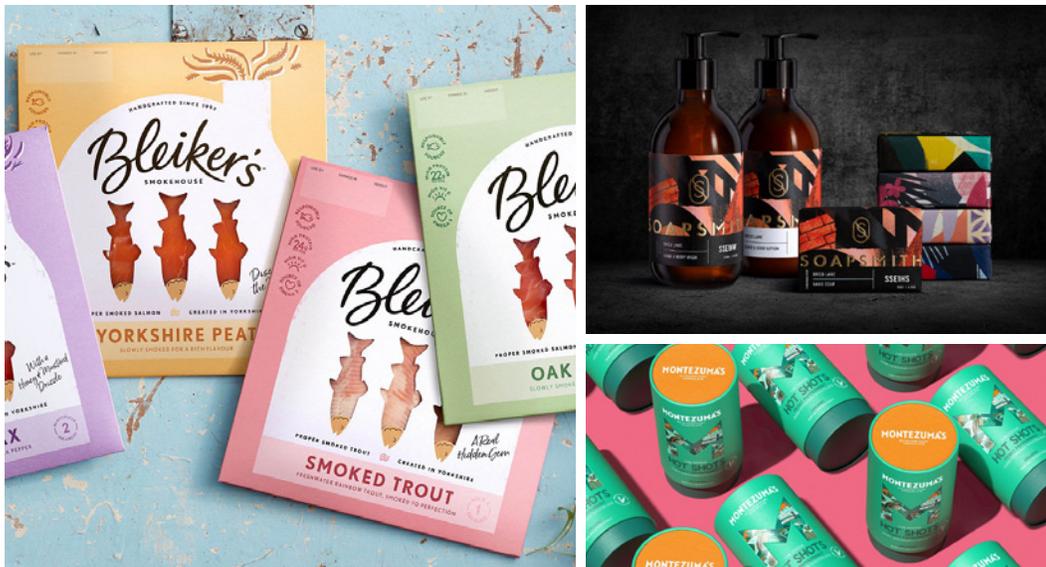
6. Packaging

Think of packaging as an extension of your luxury experience. You want clients to receive something truly special that only you can provide. You want them to feel like you value them and their business throughout their entire experience.

Luxury packaging solidifies a luxury experience. Delivering your marketing materials or fine art with top-level care and consideration reinforces your overall brand perception and status as a premium brand.

Delightful experiences and quality materials make clients feel like they are getting more for their money. And this ultimately increases how much they'll be willing to invest.

In fact, studies have shown that for every dollar spent on packaging, you can get a 5x return on your investment. An investment in high quality packaging results in immediate gains.

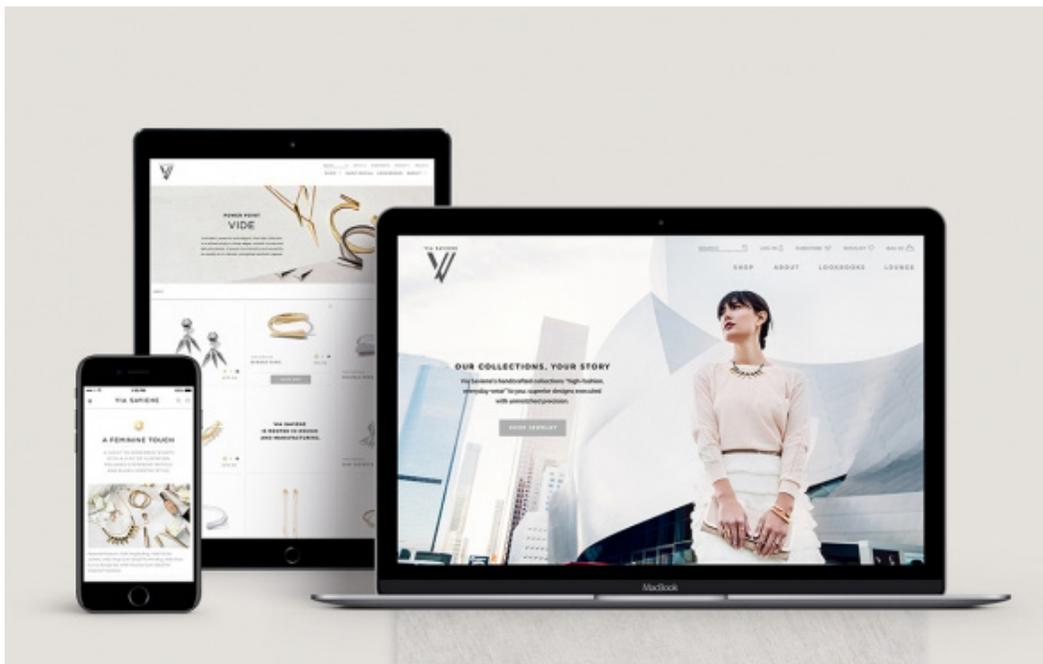


7. Website

Your company's website is one of your most important customer touchpoints. It is often the start of the customer journey. And so creating the right impression is essential.

A website should be true to the brand's messaging, tone of voice, and appearance. Luxury must be felt, but you can't "feel" a website. That's why it takes a detailed eye and refined taste to craft an online presence worthy of the "luxury" descriptor.

A website should also provide a simple obvious way to engage your brand with clear calls to action. Your websites should be mapped out to provide a seamless user experience and kick off a rewarding customer experience with your brand.

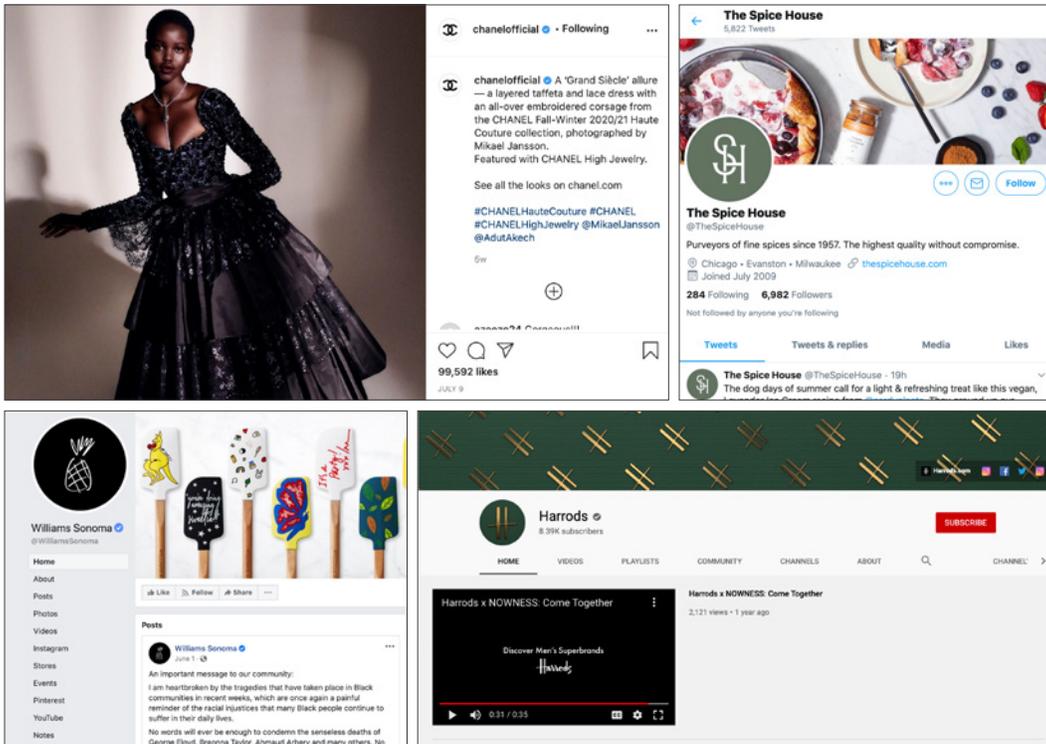


8. Social Media Graphics

Did you know that 78% of affluent consumers participate on social networking sites? More than half of those consumers use social media to connect with a brand.

Your visual content quality needs to be captivating and inviting. If you're offering a high-end product, you need high-end content, images, videography and written words in particular – to go along with it.

Remember, there is nothing luxurious about cutting corners. Your approach to content can go a long way in associating your brand with the perfection that luxury shoppers are looking for. A content plan with an editorial process and beautiful images is key to brand-building through social media.



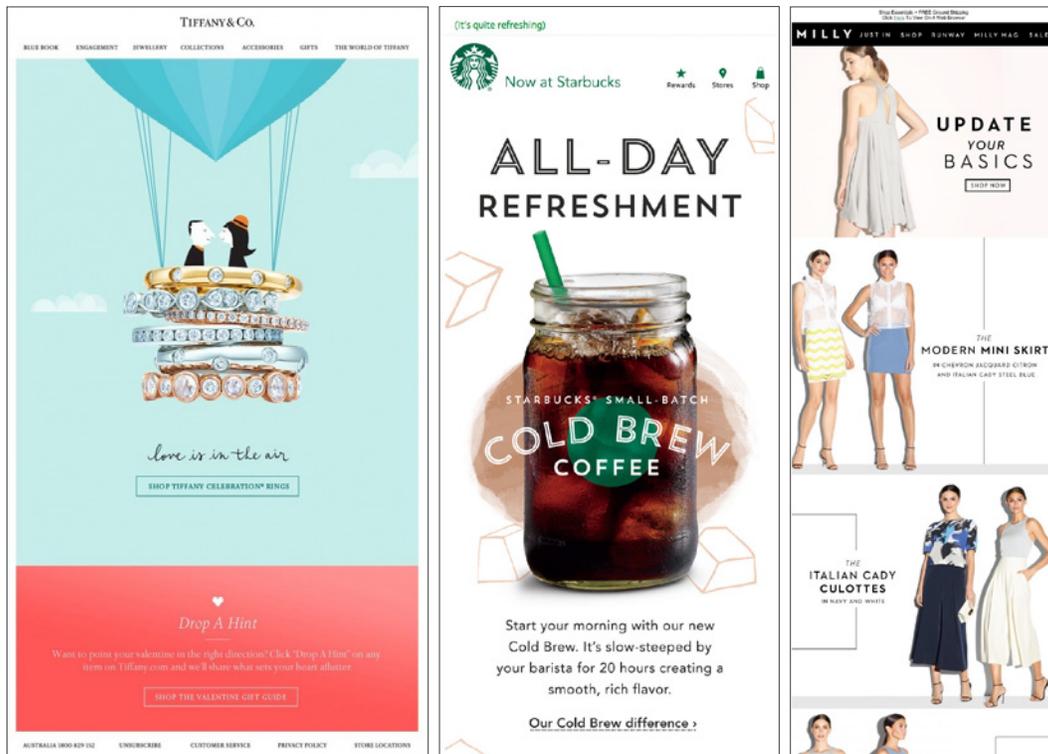
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9. Newsletters & Emails

Not everyone is on Facebook, Twitter, and Instagram, but EVERYONE has an email address. To improve your email marketing results, a visually appealing email newsletter is necessary.

Effective design grabs attention, directs the eye, and motivates your reader to positively respond to calls to action. Your email content should educate, inspire, and add value to your subscribers.

Email is excellent because it can be personalized. The reader often feels as though they are receiving a letter from a friend. Email gives you the opportunity to build a relationship with the customer. In turn the customer builds an emotional connection to your brand.



Here's To An Irresistible Brand Image!

These nine marketing pieces work together to create an on-point brand. Done well, they make your brand irresistible to your customers.

Remember these nine marketing elements are more than tasks to sell products or services. These things work together to bring a brand to life and to create an experience for the customer.

Want a custom 9-point assessment of your brand? Contact us for your complimentary custom 9-point brand assessment. And elevate your brand image to attract the discerning consumers you desire to serve.

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