

Business Bullet ~ What to keep in mind when identifying your business with a slogan or tagline.

Business owners sometimes forget that identifying your business with more than just a logo and website is another great way to make your brand recognizable. Is this a part of marketing, or a part of your business planning? It is both...your business brand means 'who you are, what you do and what you offer.' So, what do you need to keep in mind when you develop a tagline or slogan?

What is the difference between a 'tagline' and a 'slogan'?

Many have used these two terms interchangeably to mean the same thing...but they actually are a bit different. Your tagline communicates your values and mission. You want your slogan to provide a feeling or sense that your name can't explain. Both of these seem like a small thing, but using both or either of these can actually be quite significant in fueling the success of your business efforts. Business taglines and slogans have been used for many decades to help convey what a particular business can do for their customers.



What do we keep in mind when creating a 'tagline'?

There are two approaches when developing a tagline for your business. A "firm-centered" approach generally focuses on why you are the best company (through experience, etc.), states that you put your clients first, or that you provide great service. All these aspects do nothing for the client but tell them about YOU.

A "client-centered" approach focuses on what the client gets out of the relationship. Does the client want less risk, more freedom, or clarity that they are working towards their (buying/building a relationship/etc.) goals? When the prospective client reads the tagline would they say "I want that"? The photo on the right is a process that a company went through with their food product "chips".

Let's take a look at some examples of different taglines, using financial planning as an example:

- Inspirational—Growing Your Dreams
- Alludes to a life benefit—Balanced Money & Balanced Life
- Mentions the target market—Investing in Women's Dreams
- Aligns with end result—Dream / Plan / Enjoy
- Future-focused—Building a Better Financial Life
- Right-brained—Create the Life You Love
- Works for Financial Planning—Financial Dreams Delivered

What you should keep in mind when developing your tagline:

- Always perform your due diligence by checking the trademark and service mark websites in your country to determine if your tagline is available to avoid legal issues in the future.
- Align your tagline with your sales and prospecting strategy so that the message applies to what you want to accomplish.
- Think very clearly about the BENEFITS of your services/products that you want to convey: trust, wisdom, safety, solutions, protection, etc.
- Try to keep your tagline as short as possible (no more than 6-8 words). Shorter is better. Try to eliminate any unnecessary words. If you can get it to 4 words, that's even better.
- Who is your client? Entrepreneurs, wealthy families, affluent singles, divorced women, business professionals, etc.
- What message are they looking for that you can provide? Align your message with your prospective clients' needs.
- What are your unique strengths that you'd like to get across in your tagline?
- Put your tagline on the front of your business cards to "finish" off your brand. Anywhere your name appears so should your tagline. Add to your website, your brochure, your voicemail, and all of your marketing materials.

TAGLINE EXPLORATION		
PRODUCT	BENEFIT	PURPOSE
For Man. Not Machine.	Earth Energy	You won't know unless you go
Fuel for the natural nomad	Soul fuel	Fueling everyday adventures
Energy from Eden	Slow Food. Energy Fast.	Fueling every day's adventure
Natural energy for natural ability	From farm to new frontiers	To achieve you must try
Tried. True.	From farm to farther	Try. Achieve. Repeat.
Grown. Not Gu'd.	Keep going without guing	Waste Nothing. Try Everything.
We don't need no stinkin' scientists	Grown to keep you going	
Simple not synthetic		
Pure not processed		

Don't pick a tagline because it sounds good. Create your tagline using the suggestions here and from the authentic experience your clients go through when they work with you. That way, your brand will be yours uniquely allowing you to prospect for perfect clients.

How do you create a "slogan" for your business?

Successful business slogans are often quite simple and easy to remember. For example, "You're in good hands with..." Today, a slogan is basically a recognizable statement that customers can identify with businesses. Remember, your slogan should provide a feeling or sense that your name can't explain, while your tagline is sharing your values and mission. The two may be similar in that they are both short, and they both convey a message about what your business can do for your clientele. But your slogan needs to express more of a feeling to convey the right message to your potential clients.

Where do you start when creating an effective business slogan?

It helps to know just where to begin when creating an effective slogan for your business. As with your business logo, a slogan should be something that is eye-catching and helps place your business apart from the rest. All too often, business slogans merely act as a rather forgettable support sentence to a business logo rather than something that stands all on its own.

There are examples of slogans that have remained in the public consciousness over the years, resulting in countless advertising and marketing campaigns all on their own. Some companies have more than one slogan, such as American Express, and they can even be used in the same advertisement. For many companies, a slogan is as much a part of their business as their name.

The advantages to having an effective slogan are many, starting with the great tag line that can be used in any form of advertisement. By having a slogan, companies can effectively bookend their advertising efforts, which can increase their effectiveness. That is where having both a tagline and slogan can increase the power of your message.

Companies sometimes begin with a tagline and then add their slogan. Some use their slogans, and their tagline finishes their message at the end next to their name/logo.

A few examples of some slogans that have been able to stand on their own over time and are very recognizable:

- "Just Do It" Nike
- "Got Milk?" National Dairy Council
- "Think Different" Apple
- "Reach Out and Touch Someone" AT&T
- "Can You Hear Me Now?" Verizon
- "Where's the Beef?" Wendy's
- "Let Your Fingers Do The Walking" Yellow Pages
- "A Mind is a Terrible Thing to Waste" United Negro College Fund



Slogans do not necessarily have to be bold, but they do need to be creative, catchy and offer a rhythm whether read or spoken in order to remain memorable.

How do you get started creating a slogan?

There are a number of different tips to creating the perfect slogan.

- What separates your business from the competition? Are your products a higher quality?
- Does your company mean something different or unique to your customers compared to everyone else?
- Many slogans incorporate a business's dedication to their customers, focusing on trust or quality of service.
- The shorter, the better...simple and direct. Brevity is not only the soul of wit as it is also the path towards creating a memorable phrase.
- Keep it timeless...your slogan should be true today, tomorrow and well into the future.
- Make sure your slogan reflects how it connects with your customers that is direct.
- Stay within your business model and focus on something specific, realistic, personal and clever.
- Most slogans are short phrases, many having at least two of these three elements: rhyme, rhythm or ring. This should be true whether the slogan is read or spoken.

The ANATOMY of a Slogan

We're exposed to between 3,000 and 10,000 brands in the average day. During each exposure, we're thrown buzz-words, emotional phrases, and suggestions for how we should spend our money. That's a lot to take in. So, let's take a closer look at how the advertising industry come up with those great slogans.

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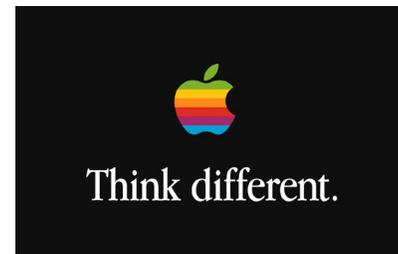
Marketers choose their words carefully. Language in advertising is used to incite an emotion from the audience, and many of the most frequently used adjectives and verbs that help advertising 'admen' do just that include:

...New ...Good ...Feel ...Fresh ...Make ...Get
...Give ...See ...Have ...Come ...Go ...Take

...and so many more. But, these should show you how they start their slogan phrases, then add in the unique benefits of their clients' services or products.

"Admen" and women have historically bent the rules of grammar, syntax, and language to create memorable slogans. Some of the more popular techniques of successful ad slogans include:

- Broken Rules—intentionally misspelling words, incomplete sentences
- Sound Repetition—rhyme, alliteration and resonance
- Word Play—puns, double meanings, well known sayings
- Verbal Imagery—visual suggestions that create associations
- Short N Sweet—concise phrases or fragments
- Give Direction—imperative sentences, command action



To make their products seem unique, superior and necessary, advertisers rely on a few techniques when crafting their claims. Here are just a few of them:

- The "We're Unique" Claim—there's nothing else like the product being advertised in their claims to consumers...unique and superior.
- The "So What" Claim— this claim asserts an advantage over competitors, but leaves consumers wondering why it matters.
- The Endorsement—a celebrity will appear in endorsement ads, lending his or her qualities and recognition to the product.
- The Compliment Claim—using flattery, compliment claims aim to butter up consumers and give a good feeling about the product.
- The Unfinished Claim—in these claims, the ad asserts it's better or more than something, but doesn't complete the comparison.
- The Scientific Claim—scientific or statistical claims include specific numbers, scientific proof or an amazing mystery ingredient.
- And several more...

And Last But Not Least...

Don't forget to:

- Check for Trademarks through the U.S. Patent and Trademark Office (USPTO). If it has already been trademarked, then you may be able to make a minor modification or you may have to start over again.
- How should your slogan function? Your slogan must work well in both spoken and visual terms, especially with your logo. How your slogan fits into your marketing campaign will help determine the success of your advertising efforts.
- Take your time. While it is important to set a deadline, you should still provide enough time to get the job done right.
- Humor is always good. A humorous slogan that really works is one of the rarest, yet effective slogans around. That is because humor is more attuned to the individual. A humorous slogan that works is generally clean, acceptable to all members of the family, and is timeless in appeal.
- The business logo should be produced BEFORE your slogan. Both the logo and the slogan work together towards creating a powerful statement for your business, but always create the logo first.
- Don't be afraid of change. Not all slogans are timeless, and many successful businesses have used more than a single slogan. Also, many companies have gone back over time to use an old slogan again for a marketing campaign. If the reasoning is sound, it is fine to change your slogan. But change for the sake of change is simply not good enough.

With all that is a part of creating your brand using tag lines and slogans, you can see where it would be best to consult a professional. We have done this before, and can contribute to your business as part of your creative team, saving you not just time and money, but with our experience, we can give you a head start on successfully branding your business.

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