

## 25 NOT-SO-COMMONLY-ASKED QUESTIONS\_that probably should be

Over the years, we've found the answers to these questions have often become recommendations depending upon your brand's market opportunity. Have a peek, we think you'll find them helpful to your brand. When your ready, let's visit about your brand launch or brand reposition opportunity and then together we'll craft brand launch or brand reposition strategy and to-market plan.

1. We're launching a new brand, should we extend our current successful brand or start a new one?
2. What successful branding strategy can leverage for our current market position? Do we have to reinvent the wheel?
3. There's little to no difference between our product and our competitors, so how do we differentiate?
4. What are the steps to differentiating, launching and then building a successful brand?
5. How do you insure we're differentiating ourselves with in a market as opposed to promoting the entire market segment? Or should we be differentiating ourselves such that it starts a new market segment?
6. How do we make sure we're investing in a market position, a brand position, that we can be the one and only in this market segment?
7. How can we effectively test our messaging prior to a major PR based product launch without letting the cat out of the bag?
8. Our current positioning line can be placed under our competitor's logo, and it is a true statement. Did we make a mistake?
9. We're a top product in our market segment, our difference is one that the market values most; now how do we build brand and customer loyalty to protect this position when a superior competitive product is introduced?
10. What does it mean to own a color within a market segment?
11. What are the characteristics of the perfect brand identity?
12. I want to leverage blogs, create an online community, optimize for search engine traffic and leverage all other areas of the Internet to create customer demand? What's the most cost effective way to do so?
13. We have limited marketing budget but we're able to stretch it in all directions? What would you do differently?
14. How do we make our website our sales team's number 1 selling tool?
15. How do we most effectively connect our website to our sales and lead management database?
16. I'm launching a brand that competes with the 800 pound gorilla brand and I can't compete with their marketing budget. With this, what is the most cost effective way to launch my new brand and make in-roads their market share?
17. Once the hoopla of my new brand launch has subsided in way of press ink, how do we protect and expand our market position?
18. Should my product brand and company brand carry the same name?
19. How can Public Relations, Clutterbusters, Blog Seeding and Search Engine Optimization Strategies integrate to one cost effective brand launch ground swell?



20. Should we re-allocate our tradeshow budget elsewhere to produce more leads and revenues? If so, what do you recommend?
21. How can we re-allocate my print collateral expense into effective digital marketing collateral system [and make our marketing dollar go further]?
22. We want to verticalize our brand's market position so my message is more personally-relevant and thus valued by each market segment we aim to own. What is the fastest, most effective way to start doing so?
23. We want to manage the content of my website internally, easily. We want to pipe leads from the web right into my sales team's contact manager. We want to drive leads from the web and get them to give us their contact information. We want clients and customers to find me on the Internet. We want to tell our brand story in video on the web -cost effectively. I need this integrated digital marketing strategy implemented ASAP. What's next?
24. Is it possible for our brand to become the education leader in our brand's market segment? Is it possible to start a community around my brand?
25. We need this new brand launch to be successful and Microarts Creative Agency is a strategic decision for us. Can I visit with all your active clients that you are launching or repositioning brands for currently?

