

Which Comes First: Branding or Marketing?



Businesses both large and small struggle with the same battle: Branding vs. Marketing. In fact, a quick Google search of “branding and marketing” turns up 118,000,000 different entries – that’s *a lot* of people trying to understand the same concept! Some companies don’t know which one deserves more focus; others wonder which is actually worth the cost.

To *successfully* brand and market your company, you really do have to know which is which... **and how to get the most out of each of them.**

But which comes first? If your company wants to make a name for itself and help attract and **keep a healthy customer base**, you need to know. Surprisingly, there *is* an agreed upon answer: *branding*. But which of the two do you need **most**? There’s less consensus here, but if you read between the lines the answer is clear: both of them.

Put simply, marketing turns people into buyers. Branding turns buyers into loyal customers.

WHAT IS BRANDING?

Branding is YOU. It’s your company, your service, and—perhaps even more importantly—your reputation. When you create your company’s image, personality, and existence, you’re branding it. It’s less about the color of your logo and more about *who you are* as a business.

Your brand represents a lot about you:

- Mission
- Principles
- Standards
- Morals and values
- Community impact



You want your logo and the name of your company to symbolize what's at the heart of your business. Quality merchandise, reliability, excellent customer service, friendly employees... these are traits consumers crave and appreciate. By exemplifying high standards, you're giving customers the opportunity to support you.

Branding goes beyond the purchase; it transforms customers into advocates.

You're taking an abstract idea like "a company" and personifying it; you're making it approachable and *likable*. When people like your product, they buy it. When people like *you*, they tell their friends why *they* need to buy from you. This translates into repeat sales, word-of-mouth referrals, online reviews, social media endorsements, and more.

Brand guru Robert Bean of Northstar Partners believes the definition of a brand is "promises delivered." And nothing builds trust faster than following through on a promise.

A COMMON MISCONCEPTION ABOUT BRANDING

You decide what your company stands for, right? Not exactly. Your brand isn't as much what your company stands for as it is *what customers perceive your company stands for*.

The impression you leave on your customers is what they will remember. Being satisfied with a product is great if you want them to recommend it to a friend; being blown away by the *experience* of purchasing from your company is what will *convince* them to stick with (and advocate) your products – past, present, and future.

WHAT IS MARKETING?

Marketing is *the way* you communicate your message to customers. You can use marketing [to create hype around a new product or sale](#), provide coupons, follow up with potential customers, etc. It encompasses both the process and the tools used to push your product or service.



Some avenues include:

- Email
- Social media
- TV/Radio commercials
- Direct mail
- Drip campaigns
- Signs/Banners
- Newsletters
- Billboards
- Door-to-door



Marketing goes beyond show and tell; it transforms people into buyers.

It's not enough to simply tell the world that you exist; you need to persuade prospective customers to buy your product or try your service. Marketing is all about the presentation and delivery.

Is there a simpler way to differentiate between branding and marketing? James Heaton of Tronvig Group says it best: "Branding is strategic. Marketing is tactical."

A COMMON MISCONCEPTION ABOUT MARKETING

It's better to send out as many communications to as many people as possible, right? Not really. It's important to target the *right* audience in order to translate your advertising efforts into actual sales. Segmenting your customers based on things like purchase history, demographics, and where they signed up can help you deliver the right message to the right person. **Successful marketing** targets *potential customers* – as in people who have an interest in purchasing your product or service. Think of it this way: if you don't have a cat, you certainly wouldn't expect or appreciate being bombarded by ads for kitty litter.

Take an email campaign. Mass emails don't necessarily result in sales. In fact, when sent to the wrong audience, the result can be the opposite; they can instead generate spam complaints and cause your business to be blacklisted.

WHY YOU NEED BOTH

Building a brand is much like laying a solid foundation. It's the first step toward the success of your business. When you build a likable and respectable name that customers can get behind, they're more receptive to your marketing campaigns. They like you and what you stand for so they want to hear what you have to say. Plus, by developing your brand and following up through marketing efforts, you're increasing the potential for your Return on Investment (ROI).



Marketing without branding encourages a one-time sale; marketing with branding encourages a long-term relationship.

While each concept is different, the marriage between branding and marketing is uniquely beneficial. Each feeds off of the other to reinforce a positive image, forge a connection with customers, and spread your company's message. And the gap between your brand and your marketing can easily be bridged with two words: Talk Fusion.

Through products like [Video Email](#) and [Video Newsletters](#), Talk Fusion's world's first all-in-one Video Marketing Solution combines branding and marketing in one easy-to-use system. With the Custom Plan, Talk Fusion's talented graphic artists use your logos, color scheme, and type style to design a fully customized template to create video emails and video newsletters that will make your company shine. Use those templates to send discounts, promos, auto responders, thank you notes, and other targeted messages to [execute your marketing campaigns in style](#). Plus, with the Custom Plan, you'll receive a new custom template *every month*. The Private Labeling feature also replaces the Talk Fusion logo with your own logo in order to really drive home your brand.

Combining both worlds through Talk Fusion's versatile line of products certainly has its perks:

- [Save time and money](#)
- [Increase ROI](#)
- [Build rapport with customers](#)
- [Embody innovation](#)

Each one may stand alone, but when two concepts complement each other as well as branding and marketing, helping them flourish together is just good business.