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Businesses 'must brand effectively from the start'

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New business owners should focus their energies on creating a strong brand as soon as possible, it has been claimed.

According to Mark Batchelor, managing director of business branding firm Markman OTW, this is an essential task if a company is to have solid foundations for the future.

He noted that conflicts can quickly emerge between various different aspects of a business, but it is essential that marketing is not neglected.

"Problems often occur because firms do not have a clear idea of what their brand is, what they stand for and how that architecture fits as their company grows," Mr Batchelor stated.

"Do your brand thinking very early on in the day," he advised. "When you've got that clear and you understand what your values are, then you can build your company within that brand and it will stay real and relevant within that space."

According to the Forum of Private Business, more than half of all small companies are using marketing and branding to drive growth during 2010.

Posted by John Lynes

