**Subject: How To Make Your Brand Meaningful**

Dear NAME,

It’s one thing to have a brand name that people recognize. However, for true marketing power it’s better to have a brand that is meaningful. So what does it mean to have a meaningful brand? It means that your prospects and customers can relate to it.

Your brand needs to mean something to your audience. If you can make your audience care, they’ll want to connect with you. They’ll remember you. And perhaps most importantly, they’ll want to do business with you. So how do you make your brand mean something to your audience? Well, the first step is to tell them a story.

**People Remember Stories**

People are attracted to ideas and stories - much more so than data and facts. Your story can be part of your company’s history. It can also be related to the benefits your organization provides.

For example, the online shoe retailer Zappos provides free shipping and free returns. This is a huge benefit and it has become part of their story. Rather than create a story, they share stories from happy customers on social media. It’s become a large part of their branding.

In fact, social media plays a large role in creating and communicating brands. Target, for example, responds to every single post about them. Their response is consistent in terms of brand voice and approach. It’s become part of their story and their brand.

Keep in mind that not everyone will appreciate your story or your brand. That’s okay. You’re not marketing to everyone. You’re marketing to a very specific audience. Find them, connect with them, and create a story that they will find meaningful.

Meaningful stories are:

• Relevant

• Timely

• Motivating

Look for opportunities to show your audience who you are and what you’re about by creating stories rather than sharing data. You’ll help build your brand and a loyal following.

Next time we’ll take a look at questions to ask when creating your brand.