**Subject: What Are The Goals Of Your Business Brand?**

Dear NAME,

Your business brand has a job to do. Actually, it has many jobs that it’s responsible for. However, they can’t all be accomplished at once. In your branding and marketing strategy, you’ll want to both identify your goals and prioritize them. Decide exactly what you want to achieve with your branding.

Let’s take a look at your options.

1.) Create credibility and trust - Your brand can be used to create and sustain your reputation. Keeping your brand strong helps set and maintain customer expectations. While this is a challenging metric to track and measure, setting a goal of establishing your brand as a trusted resource can help you take your business far. It’s a good priority for coaching businesses and service-based organizations.

2.) Create an emotional connection - Brands can tell a story and connect with your audience on an emotional level. Again, this may be a difficult metric to track and measure. You can look at engagement on social media as one way to evaluate branding and emotional connection. This is a good priority for businesses who have customers that buy based on how they feel about the products or services you sell.

3.) Build awareness - Your brand is more than just who you are; it’s an opportunity to increase awareness and recognition. This goal requires that you invest heavily in marketing channels and frequency; you’ll want to make sure you’re reaching your audience often, where they hang out.

4.) Use your brand to motivate purchases - People buy from brands they trust, like, and believe to be credible sources of quality products or services. You can set a goal to brand and market your brand in such a way that you’re measuring and tracking sales based on branding.

Any of the above branding goals are strengthened with brand recognition. Next time we’ll take a look at what that means and how to create brand recognition with your audience.