


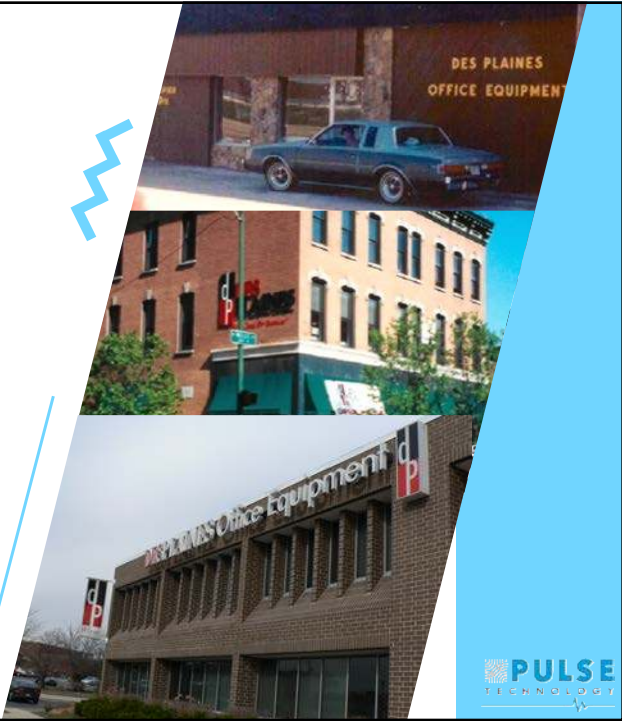
# Re-Branding: Why Businesses Should Rebrand

PRESENTED BY:  
Chip Miceli, CEO/President



## re • brand /rē brand/

1. To change the way that an organization, company, or product is seen by the public
2. The company has evolved beyond its previous identity and is now ready to reach new heights
3. Offers an opportunity to strengthen the company's presence and image



# WHY RE-BRAND?

**COMPANY**  
GROWTH



**NEW**  
MANAGEMENT



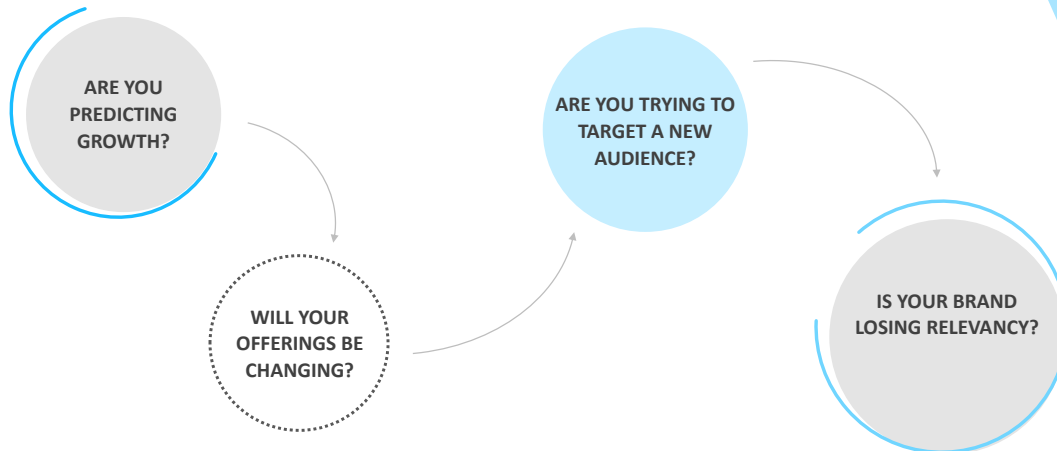
**REPUTATION**  
ISSUES

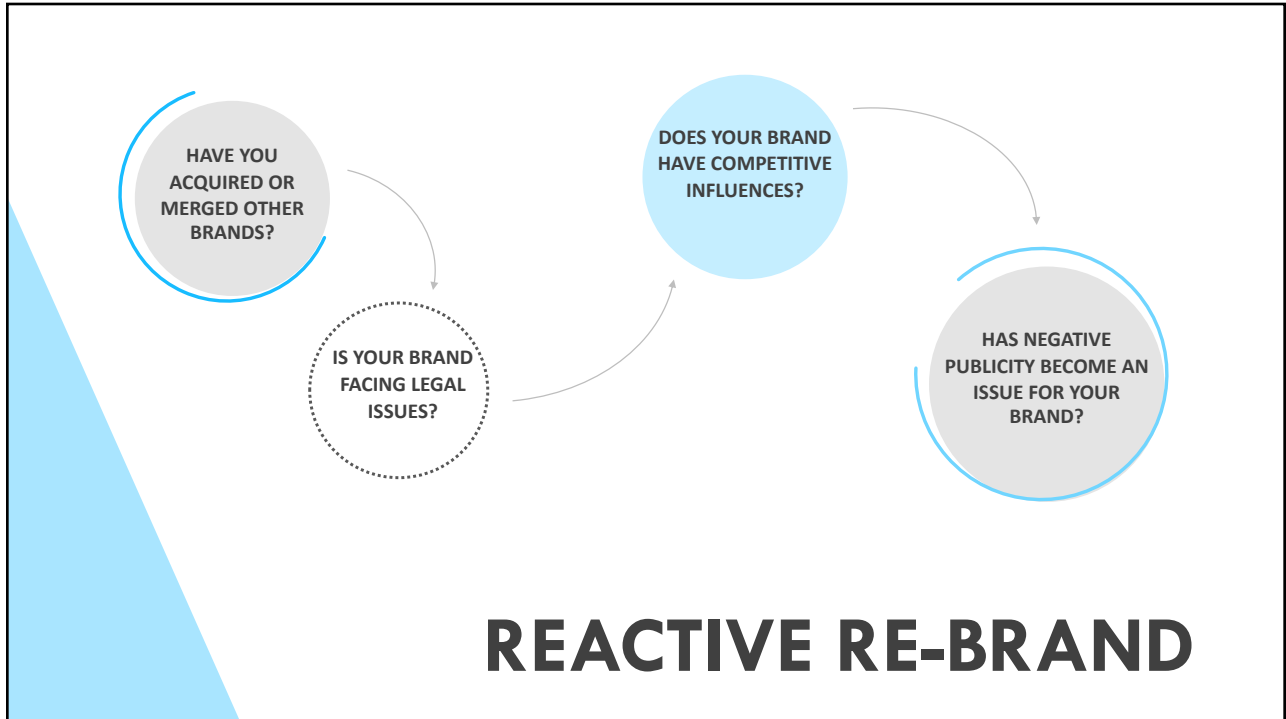


**OUTDATED**  
IMAGE



# PROACTIVE RE-BRAND






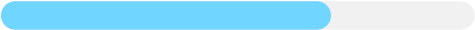
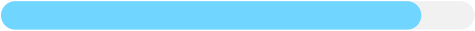








# IS IT WORTH IT?

A re-brand is time consuming, risky, and a lot of work – it's not always the right move for everyone.

# THE BENEFITS




- Considerable Growth 
- Changing Times 
- Company Strategy 
- Technological Advances 
- Brand Positioning 
- New Identity 



## NOW WHAT?

You've decided a re-brand would benefit your business but you don't know where to begin.



# YOUR RE-BRANDING CHECKLIST



## What's In A Name?

Choose a new name that will embody your brand. Keep it short but descriptive enough and make sure it is memorable.



## Look & Feel: Logo Design

Your logo, fonts, colors, imagery, designs, and more all contribute to the overall image of your brand. Consistency is key.



## www.YourDigitalPresence.com

Is the domain available for your brand's website? What other social platforms will need to be created and maintained?



## The People For The Project

Choose a marketing team to handle the success of your new brand. Whether it is an internal team or an external firm, these will be the people that develop, execute, and maintain your re-brand.



# DON'T FORGET THE DETAILS



## Target Demographic

Who will you be doing business with? How will you be marketing to this group? You'll want to build your marketing strategy around getting in front of this target demographic so be specific!



## Unique Selling Proposition (USP)

How does your brand stand out from the rest? Having a brand that is memorable but offers something in a unique way separates the leading brands from the average.



## Company Story

When going through a re-brand, it is extremely important that everyone from sales to support, upper management to interns, are on the same page. You want everyone to portray the same story.



# TRUST THE PROCESS

## WHY RE-BRAND

Figure out if a re-brand would be worth it for your business.

## CHOOSE YOUR TEAM

Make sure you can trust your marketing team to handle the project at hand. It's a lot of work and you'll want to make sure you all can agree on the vision and designs.

## MARKET YOUR BRAND

Once you've got your strategy in place, it's time to market, market, market and advertise, advertise, advertise. Get in front of the right people and make sure that your name is well-known.



## MAKE A PLAN

Decide how you want to position your brand and what image you are going for. Consistency keeps the rest of the process in check.

## STRATEGIZE

You'll need to strategize the best way to reach your target market. Choose your medias: email, snail mail, telephone marketing, social media, websites, billboards, TV commercials, radio, videos, etc.

It doesn't stop there. You'll need to make sure your team is staying on top of the latest digital marketing trends and keeping up with the ever-changing market.



# TRENDS IN DIGITAL MARKETING

- This is the first time in history that we have 5 generations in the workplace at one time. It's a diverse market!
- Millennials now make up the largest group in the workplace.
- Most sales are made after at least 5 points of contact.
- A majority of people will research your company online before deciding to do business with you.
- Mobile marketing, Artificial Intelligence (AI), and machine-learning are changing the future of marketing. Make sure you keep an eye out!





## CONTACT

**Chip Miceli**  
chip@pulsetechnology.com  
(847) 879-6400

**Pulse Technology**  
201 E Commerce Drive  
Schaumburg, IL 60173

|  |   |
|--|---|
| 1445 Windsor Drive<br>Loves Park, IL 61111 | 262 Carlton Drive<br>Carol Stream, IL 60188 |
| 312 Roberts Road<br>Chesterton, IN 46304   | 211 W Wacker Drive<br>Chicago, IL 60606     |

**PULSE**  
TECHNOLOGY