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Donald Cooper is respected by clients in over 40 industries as both a “thought leader” and a passionate visionary in the areas of marketing, service and business excellence.

Drawing from his real life experience as a world-class manufacturer, award-winning retailer and business speaker, he has helped thousands of businesses throughout the world to add more real value to their customers’ lives...and more dollars to their bottom lines.

To subscribe to Donald’s thought-provoking, **free monthly Management E-Newsletter**, email us at newsletter@donaldcooper.com.

Donald’s website, www.donaldcooper.com also offers free articles and business tools.

Is your advertising building or destroying your “brand”?

Great advertising both informs and delights your target customers. It touches their minds and their emotions...and builds your brand. That’s how companies build great brands and great fortunes.

Sadly, and stupidly, much of today’s advertising is about off-price promotions and has nothing to do with building a powerful and profitable brand. It teaches consumers to 'cherry pick' and to do business with whomever has 'dropped their pants' the furthest this week.

Unless your clear and sustainable market positioning is to be the price leader, making it all or mostly about price is a marketing strategy that’s as addictive and destructive as cocaine. It’s all about boosting sales in the short term, while ultimately destroying your profit margin and your brand in the long run.

This doesn't mean that 'price' is not important. Price is important...you can't be 'goofy high'. But you don't have to be cheapest if you offer some other compelling value. So, create and deliver compelling value and then have the courage to charge a fair and profitable price.

So, what's the solution? Start by offering products, services and experiences that 'grab' your target customers, clearly differentiate you from your competitors, make you 'famous'...and grow your bottom line. Think 'amazing'...think 'never been done before'...think about fundamentally changing the game. Remember, mediocrity is no longer an option. Be extraordinary or be exterminated.

Then, look at every aspect of your communication. First, are you being noticed and remembered by your target customers? If you’re not noticed and remembered...you don’t exist. Then, are you clearly communicating your compelling value and your brand promise in everything you do? Are you delighting and informing your target customers? Are you reducing their confusion and earning their trust by helping them make the best purchase decision for them? Are you making bold promises that you actually keep? Promises about how they'll feel and how their life will be better every time they do business with you.

Are you building relationships, or, are you just spending a fortune in advertising to tell people that you've "dropped your pants" again this week? So, there you have it! What will you do to build your long-term profitability by building a powerful brand?

For more information on how Donald Cooper can help you rethink, refocus and reinvent your business to create compelling customer value and long-term profitability, call us in Toronto, Canada at 1-(416) 252-3704 or email us at sharen@donaldcooper.com.