



# 10 BEST PRACTICES TO BUILD YOUR BRAND + BOOK OF BUSINESS

For firms looking to establish their expertise online, attract their ideal clients, and increase their number of inbound referrals, below are the 10 best practices the professionals at Correnti Marketing recommend you follow. Each practice highlights a key area of online branding designed to ensure your ideal clients and referrals understand what you do and choose to work with you over your competitors.

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1) **UNDERSTAND HOW BRANDING IS USED TO CREATE AWARENESS AND BUILD ASSOCIATION**

Branding is the foundation of your firm and its marketing strategy. Once people can recognize your brand, they develop brand awareness. Over time, people can develop a brand association, where they recognize your brand immediately and associate it with your colors, fonts, and imagery.

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2) **DETERMINE YOUR IDEAL CLIENT**

If you want a clear lens for making informed, strategic decisions for your company's growth, you need to understand your ideal client. Which client would you love for every one of your clients to be like? Who do you enjoy working with the most?

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3) **CHOOSE A NICHE TO DIFFERENTIATE YOURSELF**

If you properly create a niche, you can further differentiate your firm from your competitors and increase the number of quality referrals coming through your door. You want to be known for something specific and you want to be able to create a space for a certain type of client and give them a reason to come to your firm first.

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4) **ADJUST YOUR MESSAGING TO ATTRACT YOUR IDEAL CLIENT**

Messaging is the foundation of your brand. Ultimately, what you want to answer here is, what makes your firm unique and why should people choose you over your competitors? These components should guide your messaging across all platforms.

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5) **DESIGN YOUR BRAND IDENTITY**

When deciding on your brand's visual identity, ask yourself, "How do I want someone to feel when they see my brand?" Whichever path you choose, remember that your brand's identity is a reflection not only of the services your firm provides but also of your core values and unique personality.

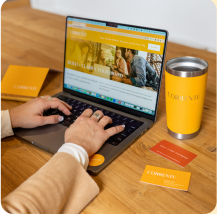
6)



## CONSIDER YOUR PERSONAL BRAND VS. THE FIRM'S BRAND

For many professional service firms, people choose to work with the person behind the brand, rather than the brand itself. If you are the reason why clients work with your firm, your personal brand will need to be a key aspect of your marketing strategy.

7)



## ESTABLISH YOUR ONLINE PRESENCE TO CREATE CONSISTENCY + CLARITY

The starting point for your online presence is your website. The purpose of your website is primarily to provide information on who you are, what you do, whom you serve, and why your visitors should contact you directly.

8)



## SET UP SEO + YOUR GOOGLE MY BUSINESS PROFILE

The goal of SEO is to increase your appearance on organic and specific search results. Google My Business profiles have become an important aspect of SEO and discoverability. These profiles are critically important and helpful when it comes to people looking for information.

9)



## REQUEST TESTIMONIALS TO BUILD TRUST + RELATABILITY

Testimonials are not only useful for establishing credibility—they can also be used as marketing materials if positioned correctly on your website and social media profiles. Ask a client to review you when they are at their most happy.

10)



## INTEGRATING RELATIONSHIP MARKETING TO RECEIVE MORE IN-BOUND REFERRALS

Client experience (CX) and relationship marketing are two of the most important ways to build your brand and your book of business. Improving client relationships can go a long way toward increasing inbound referrals.

## FINAL THOUGHTS

Building your brand + book of business takes time. By implementing these 10 best practices, you will position yourself and your firm for increased longevity and continued success.

If you have questions about how to build or refresh your online brand identity, please contact Michele at [michele@correntimarketing.com](mailto:michele@correntimarketing.com) or 860-878-4321.



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