



BX

BRAND EXPERIENCE

Essentials



To stand out from the crowd and attract buyers in today's market, companies must adapt their strategies **beyond first impressions** and focus on a comprehensive plan that emphasizes the whole brand experience.

BUT

What is

BRAND EXPERIENCE

?

CX+

(Customer Experience)

THE EX +

(Employee Experience)

YOUR BRAND



EBX

Simply speaking, Brand Experience (or BX) is a **purpose-driven strategy** shaping all interactions with your brand while driving meaningful results.

“A great
experience is not
defined by what you offer but by
how well you **enable**
your customers
to achieve the outcomes
most important
to them.”

—ACCENTURE

This might sound scary, but

DON'T WORRY.



Studies show that brands that
prioritize

**customer
enablement**
over sales
enablement are
**more
profitable.**

SO

How Do You Build
A BRAND EXPERIENCE
STRATEGY THAT WILL

- ✓ Generate More Customers
- ✓ Expand Brand Awareness
- ✓ Improve Team Engagement
- ✓ Increase Profit Margins





7BX

ESSENTIALS
CHECKLIST



Seven Brand Experience Essentials



Visionary Plan

- Leveraging your brand values and customer persona, meet with senior leaders to set goals to map your near and long-term vision.
- Ensure all leaders align departmental goals with company goals.
- Monitor industry trends and internal buyer data for opportunities for improvement.
- Consult with industry groups and specialized experts.



Authentic Brand

- Establish (and verify) your mission statement, values, and brand promise.
- Demonstrate your mission and values in everything you do.
- Develop branding guidelines to ensure a consistent look and feel.
- Regularly audit your design and messaging across all mediums.

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Strategic Culture

- Cultivate a culture that places a high priority on the customer and the team members.
- Ensure culture is consistent from the top down.
- Communicate your values clearly through your onboarding process, employer value proposition, and throughout all communications.
- Empower your team with education, practical tools, efficient processes, and a level of trust.



Collaborative Team

- Communicate your near and long-term vision and goals across the organization.
- Create a hub for organizational and departmental updates.
- Encourage transparency in goals and results across the company.
- Share marketing and advertising messaging with all team members.
- Maintain an understanding that customer satisfaction is the responsibility of every team member every day.

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Customer-Centric

- Define your core customers and evaluate accuracy regularly.
- Align your product offerings and process with the needs of your core customers.
- Create consistent, timely, and relevant messaging throughout the process.
- Develop educational content and events



Intentional Innovation

- Create a Product Development team to review trends and make modification recommendations.
- Review processes to pinpoint operational efficiencies.
- Collect and evaluate customer, team members, and industry resources feedback to regularly refine your strategy tools and messaging.
- Perform consistent journey mapping to identify and solve the high and low points in the customer experience.

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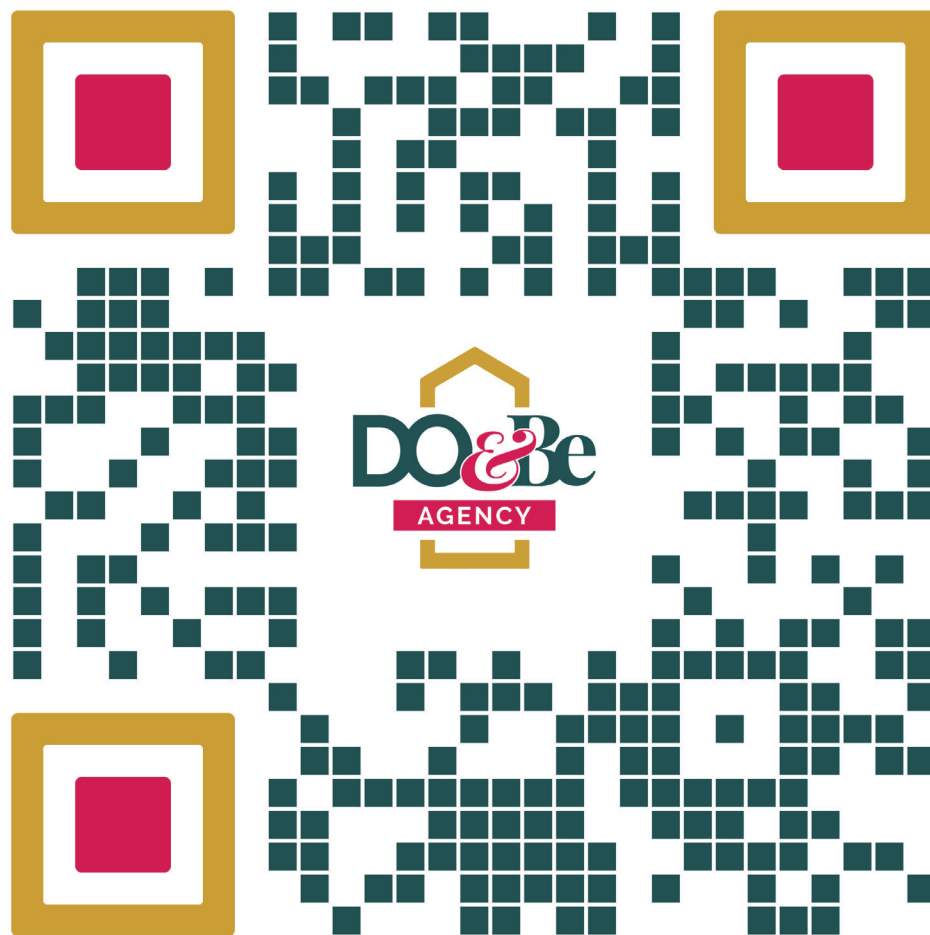
Consistent Quality

- Craft internal initiatives that support your ongoing commitment to quality.
- Deliver quality and value every time.
- When things go wrong, act quickly, communicate often, and do the right thing.
- Actively engage with customer reviews and feedback.
- Follow up with customers after the closing.

SCAN
To Learn
MORE

Lean on our experience and let
our team of industry experts help

BUILD YOUR BX STRATEGY





Building **Better** Brands