

You yourself are your brand's most important target group.

1. Your faith in the brand is crucial. And it is you who must do anything possible for the success of your brand. This is only possible if you know the internal friends, foes, and the ones within your company who are yet undecided. Appreciate the friends. Embrace the enemies. Pick up the undecided along the way. It's not always possible. It does not always succeed. But anyone who tries wins fellow campaigners – and strengthens the position of their brand image.

2. The opinion leaders and internal communicators – they are not just the door openers to the market. The experts in sales and marketing – that is everyone within the company who enjoys their colleagues' respect, who gets listened to, and whose advice is sought after. They might not even occupy a position in management – and can still possess qualities in leadership. Those who identify, search, and include these opinion leaders do not only show that they know the company and its people. They also show that they are ready to think beyond fixed hierarchies and competencies. Let alone offering their employees tremendous opportunities. This is what motivates employees and promotes identification with the company and the brand.

3. Then, the rest of the target group is "outside". It's the market with its dealers. With its customers. With the public, the press, the readers, the potential customers. Whoever it is, you will only reach these target groups if you have previously discovered and convinced the other two.



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