

Build a strong brand - streamline your communications tools

 By [John Blignaut](#)

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Snapping fifteen sticks one by one is easy. Snapping a pack of fifteen is not. My under 10 rugby coach used this ingenious analogy to demonstrate the value of teamwork. Although none of us were ready to give up the glory of a single-handed runaway try at that age, the lesson stuck, and later in life proved a valuable consideration in building strong brands.

To get the best return on the time and money you invest in your brand communications, you need to ensure your communications tools are fully optimised, streamlined and complement your strategy (to drive sales, traffic, leads, likes or conversions).

Or to put it simply, make sure they all play like a team with their eyes on the goal. This will amplify your brand's voice and grow the audience of your brand with every broadcast.

Research, audit and optimise

Make sure this fits the mandate of the agency looking after your brand communications. You want them to ask questions like:

- What are the latest trends and tools?
- How have our communications been performing?
- Where are the holes in our toolset?

This process will expose features that might have been overlooked. For instance:

- Can you improve the shareability on your blog?
- Can your database do with smart audience segmentation?
- Do you have a newsletter signup tab on your Facebook page?
- Are your videos available on a branded YouTube channel?
- Are you trending on Twitter at your events?

Knowing that you create a stir every time your brand broadcasts a message is incredibly rewarding. Just make sure all your tools play like a team. And for a chuckle, take a look at these eight year old lighties playing rugby and see how many passes you can count.

This article first appeared on www.pullingrabbits.co.za

ABOUT JOHN BLIGNAUT

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