

The Mechanics of Image

How to Create Your Company Legacy

By Steve W. Geiger

If you think image is nothing (like some popular TV ads have recently mentioned), think again! Image not only is everything to a company, but it can dictate a company's legacy. When you are developing a company image, there are several things to keep in mind.

First, you need to understand the goals you are trying to achieve with your image. Who is your target market? What is your product or service niche? What is your strategy to reach your customers?

Next, you need to understand what your image truly encompasses. When I say image means everything, it's no lie. It really does! Your image consists of everything that a potential customer sees, hears, or feels about your business. That includes how your employees greet people, how they answer the phone, how they dress, how they answer questions during the sales process, and how they convey the features and benefits of your company's products or services. Not only does your image flow through your employees, but it starts from your company vision and mission, your company colors and slogans, and all of your written messages – this includes all advertising, promotions, and public relations tactics.

As you can see, once you open up your business doors your image is immediately on display! This is a very important aspect that many businesses forget as time goes by – how they are perceived by the customer. One satisfied customer may tell one other person about you, but a dissatisfied one will tell 5 or more! Remember you can always reinvent your image if you need to.

My best advice. Start right from the get go! Consider everything about your company and work on developing the mechanics of your image so that it is tailored to your offering. Remember you are creating a legacy for your businesses future.

(And the funny thing about those TV ads; they were actually creating an image for the soft drink product they mentioned.)

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