

Anchor your Brand for Digital Success



Brand is an Experience



Everything from your practice reputation,
to your logo and business cards is a part of
your brand.

To your patients, your brand represents a
collection of experiences and interaction in
the physical space and in the digital space.

Trust is the Name of the Game



Brands need to earn their place under the spotlight.

Today's brand culture focuses on creating positive emotional connections. Brands that are authentic, transparent, and honest in building trust are brands that succeed.



Brand Interaction happens on a Personal Level



Brands need to earn their place under the spotlight.



Patient-brand interactions that take place on a personal level help in creating a sense of belonging. It is no longer enough to build a two-way communication channel with your brand. You need to build a community of voices.

Build a Culture of
Consistent Positive
Experiences for your
Patients - Visit the patient
service cycle and find areas
of improvement.



Successful brands focus on expanding their capacity to interact with their audiences.

A major aspect of their brand revolves around the stories and experiences of their customers.

Face to face interactions, social engagement, your marketing messages deliver excellent scope for interacting with target audiences.

Stand out from the Crowd



Consumers today are exposed to marketing messages from a variety of sources and over a variety of platforms. Marketing does not take a break – it happens round the clock and 365 days a year. So how do you make your brand stand out? How do you get noticed?



The answer lies in creating a recognizable “personality”
for your practice brand.



You need to build a brand
that your target audiences
will remember – a brand that
they will react to, connect
with on an emotional level,
and understand.

Stand out from the Crowd

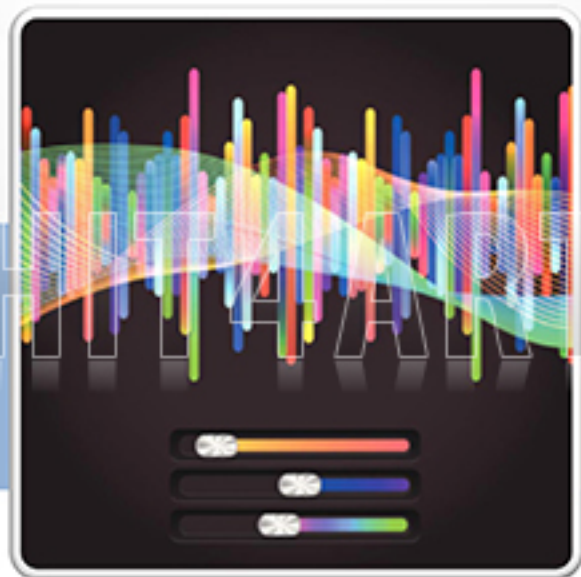


Everything Needs to Tie in Neatly

The mission and culture of your Ob/Gyn practice form the foundation of your brand. It reflects the core identity of your practice – your business plans, values, history, and your patients are a part of your brand essence. Once you discover that true essence, then that becomes your brand. And that is what you need to convey to your audiences.



Every Brand has its own Voice – What's yours?



How you position your brand is extremely important to its success. Brand positioning if done correctly can open your brand up to the right kind of audiences. Who you communicate with and how you communicate should always be in sync with your brand voice.



Here's how you can establish your Brand Voice

Identify your Target Audience – Before you can build a brand voice, you need to know your target audience and what appeals to them.

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Speak to your Audience if you want to get to know them better – Boomers, Gen X-ers, and Millennials, Gen Z-ers are different in the way they speak, understand, and respond. The best way to understand them is by speaking to them.

Create a Brand Voice that is Consistent and Authentic to
your Ob/Gyn Practice



Whether you communicate in person or in the digital space, brand voice consistency and authenticity is extremely important. No one goes to sleep a democrat and wakes up a republic the next day!

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Build a brand voice to impress not confuse.

Brand Building – What you Need to Focus on



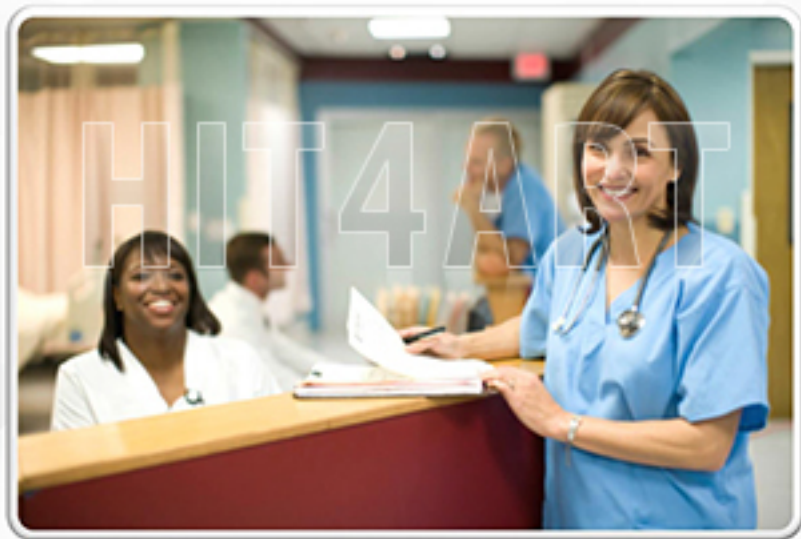
Carve a name that commands respect, admiration, love, and passion. Support a cause. Create awareness around issues that need social awakening. Be a part of community out-reach programs and shoulder some social responsibility. Investing in these areas can build a brand presence with the power to influence.



Build a brand name that promises remarkable value proposition – a name that can create a community around its values.



Build a brand name that adds value beyond the utility of the product it represents. Humanize your brand. Tell your story. Create emotional connections.





One Doctor, One Area, One Goal ~ Results!

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