Building Your Brand
Building your brand is critical for growth

How people view your brand impacts

– The way they feel
– The way they think
– The way they act
– The way they behave

You already have a brand...YOU!
Building your brand

A big part of branding is the owner:

- **Personality** – the owner’s traits come through in every aspect of the business. What the owner does and says sets the tone for all aspects of the brand.

- **Treatment of others** – the way relationships are built and maintained, the way a person does business and treats other people

- **Reputation in the community** – how rapport with customers is established at an individual level and in the community

- **You are LOCAL!** – You live and work in the community
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How customers define key brand *touchpoints*

- Attentiveness of employees
- Cleanliness of the establishment (restroom, store front, coffee counter, employees)
- Safety
- Product selection and in-stock
A big part of branding is the customer experience:

*Physical aspects*

- The curb appeal as they drive past or into the site
- The way the store looks when a customer enters
- The way the merchandise is laid out in the store
- The signage in-store and outside of the store
- The unique product and service offerings
- The quality of the product and service offerings
A big part of branding is the **customer experience**: 

**Customer service-aspects**

- How customers are greeted when they enter and exit
- The overall level of customer service provided
- The appearance of the employees
- The image and perceptions customers have after their first, second and third experience with the brand
A big part of branding is the *customer experience*:

**Community Engagement and Marketing**

- The activities the owner associates with and promotes in the community
  - **YOU ARE LOCAL!** You live and work in the community; every dollar spent in your store stays in the community
  - The competition is from somewhere else and the dollars spent in those stores...well it goes back to where they are headquartered

- The consistency with which customers are engaged via marketing, traditional advertising and social media
How do you keep customers from leaving you for the “shiny new store” across the street?
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Build a connection with your brand:

- Customers are loyal when they feel an emotional connection to a store or its people
- Customers are loyal when they feel they get more from one store versus another
- Customers are loyal when they feel they have better experiences at one particular store
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Building a strong connection with your brand won’t necessarily keep your customers from trying the “shiny new store” but it will get them to come back and shop with you sooner.
Attracting new trips

One more trip
Attracting new trips

One more tank
Attracting new trips

One more snack
Attracting new trips

Or one more cup of coffee
OWN your brand
- Use your fuel brand as the foundation
- YOUR own brand plays a powerful role

Engage consumers with your brand
- Make the connection with customers
- Be nimble and quick to respond to their needs
- Consistently deliver a quality experience

Increase purchasing opportunities
- One more trip
- One more fill
- One more snack or cup of coffee