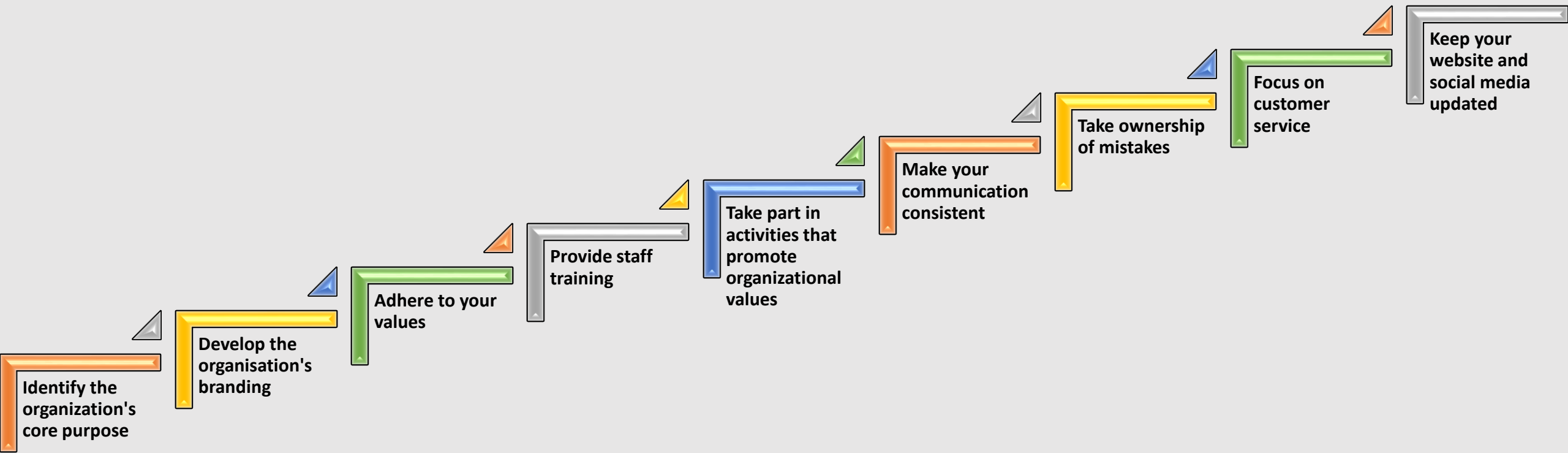
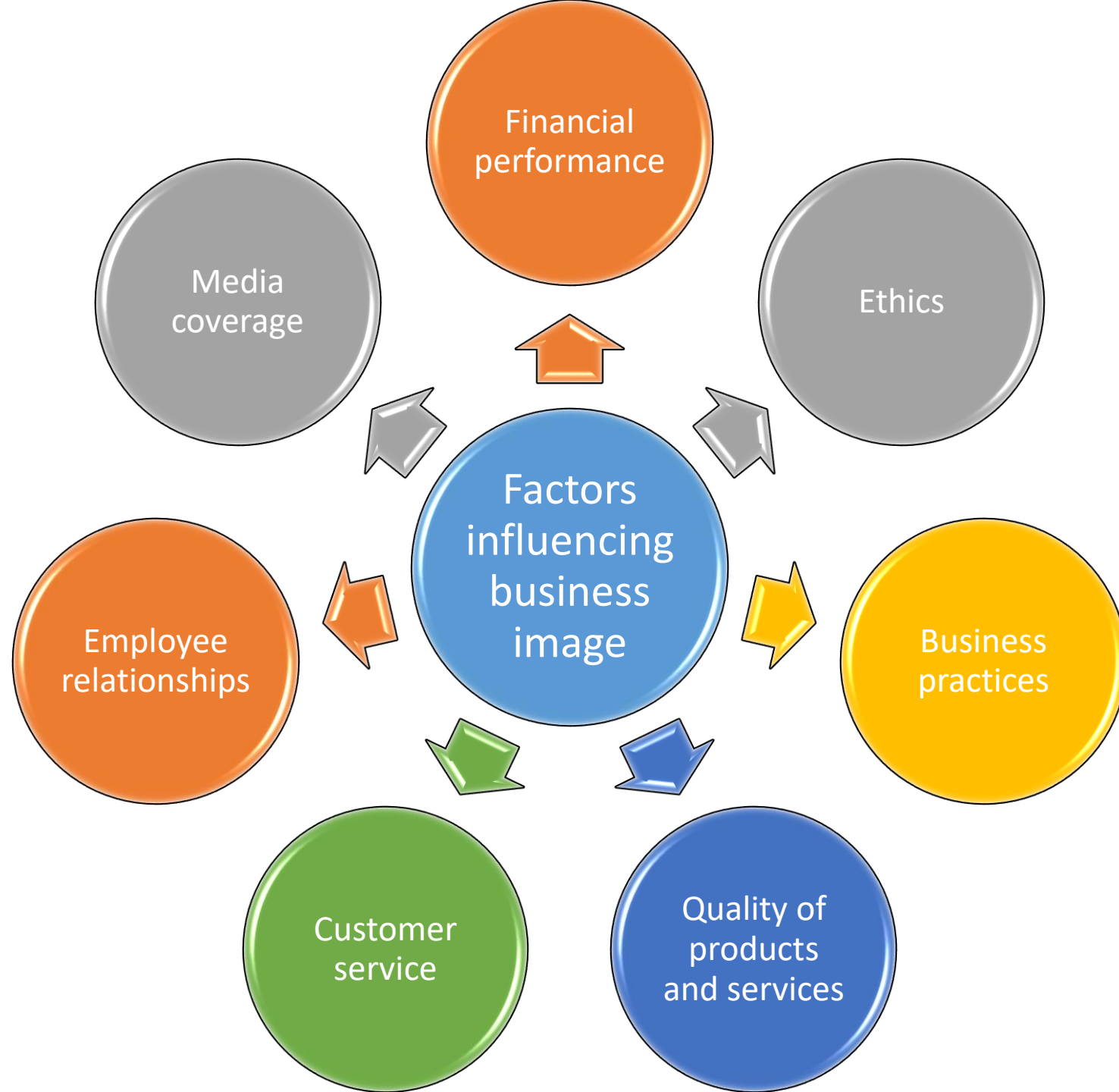


Corporate Image Building



- Corporate image is brand's public perception
- Corporate image is the public image and perception of a business or brand.
- corporate image or **brand image** of a company refers to the image that is generated in the mind of a user when he hears or sees something about it. Therefore, it refers to the **perception of consumers** with respect to a product, service and / or company.





Importance of corporate
image

Increase loyalty of
customers

Strengthen
relationship/ affinity

Reduce investment
on advertisement

Boost actions of
employees

Fortify business
image

Stand out of
competition

Facilitates the sales
process

How do you create a Corporate Image?

Creating an effective corporate image involves the following steps.

1.Mission Statement. Create a mission statement that makes it clear (1) What your company does, (2) Who the target audience is, and (3) What makes your company unique.

2.Corporate Identity tools. Create corporate identity tools that include (1) [Name](#), (2) Logo, (3) Slogan, (4) Colors, (5) Type fonts, (6) [Mascots](#), and (7) Jingles.

3.Training. Train your employees and other internal stakeholders on your mission and corporate identity tools so they can transmit them via their word-of-mouth pyramids and social media circles.

4.Promotion. Promote your mission and corporate identity tools to people outside your company using traditional, online, and social media. You put them on business cards, letterhead, signs, company vehicles, packaging, brochures, and all corporate communications.

5.Measuring results. Using your [marketing information system](#), you need to measure how effectively your corporate image is working.

6.Corrective action. Using the same system, you need to make necessary adjustments to the above if they are not working according to plan.