

the fabricator® blog

Viewing By Entry / [Main](#)

October 17, 2006

Rebranding: One way to deal with changing economic conditions

Posted at: 7:57 AM | Posted by: **Stephanie Vaughan, Associate Editor**



Gasoline prices are tumbling, jobless claims have fallen more than expected, and this winter home heating costs are expected to be less than last year.

This all may be good news, but it's not time to sit back and relax just yet, according to a recent survey of top U.S. CEOs.

According to [the study](#), conducted by The Business Council and the Conference Board, almost half of the top CEOs in the nation feel that economic conditions will worsen in the next six months.

Couple that prediction with the time of year—in which business often slows to a crawl, in manufacturing anyway—and you might want to start thinking about initiatives to improve your company's standing in the marketplace.

One way to evolve your business and increase sales is one that often can fall by the wayside: branding.

Anaezi Modu, founder of [ReBrand](#), an online forum that helps companies rebrand their businesses, offered the following rebranding tips in a [recent CNNMoney article](#):

1. Stay relevant. Consider ways to expand your brands.
2. Remember that your brands should include everything your business does, from customer perception to retail environments, to all of your communications efforts, not just the product or service you're branding.
3. In your branding plan, be sure to include a brand analysis, objectives, target markets, a budget, time frame, point person, and methods for evaluating results.
4. Think about your target market before you rebrand so you won't alienate current customers.
5. Think like a customer, and look at your business from their perspective, as if you were the one shopping for your products or services.
6. Remember that rebranding can be done cost-effectively with the talents and services appropriate to your budget and goals.
7. Keep the brand experience going for the customer at every customer touchpoint.

[Tarter Gate Co.](#), Dunville, Ky., knows all about taking steps toward branding its products.

SEARCH

SWICKI

community powered search

HOT SEARCHES

tube and pipe production
aluminum
 welding
 assembly
 bending
 mandrel
 consumables
 electrical conduit
fineblanking
 job burnout
 material storage
 towers materials handling
 pipefitter
plasma
 cutting
 power tools
 press feeding
 press technology
 resistance welding
 safety shop management
 stamping tool and die

[?] [more...](#)

SUBSCRIBE

+ Add to Google

+ MY YAHOO!

+ MY MSN+

+ MY AOL

B Bloglines

+ Pluck

+ NEWSBURST

BLOG RANKINGS

BF DIRECTORY

The animal management products manufacturer, founded in 1945, started out peddling its wooden farm gates locally. Over time the company evolved into a tube and pipe manufacturer so it could expand its products into the metal arena.

But it wasn't until 2001 that the company decided to start working with a marketing agency, [The Idea Farm](#) in nearby Danville, Ky., and think about branding its products.

Ron Jackson, president of The Idea Farm, said that marketing has only helped Tarter Gate.

"Marketing has been a part [of the company's growth] without a doubt," Jackson said. "It's been driven by the desire of senior management."

Tood Harne, plant manager for Tarter Tube, said that marketing has helped the company grow.

"There are a lot of people who don't have a branded product—we've differentiated ourselves by branding our products," he said.

Read more about how Tarter Gate branded its products and made a bigger name for itself in the December issue of *TPJ—The Tube & Pipe Journal*®.

Related Categories: [Customer Service](#), [Business Management](#)
[Read comments and/or reply](#)

Comments

There are no comments for this entry.



Send to a Friend

Ads by Google

[Brand Equity](#)

Brand Equity management & measurement guide. Free download.

www.Biz360.com/Brand-Guide

[Brand-Building Tools](#)

and Market Place Insight for Professional Marketers

www.marketillumination.com

[Branding Campaigns](#)

Online Consumer Education Programs Create Brand Awareness & Loyalty

www.Powered.com

[Target New Customers](#)

Access Company Profiles, Find Sales Leads & Build Lists. Free Trial!

www.selectory.com

[CoreBrand](#)

Quantify ROI for Communications -- Leverage the Power of your Brand!

corebrand.com

Advertise on this site

CALENDAR

<< November 2006 >>

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		