Why Should Branding be Cohesive

An excellent customer experience relies on consistent messaging and action from all departments within your organization. Cohesiveness across the business can lead to improvements in revenue, acts of advocacy, and higher retention rates.

- **Retention and Reputation:** Improvements in revenue, acts of advocacy, and higher retention rates are directly linked to the cohesiveness of your business. When messaging and visual representation are consistent, the key to phenomenal customer experience is as effective as possible. 

- **Sales and Revenue:** Fragmented brand ownership can build a customer experience that improves revenue, builds deeper loyalty, and contributes to better products. 

- **Support and Brand Reputation:** Customer retention is vital to the success and reputation of a business. For example, when a customer is satisfied, they are more likely to purchase additional products or services, and they may become advocates for your brand. Conversely, poor customer experiences can lead to negative reviews and decreased brand reputation.

- **Marketing, Awareness, and Advocacy:** Marketing, sales, service, and support all contribute to your brand’s overall value. By ensuring that all teams are aligned and working towards a common goal, you can build a more cohesive brand that resonates with your target audience.

- **Product and the Feedback Loop:** Without strong communication and collaboration between departments, core brand equities like key selling points, distinctive visual differentiators, and overarching brand voice can end up getting lost in the silos.

In conclusion, fostering a cohesive brand can significantly impact various aspects of your business, making it essential for organizations to prioritize this aspect of their strategy.

Resources:

1. https://www.marketplace.org/2018/03/06/marketing-brand-ownership/
2. https://www.hubspot.com/blog/article/build-cohesive-brand
5. https://www.vanillaforums.com/community-feedback-importance
8. https://learn.g2.com/consumer-reviews