

# Brand Message Dilution

## 3 Steps Guide to Achieve Consistency



**Nearly 60%** of companies agree their brand story is getting diluted before it reaches the buyer.

### What Is Brand Message Dilution?

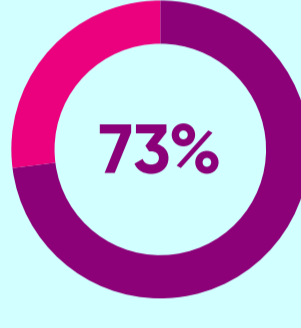
Marketing spends a lot of time and effort creating a cohesive narrative that encompasses the facts and feelings created by their brand. However, a joint study conducted by Forsta, shows that marketing organizations are struggling to create one consistent message across all customer interactions – where every department in an organization, from Marketing & Sales to Technical & Installation teams, communicate the brand story in the same way to customers.

# 1

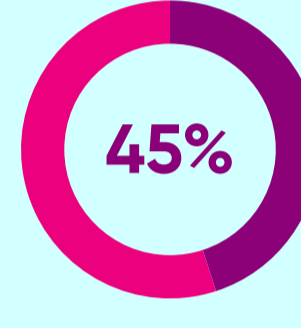
## Understand your Customer Truth™

Those companies who report brand message consistency leverage research more fully.

How much does your customer research inform your brand and product messaging?



TOP 2 CONFIDENCE



BOTTOM 3 CONFIDENCE

# 2

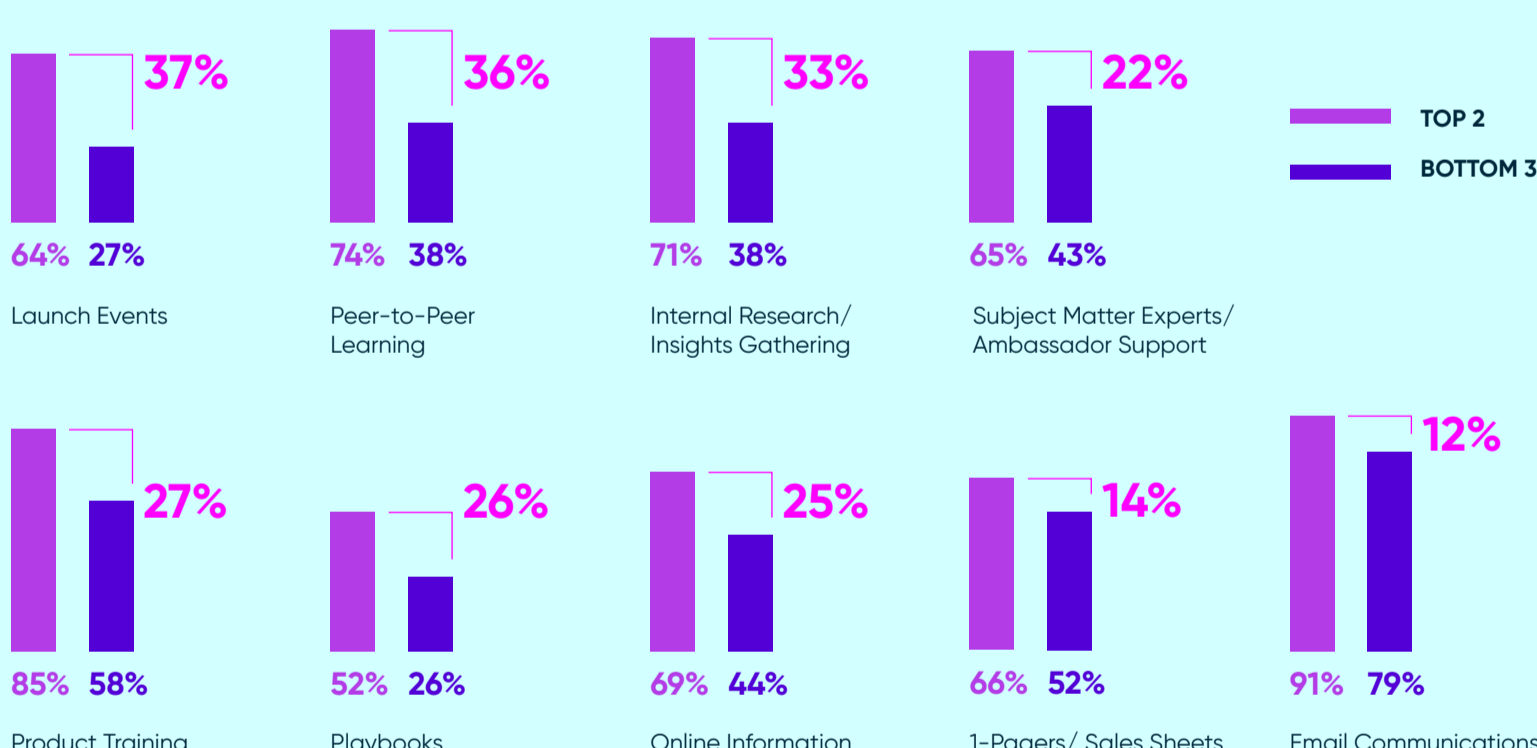
## Engage Employees with Dynamic Learning Tactics

Companies with the most confidence in their brand alignment disproportionately use dynamic tactics with customer-facing representatives to drive message consistency



### Gap between Top 2 and Bottom 3 Confidence in Brand Alignment

#### Tactics Driving Message Consistency



# 3

## Ingrain it in Company Culture

Work on building the company culture that lives and breathes the message

**“We spend significant resources, time, and money to understand and articulate this.”**

**“We communicate it often. The brand and its messaging is preached company-wide at staff meeting and other meetings throughout the year.”**

Achieving brand message alignment throughout an organization it no easy feat. However, these three steps help get closer to a single message, which in turn will reap benefits on the bottom line and with customer perceptions.