



# THE V-EDITION

FEBRUARY 2018

## A NEW LOOK FOR VCSO

We have kick started the new year with launching our brand new website! Fresh, contemporary and 6 star – true to our brand and our locations. The website is action packed with interactive elements and information regarding all of the products and services we provide.

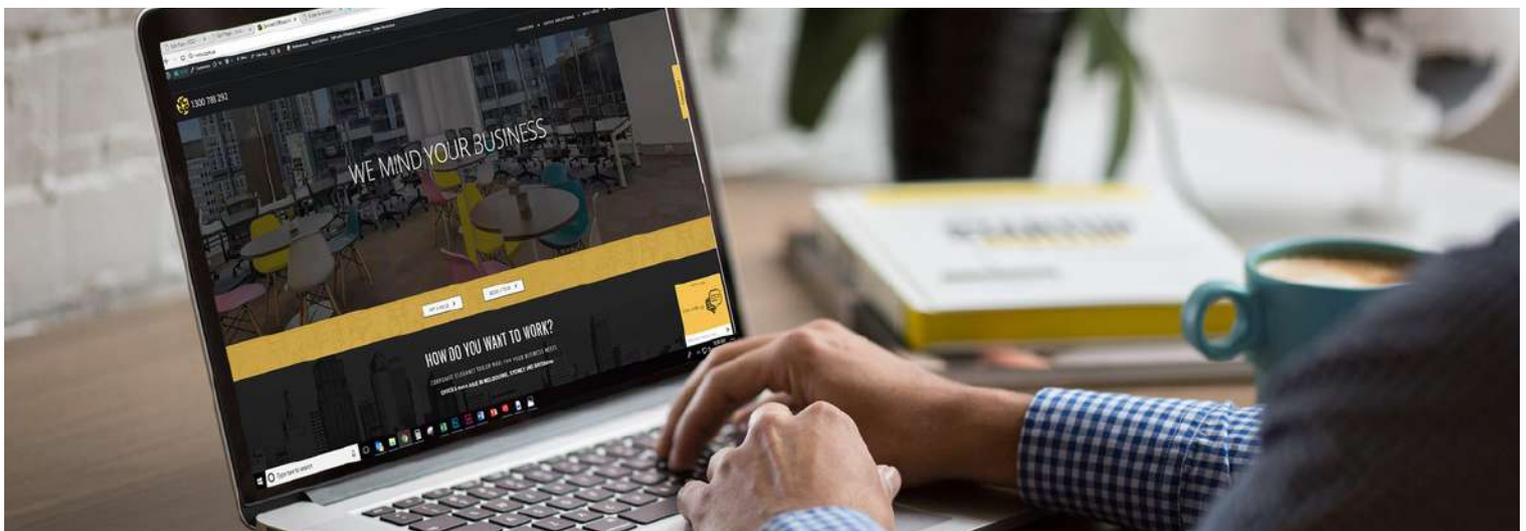
We pride ourselves on our 6 Star Customer Service, and for many of our clients their first interaction with us is through our website. We understand that everyone’s time is precious, so we have ensured that our website is user friendly, and quick and easy to navigate. If you haven’t already, be sure to check out our new website at [vcsocom.au](http://vcsocom.au).

### Take your brand to the next level!

Advertise for free in our daily email and have your ad viewed by over 700 small to medium sized businesses. So what are you waiting for? Get your brand out there and contact us today at [marketing@vcsocom.au](mailto:marketing@vcsocom.au).

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## HOW TO BUILD YOUR BRAND

Branding is essential for every business, and it is not just a logo or how your business is perceived externally. Often overlooked as not important, branding is fundamental for every business regardless of size, there is also a clear link between successful businesses and strong branding. It is a way of defining your business to yourself, your team, and your customers.

With so much choice and option available, customers are more often than not making their purchase based on emotion. Do they share the same values and beliefs as your brand? The emotional connection also leads to loyalty and advocacy, both of which are becoming priceless in the ever growing technological world that we live in.

Are you a small business wanting to build your brand in the market? Or perhaps you are a larger corporate wanting to give your image a review? These tips will help you implement and improve the branding for your business:

### **1. Define your brand.**

This is the perfect starting point. Take the time to review the product or service that your business offers, determine where in the market it fits, and research your target customers. Your brand needs to connect with your customers and differentiate you in the market.

### **2. Customer relationships.**

Your aim should be to build and maintain long-term relationships with your customers. You want them to keep coming back, so it is important that you deliver on your promises. Integrity is key. Create trust with honest branding.

### 3. Be Consistent.

When communicating with your customers, make sure that you are consistent with the tone and what you are offering. Your customers want to know exactly what they can expect from the product or service you are providing.

### 4. Keep it fresh.

Don't repeat the same message in the same way over and over again. There are many ways in which you can get your message across to your customers, make sure they blend together and align with your brand.

### 5. Be original and authentic.

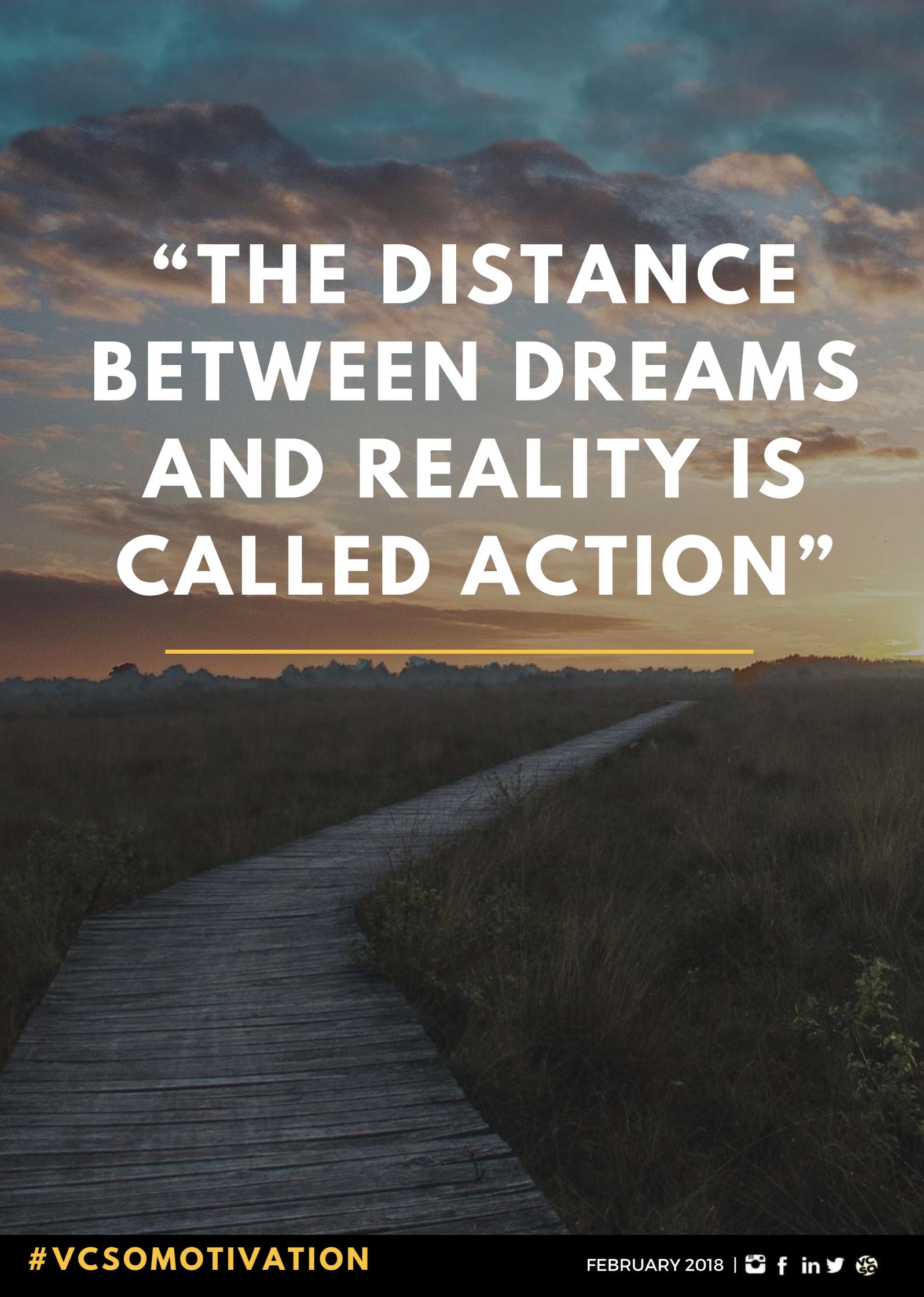
This is your brand and your business. Stand out and be proud of what makes you different from everyone else in the market. You don't need to copy the look of big brands to be successful or gain customers.

### 6. Create interest

Logos are all part of your brand, but the future of branding is fluid and all about creating interest. Don't give everything away upfront, create intrigue for them to want to find out more. This is also great for your brand being spread by word of mouth.

Not all business have the resources or budget available to focus entirely on their brand. Having a prestigious CBD address advertised on your business cards, a 6 star floor fit out to work from and invite your clients to, calls answered in your company name – you can give your brand a kick start by having all of this and more at VCSO! We are here to support your business and help it succeed, providing you with tailored solutions specific to your business and brand requirements.





**“THE DISTANCE  
BETWEEN DREAMS  
AND REALITY IS  
CALLED ACTION”**

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