

#brandingadvice



7 Signs you Need to Rebrand



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- Rebranding can **increase brand awareness**
- Rebranding can **differentiate** you from competitors
- Rebranding can help you **reach new audiences**
- Rebranding can allow you to **charge more** for your products/services



**Here are seven reasons to
update your brand**



01 You Look Like Everybody Else In Your Industry

Stand out from the competition with unique branding. **Showcase your value** and be seen by consumers seeking innovative solutions.





02 You've Outgrown Your Brand

If your brand doesn't reflect your current strategy or offerings, it's time to rebrand.



You may have to **leave your old branding** behind to compete at a higher level.



03

You're Going After New Audience

Is your brand not connecting with your target audience?

A rebrand can help you **redefine yourself** and reach new, untapped markets.





04 You're Struggling To Raise Your Price

Consider rebranding to **reshape customer perception** and increase the value of your offerings – and your prices.





05

You're Embarrassed To Share Your Website.

Probably the number one reason companies rebrand.

If your brand or online presence seems **outdated, boring, or unoriginal.**





06

You've Dealt With Bad Press

Rebranding can be the easiest and most effective way to move forward and leave **negative publicity** behind.





07 You're Undergoing A Merger Or Acquisition

A great opportunity to rebrand. It's essential to see how the two **companies aligned** to rebrand successfully.





**Can you think of a
company that
successfully rebranded
to reach a new audience?**

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