

**"EXPORT PHILOSOPHY
TO BE A BRAND IN EXPORT MARKETS"**

By izzet DURU

Creating a **BRAND**; requires both a difficult and a long-lasting process. The value of brand is revealed by "the value of product and service that is given to it". Indicates that, it does not end up with the product or service. The most important of these are customer-oriented **RELIABLE** and preferred **COMFORT** brand that is accessory to brand. Especially if you decide to do this internationally, it will be much more different and challenging.

Confidence and comfort are given to product unintentionally, together with purchased product, in the same box, besides to it. The power provided by being a brand also sometimes leads to monopolization. If given power that is causing the dominance of the market to oppress riffles is due to the brand; it does not create any problem in terms of competition. Where, there are no physical obstacles against rivalries. There is only one point of operation: the minds of customers (in other words your smartness)! ***It is time to brand in this stage!*** A genuine brand is not really showing up on internet sites, on the streets, or on TV screens, in newspaper and magazine pages, or in the showcases of shops. Brand is the point where world of trade coincides with world of ideas. Today, brands seem to be reaching consumers with digital and offline channels much faster and "**colorful**" than their predecessors; It does not mean to be able to do something, is making "**it well**".

Not to lose quality, in other sense to use new communication channels in the correct way (according to the soul of brand) is the way of communication that is expected from brands in modern times. The brands that have reached this awareness are expressed as "**conscious brands**".

Many brand candidates who are at the very beginning of this road; While they are dreaming or expecting to be a brand, unfortunately many of them cannot reach this goal. For many businesses one of the most important reasons is the lack of creating "**brand awareness**".

Most businesses think that having a twitter or Facebook account is enough to create a brand.

Most businesses are continuing to pursue "customer satisfaction" efforts as done in the past years / in traditional ways.

Unfortunately, that's no more the way things are now, in the way of being a conscious brand.

Parallel to the changing global world, brand communication needs to change. Since businesses do not want to be involved in this adaptation process, they are not able to drive brand awareness.





In general, mistakes that are made by firms in export

1- Insufficient sound

Brand is supposed to have a voice. Here the voice is intended is a language / expression / spirit

2- Multiple Titles, Many Things, Less Human (Human Deficiency)

Nowadays people when communicating want to see someone in front of them. They do not want to contact the company.

“The person who communicates on behalf of your brand is the person who represents your brand. That is why companies that value human resources, invest in their employees and care about their employees are one step ahead in creating brand awareness”. (– **very much important**)

3- Too Many "Sellers"

Of course, in order for the business to continue its existence, it has to sell; But a business that is constantly trying to sell something is unfortunately very repulsive.

At this point, company participation can follow a sales policy that will create / enhance loyalty. A sales language that invites a customer to a product and communicates with a style that the customer is waiting for the product to join. Especially in different cultures, understanding cultures is very important. (- **important - So you need to have an open-mind all the times, and understand cultures**)

4- To be over crowded

The brands should have their principles, and sections. Companies trying to do a lot of things, following every new fashion, current idea, in other words following the crowd will be unsuccessful.

Brand do not do "good", they do "**the best**".

Being able to create awareness.

5- Narrow Vision, Narrow Fields

The development of the brands requires a wide range of points to be viewed. All the markets that brand expresses itself must be created by foreseeing future growth targets. It is expected to design and direct areas that brand offers highest quality products / services from the very beginning.



6- Being easy to forget

You have introduced your brand, created brand sense and created a certain export buyer group. At this point you need to keep your brand in mind.

If buyers make a sentence for your brand, such as "We used a great product, what was its name?", is just a sign that you are not on the right track.

7- Too Much Effort

And lastly, it does not make a right perception that you seem to be trying too hard for your brand. Of course you have to be creative to present quality products / services, to express your brand in the most understandable way, to complete the work you started. But being insistent is not preferred. It has been observed that firms are successful in branding if a more relaxed, positive style is given.

The fact that brands are more humane, should address emotions here.

It is a realistic, convincing narrative that communicates more than a "**corporate**" language. Quieter communication; that understands, values the purchaser, and knows the moment when the recipient of the opposite begins to describe what they want.



Acting Consciously At Each Step

In order to promote brand awareness and awareness internationally, the following questions should be answered;

What is our vision?

What is the "special" thing that makes our BRAND?

How will our brands language be?

Do we use an appropriate language to the media we are in; or do we act in accordance with the media we are in?

Do we care about our customers, our employees, listen to their needs, produce solutions?

Are we able to create stories about our Brand?

If brands have a visual world of well-designed logos, colors, and emblem; then the same must reflect for brand, as in vision, and perspective to the soul.

Brand is a point to be seen. If that point is scraped to their customers mind, then that "**Brand will be a winner**".

