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Marked For Success

Ideas to Help Your Financial Institution Succeed from On The Mark Strategies

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Annoying Isn't Always a Deal Breaker for Strong Brands

I love Raising Cane's chicken fingers. I actually love a lot about Raising Cane's – its story, its lemonade and its overall fun brand. But there's one thing that really annoys me... "*Hey, hey, hey. Want some chicken today?*" I hear that whenever I go through the drive-thru (which thankfully is not that often), and it's like nails on a chalkboard to me.

Obviously it hasn't kept me away, and Cane's certainly is not the only brand that has something annoying about it. Lots of brands use questionable humor in their marketing to get consumers' attention. From jingles to puns and quirky characters, some brands really push the "annoy" factor.

Here are three reasons that's not a deal breaker for strong brands:

Solid products

Consumers are usually willing to overlook annoying brand elements when you offer a product that either tastes great, works well or offers a unique solution to their pain point. That's what keeps them coming back.

Positive Image

People like to do business with companies that have a good reputation. If you are supporting your local community or a charity that tugs at people's heart strings, they are more likely to have an emotional connection to your brand.

Memorable Experiences

Consumers want to be wowed. They want to feel special. It could be as simple as remembering their names as they walk in the door, or going above and beyond their expectations to help them with a problem. Employees at Heart of Louisiana Credit Union end every interaction and phone call with the phrase "Thank you for being part of the heart." Their members love it and appreciate it. Memorable experiences let them know they matter to your brand.

Annoying is in the eye of the beholder, but it's rarely a deal breaker when you have a strong brand that connects with consumers.

"On The Mark Strategies performed a comprehensive marketing audit for ASI Federal Credit Union and did a fantastic job from start to finish. We were impressed by the level of detail and the comprehensive recommendation of "next steps" provided. We revamped our total marketing strategy based on that targeted feedback, and we are very optimistic that we will see positive income generated as a result of some of those key recommendations."

- Mignonh Tourne, retired CEO, ASI Federal Credit Union

Remember to Include Training in Your 2017 Budget

Training is one of the most valuable investments your financial institution makes. Well-trained employees make fewer mistakes, connect better with consumers and best represent your brand. [Mark](#) and [Taylor](#) conduct targeted, energetic and customized training for financial institutions. [Topics](#) available include: consumer engagement, sales, service, advanced sales, branding and leadership. [Contact Mark](#) to see how our team can help with your training needs.

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