

1. **Not thinking analytically.** Many companies think of branding as marketing or a catch phrase or a logo. A brand warrants attention on a consistent basis, represents something your audience wants but doesn't get from your competitors.
2. **Not maintaining your brand.** Too often, in a shaky economy, businesses are quick to change or alter their identity. Too much of this confuses your steady customers.
3. **Trying to appease everyone.** Focus on the niche market for your product.
4. **Not knowing who you really are.** Know your strengths and weaknesses through honest analyses of what you do best.
5. **Not fully committing to branding.** Sales and branding are tied together as integral aspects of your business.
6. **Not sharing the joke.** If your campaign is created for you and not "them," your brand will not succeed.
7. **Not having a dedicated marketing plan.** You must have a well-thought out marketing plan in place before your branding strategy will work.
8. **Using too much jargon.** From benchmark to strategic partnering to value added, jargon does not benefit branding...it muddles your message.
9. **Trying too hard to be different.** Being different for the sake of being different is not branding.
10. **Not knowing when you have got them.** Know when to stop establishing brand and when to maintain that is established. Monitor the results of your branding campaign.

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