

Branding Your FM Consulting Business



Why is Branding Necessary?

Branding your consulting business is vital to the success of your business. It creates a differentiator that sets your business apart from your competition. It helps to create a perception and creates a consistent message and graphic image that helps you to keep that “top of mind awareness” that every consultant wants.

What goes into branding a consulting company?

First it helps to work with an outside branding consultant who can be objective about your business; someone who knows the science of branding. If you try to do it yourself, you may be spinning your wheels and get mediocre results. The consultant will help you define your desired image in the marketplace. They will also conduct interviews with your clients to find out what your unique abilities are the value that they provide. The branding consultant will act as a project manager working with a graphic designer to develop a strong branded graphic format and logo and may also work up a memorable tag line that will resonate with your target industry. The branding consultant will typically work with a web site designer to continue that consistent branded image and message.

How much will it cost me to rebrand my business?

Branding consulting services can range dramatically based on if they are a solo practitioner or a large, high overhead firm. Get referrals, do web searches, and look for professional association affiliations. I found my branding consultant at an IFMA Facility Fusion conference where she was co-hosting a booth with a designer client of hers. Think through what you need and send out an RFP for branding services to at least three qualified branding consultants. Ask for references of recent clients and examples of their work. I believe the three bids that I received were between \$25K to \$65K. It ended up costing us about \$35K to do everything.

FM Consultants Tip #2

How long should it take to rebrand my business?

It depends on how much of your time you and devote to the process. You can help drive the process and be responsive to the consultant or you can do what I did, which was to drag my feet when it came to making decisions and giving the branding consultant feedback and direction. The project can also be phased where you do your new logo and tag line and then work on brochure and web site formats as a later phase. It took us about 9 months to go through most of the rebranding process since I also got the feedback from my staff on a lot of key decisions.

Is it really worth the time and money to rebrand?

I can say an emphatic yes! In the past 3 years since our rebranding was launched, it has helped make us more competitive with our larger competitors, we are getting more opportunities to bid on bigger projects and we can now go head to head with the big name firms. To see my example of a re-branded web site go to www.fanellimclain.com.

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