

Your Six-Step Road Map to Rebranding [Infographic]

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Thinking about rebranding? The following six steps can help you launch a successful **rebranding** effort.

First, "examine your direct and indirect competitors to mine good ideas and identify potential points of difference," recommends [Wheelhouse Advisors](#) in the infographic.

Another step is to "understand how much marketshare you have and set future objectives," states Wheelhouse Advisors. "Calculate available marketshare."

Also, consider holding interviews with employees and partners. "These are the people who really 'own' your **brand** and their insights will help build a **brand** that's authentic and inclusive," according to the infographic.

To find out more about the different steps for a successful **rebranding**, check out the infographic.

Wheelhouse
ADVISORS

Your
6-Step
Rebranding Roadmap

Rebranding can make or break you – but it's an essential part of keeping your brand up to date. Get it right and you'll reap huge benefits. Follow these 6 steps for a successful, lasting rebrand!

1. MARKET RESEARCH

Research your brand and business opportunities to ensure you plan and design around your goals of alignment

Identify relevant trends

2. MARKET OPPORTUNITY

Calculate available market share

3. INTERNAL DATA

4. COMPANY STORY

5. INTERNAL MESSAGING

6. EXTERNAL MESSAGING

1. Research your brand and business opportunities to ensure you plan and design around your goals of alignment

2. Identify relevant trends

3. Calculate available market share

4. Identify your brand's unique value proposition

5. Develop a compelling story for your brand

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PROSPECTS

CURRENT CUSTOMERS

END

Your rebrand is well-researched, properly implemented and lasting. Great job!

GET THE FULL STEP-BY-STEP GUIDE TO REBRANDING YOUR BUSINESS AT
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