

The Revamp Risk & Reward

It's 2015.

Small businesses need to step back and take a long hard look at their brand and how it's being perceived.

Take a look at the all the benefits to reworking or revamping a brand, and how Spin350 Creative can help.

Why should I care about what people think about my logo or my website? My product/service offering is what matters, right?

You've heard the saying: "Never judge a book by its cover". It may be a strong life philosophy, but it's not an accurate description of the user behavior of your potential customers.

"Today, more than 85% of customers search the web before making a purchase decision." Even if your company was referred, customers will look you up online before they contact you. Your brand and your website have the best chance of being a potential customer's "first impression" of your company and your offerings. In the information and content saturated world that we live in, it takes a half a second for users to form an opinion about your company, and as it turns out, the visual look and feel of your business's brand and your website are the primary drivers of those first impressions. According to web credibility research from Stanford, "75% of users admit to making judgments about a company's credibility based on their website's design".

First impressions of your brand don't just paint a pretty picture; they generate real dollars. This is why investing in professional, polished, and well developed design is worth the investment. Ever heard "image is everything"? It really is.



First impressions are 94% design-related.

This isn't to say that reputation, offerings and quality content don't matter, because they certainly do. But even the best content is rendered powerless when it's embedded in poor design. We see it all the time. Also, studies of user behavior have found that visual appeal of brand and website navigation have the biggest influence on people's first impressions of your company.

Content Impact

Design Impact

I'm a small, local business, why do I need to worry about "branding"?

It's 2015, and consumers shop differently today. Your brand is one of the most important assets that you have in your business. It's as important as your product, your people and your process.

Your brand builds a reputation and brand loyalty creates sales and repeat sales. This applies to single person companies, large corporations and every size company in between. Your brand is not just a visual identity or a logo – it's the visual representation and overall perception of your business. It is reflected in your customers' experience. Your unique brand is a sustainable asset that will help your company retain more customers, close sales, and fuel your growth goals.

In a crowded, competitive landscape, it's crucial to carve out a space where your brand and your offerings stand out, and grab the attention of your target users. You'll never know how many leads are lost on a bad first impression. And those leads never call to tell you why they didn't choose your business... they simply leave the phone on the hook and move on.

Positive first impressions lead to higher conversion.

The initial impression that a user gets from your website can have a priming effect on how they perceive future interactions with your business. They are looking at your branding and your website's look and functionality. Positive priming can boost user satisfaction and, as you might expect, negative first impressions put significant drag on user satisfaction.



Poor Design



Clean Design

I can hire my neighbor to design my branding and website or have someone in India design it for next to nothing. Why should I take on the expense of a local design agency?

There are a lot of designers out there that can make a pretty logo for you. Some can even design a decent website. But not many have the reputation and experience to truly capture the essence of your company and turn it into a strong brand.

The last thing that any business should ever do is cut corners when it comes to hiring professional, experienced designers to develop and manage their brand. Would you trust anyone less than a professional to set up your books and handle your accounting? Great designers will make sure that your potential customers' impression of your brand is a positive experience, which in turn will result in them wanting to engage with your brand. If you are confident in the professionalism and expertise that your business provides, and feel that you have a product or service that is valuable, your brand needs to be just as professional and confident. If the first impression of your brand is an amateur, unpolished low quality logo and a dated website template, potential customers will not take you seriously, and they will move on. We can promise you that.



I already have branding in place. I don't think I want to change it since my customers already relate to it.

Regardless of whether you are a new business and you want us to develop your brand from scratch or if you have already had another designer create your brand and website, and you need a strategic re-brand, Spin350 can accommodate your needs.

Many clients come to us with the same concern: their existing logo or website or marketing materials are simply out of sync with their service offerings and level of professionalism. Our decade-plus of experience working with entrepreneurs, start-ups and Fortune 500 companies promises and ensures that the work we execute reflects an accurate and professional representation of your business. Remember, you get what you pay for and first impression is everything.



Example of a logo rework, without losing the branding style. Spin350 has experience working with existing brands, as well as refreshing them when needed.

What does it cost to work with Spin350 Creative?

At Spin350, we look at creating a successful brand for your business as an investment, never an expense. It 100% effects your customer interaction and loyalty. That 15k that you spent on getting your electrical system up to code or the 8k you had to spend on office furniture were an expense, but you pay it because you have to. Think of the investment in your customers' impression of you as a bigger "have to".

Spin350 Creative Inc. specializes in developing brands and branding strategies and we've been doing it for over a decade.

Find out more about Spin350, our work, our clients and more at spin350.com