

How to Build a Tech Brand That Stands Out in a Competitive Market

Opinions expressed by Entrepreneur contributors are their own.

Technology companies excelled during the early years of the coronavirus pandemic as businesses scrambled to adapt to remote and hybrid working. However, over the past couple of years, the industry has faced challenges including layoffs and global, macroeconomic uncertainties. While the sector appears to be recovering in 2024, having a strong brand continues to be essential to stand out from your competition.

Follow this guide to build a brand that secures your tech company's future.

The importance of branding in the tech industry

Too often, branding is reduced to the visual appearance of a company. However, building a successful brand involves more than developing a logo and a strapline. Those elements are part of successful branding, but a strong brand gives meaning to an organization in the audience's mind.

Branding creates an identity of a company in potential clients' minds, helping differentiate the company and its products from competitors through an emotional connection. Think about Apple, for example: Over the past few decades, the company has built a reputation for innovation and quality, creating fiercely loyal customers in the process.

Strong brands inspire loyalty and trust, leading to repeat business and word-of-mouth referrals. Building those connections takes time, although brand teams can encourage these connections through loyalty programs.

Leading brand strategists understand their competitors' branding strategies as well as their own and use their insights to differentiate their brands. If you're representing a tech startup, for example, you may be looking at other startups and analyzing how they pitch themselves against industry giants.

Related: 3 Branding Strategies That Will Make Any Brand Stand Out

Defining your brand identity

Defining your brand identity starts by establishing a clear, compelling value proposition that communicates what distinguishes your tech brand from others. Zoom, the video conferencing software, excelled at this at the beginning of the pandemic. The brands addressed customer pain points by focusing on being user-friendly and reliable in a time of great uncertainty.

Define your brand's core values, and draft a mission statement that aligns with your business goals and resonates with your audience. For modern tech brands, functionality is not enough. Emphasizing transparency and social responsibility are just as important.

With a value proposition, brand values and a mission established, you can start creating the visual and verbal elements of your brand identity. Logos, color schemes, typography and imagery form part of that. Once decided, use these elements consistently to increase brand recognition across all your communication channels.

Building brand awareness

Content marketing is one of the most impactful strategies tech brands can leverage to establish themselves as thought leaders in their industry. The customer relationship management platform, Hubspot, is a great example of a brand that built awareness through content marketing using blogs, case studies and other forms of content. The team shared valuable insights that helped connect with and engage its audience.

Social media posts and influencer collaborations are two more options to allow you to build brand awareness. Both amplify your branding and let you build connections with industry experts who can maximize your brand's reach and grow your credibility.

Engage with tech journalists and media outlets to share your brand's story and secure coverage for your brand's milestones, product launches and innovations. Compelling press releases and pitches is often the first step in building media relations and keeping your brand and its founders in the spotlight.

Related: 2 Key Marketing Tactics to Increase Brand Awareness and Credibility

Creating a brand experience

Building a strong and resilient tech brand wouldn't be possible without creating a user-centered experience. For your product and your brand to excel, customers should enjoy a seamless, intuitive user experience (UX) across all touchpoints. Customer feedback will help you refine your product's and brand's UX.

Foster a sense of community among your users through social media groups, events and online forums. Brands like WordPress have long encouraged users to exchange insights and expertise

through user-generated content and code. Testimonials and reviews are also powerful when it comes to building trust and brand loyalty.

Exceptional customer support is the anchor of a great brand experience. Your commitment to customer service needs to be reflected in every interaction, from pre-sales inquiries to post-purchase support. Your team needs to understand that every customer service interaction is a branding opportunity that can enhance customer satisfaction and help you differentiate yourself from competitors.

Measuring brand performance and iterating

Building a strong tech brand is impossible without monitoring brand performance and adapting your approach. Define your most relevant key performance indicators (KPIs) to measure brand health, such as brand awareness, customer loyalty and market share. Analytics tools like tracking surveys and social listening will allow you to assess brand visibility and sentiment.

Don't be afraid to solicit customer feedback through surveys, focus groups and online reviews to understand their perceptions of your brand. Being proactive about asking for feedback makes it easier to identify areas for improvement and opportunities to strengthen your brand.

Brand-building strategies aren't static. While consistency in brand voice, appearance and other factors is important, leading brands iterate their strategy on an ongoing basis. To build a successful tech brand, your team needs to be prepared to refine and adapt your brand strategy based on market trends, competitive pressures and changing customer needs.

In most cases, changing logos and brand visuals are the most

easily visible evidence of changing tech branding strategies. However, iterating a brand can go further than that. IBM, for example, transformed itself from a hardware brand to cloud computing and artificial intelligence (AI).

Related: Here's How You Differentiate Yourself in a Crowded Market

Strong tech brands stand out in a competitive market and lay the foundations for a successful future. By following the strategies outlined in this guide, you'll be well-equipped to build a solid brand that connects to customers in the long term. Branding is an ongoing process that requires a thorough understanding of your audience, consistent engagement and adaptability. With a clear brand identity, effective communication and a commitment to delivering exceptional experiences, your tech brand can achieve lasting success and recognition.

<https://www.entrepreneur.com/starting-a-business/how-to-build-a-strong-tech-brand-in-a-competitive-market/478748>