



5 WAYS TO
elevate your brand
THROUGH YOUR CLIENT EXPERIENCE

burger & co. design



I get it, boss lady. You're looking to create a branded client experience that speaks to your ideal client, builds trust, and inspires them to take action and share your name with the world! But how do you get there?

Over the five years I've worked as a brand designer and strategist for creatives, I've designed an intentional client experience that not only elevates my brand, but leads to the organic word-of-mouth referrals that have impacted my bottom line in ways I never could have imagined! It didn't involve expensive client gifts or gimmicky tactics. All it took was some thoughtful planning, and a dedication to creating a client-centric experience that met my clients right where they were.

And today, I want to share the very steps I took to make that happen with you!

Keep on reading to discover the five steps you can take to create a client experience that keeps people coming back for more, and one that elevates your brand to heartfelt new heights!

WHAT WE'LL COVER

1. *Understanding your ideal client's needs and desires*
2. *Inspiring emotion through your client experience*
3. *Providing consistency through branded touch points*
4. *Creating a client-centric experience*
5. *Going above and beyond*



UNDERSTAND THEIR NEEDS + DESIRES

And then create touch points that meet them right where they are! Building your most heartfelt client experience yet starts with knowing your clients. And I'm not just talking about knowing their names and what they do for a living!

If you can understand their psychographic details -- like what they value, what matters most to them, and their personal goals and dreams -- then you can more easily create a series of client experience touch points that meet them right where they are in their journey! Plus, if we can create experiences that speak to their pain points -- whatever is standing in their way of achieving greatness -- then we can show them we are trustworthy pros who are here to help them reach their dreams, be that through a flawless wedding, an intentional branding project, or a top notch shopping experience.

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Who are your ideal clients?

What do they value? What matters most to them?

Where are they currently struggling? Bonus point: How can your product or service help them alleviate that struggle or overcome that hurdle?

What are touch points you can weave throughout your client experience that meets them right where they are? *Maybe that's through a thoughtful gift; a kind, educational way of guiding them through your process; or the messaging you use on your website and social channels.*



STEP TWO



INSPIRE EMOTION

Think back to the last incredible, write-home-to-your-mama kind of experience you had with a brand.

How did that make you feel?

Chances are, some of your most memorable experiences with other brands centers around a strong sense of overwhelmingly positive emotion. As business owners ourselves, we want to thoughtfully harness that opportunity to inspire our potential (and current) clients to feel something whenever they come across our brand online or in person. Not to mention, authentic emotional responses help us lay the foundation for relationships that last.

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How do you want your potential clients and current clients to feel whenever they come across you or your brand?

Why do you want to make them feel those specific emotions?

What is it about those emotions that will help them have a deeper appreciation for your work, encourage them to invest in your services, or put them in the proper mindset to receive the full experience you've prepared for them?

Pro tip: Steer clear of gimmicky emotions that don't stand for something deeper. Anytime we strive to evoke an emotional response from a client, it should serve a deeper purpose. Ideally, we use emotional responses to build connection and inspire a more robust understanding of our product or service.



STEP THREE

PROVIDE CONSISTENCY

The foundation of every client experience that leads to deeper client relationships and brand loyalty centers on one thing -- trust. If we can show our clients that we are creatives worthy of their trust, then we can invite them into an experience and final product or service that was created especially for them. In my experience, one of the most actionable ways to build trust with your client base is to be consistent. From your messaging to your imagery to your workflow, focus on utilizing the same methods time and time again so you can control the quality output of your work, and so you can create an online presence that is dependable.

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Where are organic areas for consistency within your existing workflow and client experience touch points? *That may look like gifting the same client gifts at consistent points in a project timeline, or it may look like onboarding a new client in the same way with consistent educational materials every single time.*

Which social channels or online platforms are chances for you to build consistency? *Think of your brand's social account, Facebook groups, your website and blog, or other online forums where you're representing your brand daily.*

How can you incorporate more consistency throughout these potential touch points you listed above? *Think of each one as an opportunity to connect with a potential client and represent your brand authentically.*



STEP FOUR



PUT THEM FIRST

As we build on the trust we've established with a client, it's important to make it abundantly clear how much we value them. At the end of the day, we're building relationships with people, not just going through the motions of another transaction. So let's focus our energy on making sure your clients know that you see them as so much more than another dollar in the bank!

A huge part of building relationships with our clients begins by simply paying attention to their problems, being flexible and learning to adjust to meet their needs as they arise. Keep your eyes open for areas of new growth; always keep your mind open so you have the opportunity to think, "What can I do to make this easier/more fun/more memorable/etc.?" Because the kinds of client experiences that lodge themselves in our memories and inspire us to share with others don't just meet our expectations, they exceed them.

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Reach out to an industry friend you trust or a friend or family member who will give you honest feedback! Ask them to audit your client experience workflow from start to finish.

As they walk through the process as a pretend potential client, they'll be able to see through fresh eyes what it's like to be a potential client, then an active client, and then finally a former client.

The point of this exercise is to get their input on how you can improve your existing touch points. How can things be more fun, more memorable, or easier to understand? Then, take their feedback and utilize any valid comments to help you bolster your existing client experience workflow!



STEP FIVE

YOU DON'T HAVE TO BREAK THE BANK

In the creative industry, I think we often oversimplify the concept of client experience to merely the gifts that we give a client. But you don't have to shower your clients in gifts in order to guide them through a heartfelt set of touch points that will turn them into lifelong brand cheerleaders!

Going above and beyond on a timeline to deliver the finished product ahead of schedule is a great way to utilize your time and expertise to blow your client's expectations out of the water. Remembering their birthday and sending a handwritten note and a Starbucks giftcard in the mail doesn't cost much, but it communicates effectively how much you value them as a person.

Your clients may not remember the custom monogrammed wine glasses you sent them after their wedding, but I promise you they'll remember how you served them, how you made them feel, and how you intentionally exceeded every expectation at every turn.

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Brainstorm five ways you can serve your clients thoughtfully through your client experience touch points that don't cost you a dime! *Think of ideas like delivering an extra feature in that design project they weren't expecting (but they'll love!), being flexible or extending grace in a tough situation, or sending them a joyful, welcoming email immediately after they sign your client contract or pay your retainer.*

1.

2.

3.

4.

5.



KEEP IN TOUCH



DON'T BE A STRANGER, FRIEND!

I hope these five actionable tips encourage and equip you to breathe purpose and intention throughout every facet of your client experience. At the end of the day, I want to see you thriving in your client relationships, creating an overarching brand experience that not only represents the heart of your work well, but enables you to connect with your ideal client with authenticity.

As a brand designer and strategist for creatives, I help creative entrepreneurs craft elevated brands that authentically reflect the heart of their life's work. Over the years, I've built a signature approach of brand development, strategy, and design that enables my clients to consistently double their starting price point, confidently charge their worth, and connect intentionally with the types of clients who need their work the most. And I absolutely want the same for you, friend!

If free resources, actionable content, and heartfelt chats over cups of coffee are your thing, be sure to join me over on the [bis for bonnie blog](#) where I'm sharing my best branding tips up with a side of #realtalk.

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