

HOW TO BRAND YOUR ADULT BUSINESS

Good Branding Differentiates You From The Competition And Helps You Resonate With Your Ideal Customers.

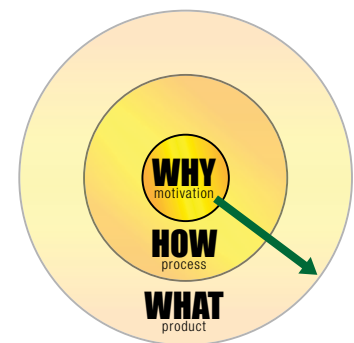
As an adult business owner, your brand is more than just a logo. A strong brand communicates who you are and why customers should buy from you. Branding done right establishes trust and credibility, locks you in the minds of your customers and makes it easy for people to understand what sets you apart.

Here Are Some Tips To Help You Start Thinking About Your Brand:

1 Find And Define Your Purpose.

Simon Sinek, a British/American motivational speaker, gave a great TED talk for businesses called [“Start with Why”](#). He points out how certain companies are successful because they connect with their customers not by what they do, but why they do it. What he means is that in order for your brand to be successful, it should be meaningful to your audience. Find purpose and value in what you do and the rest will follow.

One way to narrow down your purpose is to ask yourself why you started your business (besides the obvious “to make money”). Then ask yourself what makes your business unique. This should give you a good starting point.



The Golden Circle

2 Hire And Inspire Employees.

Your brand should infuse throughout your store, including every employee that works for you. Once you define who your business is and why it exists, make sure everyone understands your purpose, believes in it and can communicate it with every customer. A consistent brand not only retains customers but also retains employees who believe they are a part of something bigger. It also helps to have an internal mantra to inspire your crew. Make it short, sweet and simple to remember like Apple’s mantra “Think different.”



As an adult store owner, it’s a good idea to keep your employees educated on the products you sell as well as sex health in general so they can offer a valuable resource to your customers, enforcing your brand. Eldorado’s new e-learning program, [Elevate U](#), is a great resource for Eldorado customers designed to give retailers accurate sexual health information and tools needed to better serve customers when they are buying pleasure-focused products.

3 Communicate Your Brand Effectively With Your Customers.

Evangelize your brand! Your brand should stand out in every single customer touch point – store signage, websites, emails, staff interactions, etc. so that your customers never have any doubt who you are or what your purpose is.

Once you communicate your brand, be consistent in tone, appearance and delivery. Brand consistency leads to trust and credibility, which is imperative in the adult store industry. Also, it's okay to have different messaging for different audiences, but make sure every message resonates with your overall brand.

4 Don't Get Complacent – Stay On Top Of Trends.

Is your store in major need of an interior design update? Do you have a website and have you updated since the early 2000s? Is your website mobile-compatible? Customers are savvier than ever and when it comes to expressing themselves, they want to associate with a company that "gets it". Make them brag that they shop at your store, not embarrassed.

5 Get Social...Media, That Is.

Once again, today's customers are savvier and better informed than ever. If it's their first time looking for a store, or specifically an adult store, you can be sure they will "Google it" before hand looking for the company's online presence whether it be a website, Facebook page or Yelp review. 81% of the U.S. population has a social profile, so shouldn't you have one too? Some of you may claim that you're doing just fine without a website or a social media presence. But maybe you should ask yourself how much better you could be doing if you did have these things. It may surprise you how much better engaged you are with your customer base once you have an online presence.



Also, one of the reasons the adult store industry has done so well the last two decades is the decreasing stigma that we're all just back-alley operations in less desirable parts of town. In order to keep mainstreaming our industry, it's important to be visible on social media, to remind your customers (and the public) that it's socially acceptable and even healthy to shop for these items.

6 Ask Your Friends At Eldorado For Help.

Our number one priority is to see you succeed, so we do everything on our end to ensure you carry some of the best products around and that you get those products delivered on time. If you're having trouble coming up with a unique purpose or brand, we're more than happy to help you figure it out, one-on-one. If you need help setting up or updating your website, we can steer you to some great online tools, including our own [StoreExtender](#) subscription service, which makes setting up and running your online store simple and cost effective. Not sure how to get started with social media? Start with determining the goals you want to achieve through the use of social media. Are you trying to generate sales? Using social media as a type of customer service? If you still have questions, just ask and we will help you out!



7 Stay True To Your Promise.

Once you establish your brand, deliver. Don't position yourself as a store with great service and then ignore customers when they come in. And don't tout having the lowest prices around when anybody can look online and find your products cheaper. Value doesn't always mean having the lowest price. It can also mean great customer service, a great product selection and a consistent experience every time a customer comes into your store.

The end result of good branding is customer loyalty, which leads to higher sales. It can also protect you when the economy takes a dive or when competitors lower their prices. So make sure you're putting as much effort into defining and promoting your brand as you are with everything else that goes into running your business smoothly.