

Jeremy Tick Touts Web Content Creation as a Key Component of Rebranding

Written by Australian Business

DETROIT, MI, September 13, 2013 /24-7PressRelease/ -- Branding expert [Jeremy Tick](#), the owner of Tick Management Group, says that companies who are undergoing rebranding efforts often use online content to push through a successful switch. Rebranding is when a company sheds a former image in order to build up a new one, a struggle for many Web-based companies. However, with the proper implementation of public relations and content creation, businesses undergoing rebranding have a chance to tap into new markets during the process.

"Rebranding takes sizeable time and effort investments," entrepreneur Jeremy Tick says. "In order for companies to do it properly, they have to actively plan out the entire process. Often, one of the most important steps has to do with public relations. Between websites, social media, and print publications, it is important for these companies to create a new image through content creation."

According to an [article](#) on Search Engine Journal, companies often have the ability to bolster rebranding efforts while retaining customers and Web traffic. One strategy, Search Engine Journal reports, is to increase online exposure on behalf of the rebranding effort. Blogs, for example, are great ways to do this. The first step in any content marketing campaign is to figure out what the messaging strategy is.

"Almost every rebranding effort involves a change in a company's overall messaging," rebranding specialist Jeremy Tick says. "The idea is to completely overhaul a company without sacrificing existing integrity and infrastructure. With a solid marketing objective that meets customer needs and redirects a brand's image, marketing teams have a platform to work with. One thing to focus on is building your target audience's trust in the company."

While creating content, it is often more important to know what not to do. One pitfall companies constantly deal with is producing enough PR to fill gaps in social media. Between Twitter, Facebook, Google+, LinkedIn, and a dozen others, it is difficult for content producers to create unique articles for each platform. In response, the integrity of a piece suffers. Every post, according to the article on Search Engine Journal, needs to perform a unique function that reflects the rebranding effort's message. If that message is a new customer service platform, for example, it is important that content minimally reflects this while avoiding overwhelming amounts of promotional information.

As mentioned above, blogs are often the best way to increase online exposure while sharing worthwhile information about a company undergoing a rebranding effort. Companies, whether they are rebranding or not, need to invest in a quality blogging platform that allows them to share articles over various social media channels. In this fashion, marketers can increase online

Jeremy Tick Touts Web Content Creation as a Key Component of Rebranding

Written by Australian Business

awareness while informing people that a rebranding effort is underway.

While creating content, it is crucial that every piece is formatted correctly for the platform and that it is easily shared by readers. In order to battle countless articles that are similar in nature, writers should stick to trending topics without copying existing pieces. Jeremy Tick says that with the brand's voice behind a piece, worthwhile content is possible.

ABOUT:

Rebranding expert Jeremy Tick, the founder of Tick Management Group, specializes in reorganizing companies. He is also an expert on strategic planning as well as online brand marketing. Tick is anticipating the release of his entrepreneurial book, *Becoming Toasted -- Building Your Brand from the Inside Out*.