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THE IMPORTANCE OF HAVING A GOOD CORPORATE IMAGE AND REPUTATION

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Corporate image is determined by the organization, its goals and plans. It includes the production, management style, communication activities and actions all over the world. Many companies do not pay attention to the image, as it will not be damaged. Creating a positive image requires long-term planning. The image has to impress for many years. Corporate branding is a very important element for those who want to achieve success in business. You must remember that even the most serious organizations are in need of a positive image. Science has proven that support the organization's image more difficult and costly than losing sales. If the business reputation is destroyed, it will take a lot of time on its recovery. There are several reasons why a good reputation, image and branding are very important for the organization.

1. Corporate branding is an effective marketing and advertising tool. If you will serve customers good, they will always remember you. Good feedback will help you get more customers. Most people will spend their money on products and services, only if you will serve them as well as the previous ones. Corporate image helps to save time while attracting new customers. Previous customers who liked your service will be your unofficial advertising. This will turn your business into one of the most trusted and respected organizations.

2. High-quality corporate branding strategy will have credibility and integrity. As your reputation is your identity, make sure that you found a worthy way to represent the organization. Keep in mind that if the public will hear negative comments about your company, you will be very difficult to prove otherwise. Therefore, you must be very careful about exercising any action.

3. A good corporate brand helps to establish trust and a good relationship with customers. It is necessary to monitor and maintain the corporate image, and improve it in order to retain customers. You can even expect that they will recommend you to others and you will be able to expand your market.

These are just some of the reasons for the development of corporate branding. If you use them, you can quickly find a way to the effective development of the organization as a whole.

Remember that a good image deserves a proper relationship. You are trying to motivate, inspire and change the stereotypes associated with your organization. Your program should be directed to the right people at the right time. Corporate image is not a program that will give quick results.