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How Aesthetics Can Improve Your Business

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Aesthetics comes from the Greek word *aisthetikos* meaning “perceptive, especially by feeling”. Aesthetics plays an important part in every aspect of your business. It’s a part of the function and form of your product/service, it is part of the direct and indirect communication of your issue or argument and it’s present in the structure and symbolism in which your product/service is offered.

By recognizing the aesthetics of your business, you can improve them and thus improve your business overall.

Aesthetics And Loyalty: If your product/service is aesthetically pleasing, your customers will be more satisfied. This is especially true when the attributes of a particular product or service are similar/equal. Here, intangibles like experiences become the key selling points.

Tip From The Business Lab: Take a look at every point of contact with your customers. What experience is your customer having with your company? Review all tangible items such as your stationery, brochures, website, etc. and ask yourself and others how they feel. Go even further and take another look at the definitions and language you use with your customers and employees. Are you defining things as “gray” when you could be allowing experiences such as “candlelight silver.”

Aesthetics And Pricing: By providing your customers with specific experiences they can see, hear, touch or feel, what you are really doing is providing them with additional value...an added value you can charge for.

Tip From The Business Lab: A good example of this profitable value added approach is Starbucks. Why are their customers willing to spend \$3 for a cup of coffee? It’s the overall experience—which includes the look, the location, the taste, the service, etc. Their genius was their starting point. They started with how they wanted the experience to feel, then created everything else around this experience. From their literature to their furniture—it’s all about the experience.

Aesthetics And Communication: Aesthetics and communication has a lot to do with your overall corporate identity. With a well thought out corporate identity program, you can cut through the clutter and provide your customers with a clear and simple method of communication. A corporate identity includes the “look and feel” of the tangible aspects

of your company. Your corporate identity starts with your logo, your symbol, and can include items such as: letterhead, business cards, envelopes, fax coversheets, invoices, signage, websites, proposals, note cards, advertisements, promotional items, etc. A strong identity can achieve a higher communication impact on your prospects and customers with less exposure. Why? Because with a strong identity, their experience with your company is more meaningful.

Tip From The Business Lab: The “strength” of your identity will depend on the right look as well as a consistent application of that look. Both play a major part in the experience your prospect/customer will have.

Aesthetics isn’t just about the more “popular” things like brochures and business cards. Aesthetics is also about your invoices and directions to your office. It’s about the labeling on your package or instructions with your service. It’s about the look and feel of your recruitment materials, employee manuals and training programs. It’s about the tone in your receptionist’s voice and the thank-you note you send for a referral sent to your company. It’s all about follow-up and follow-through.

In summary, aesthetics is about experience. Aesthetics conveys to your prospects/customers what it will be like to do business with you — it expresses your mission, strategy, objectives and culture through visual and other sensory means. It determines who you will attract as customer and employees.

More Information? If you would like to learn more about this important topic, please send an E-mail to ideas@thebusinesslab.com or fax a note on your letterhead to 281-517-0789.

Author’s Note: Kathy Ellis is a Marketing Coach and the owner of The Business Lab, a full service marketing and graphic design company. We specialize in relationship marketing programs including database marketing, company brochures, client newsletters and promotional marketing materials for our clients. We share with you our FREE newsletter to showcase powerful marketing tips, techniques and ideas to help you improve your business. The Business Lab is based in Houston, TX at 281-517-0998 or by E-mail at kathy@thebusinesslab.com