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## CORPORATE IMAGE: IDENTIFYING BUILDING UP STRATEGIES

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**Abstract:** Business /corporate / organisation image is paramount when it comes to improve a company's desirability as a borrower, customer, employer, supplier, etc. The most important strategies to build up corporate image are creating a website, creating straightforward, easy-to-understand pricing, designing the business image, doing a referral exchange, encouraging personal recommendations, listing creatively and widely, maintaining a customer database, maintaining good employee relations, making a marketing plan, making the business look good, naming and branding, and using the press. The paper presents the most important features of these strategies.



### Introduction

Business dictionaries define business and organisation image as an picture in mind that appear up when a company name is mentioned a psychological impression which constantly changing with the circumstances of the company, media coverage, and the performances. Companies use more advertising techniques to have a good image and to improve their performances.

### Material and method

The material consisted in the literature on the marketing communications mix in agritourism published in the last quarter of a century. The research method is a **descriptive** one trying to describe certain situations and more precisely in our case to describe the marketing mix.

### Results and discussions

After studying the literature on the building up strategies for business /corporate / organisation image, ten strategies have come out repeatedly:

#### 1. Creating a Website

- In the era of ICTs, a website is a must: if a business does not have a website, it does not exist for the business environment. A good website has a professional look and feel that suits the business.

#### 2. Creating Straightforward, Easy-To-Understand Pricing

- Price strategies are impacted by corporate image, discounts, geography, price discrimination, price sensitivity. Many businesses try to fool their customers using complicated pricing structures.

#### 3. Designing the Business Image

- Graphic design concerns a visual presentation of the company, i.e.: the style of literature design used; number of logos; style of the colouring, illustrations, layout, photography, typeface, and type of logos.

#### 4. Doing a Referral Exchange

- Two related business may refer clients to each other. In this case, they should set up an exchange by: Placing brochures / cards at the second business's office / store, Displaying the other business's marketing materials in the first business's place of business.

#### 5. Encouraging Personal Recommendations

- Encouraging personal recommendations can be a way to attract customers. Business referral may be done by: Offering a taste with free premium access, Building up the excitement, Establishing the business's authority with free webinars, Giving away awesome stuff, etc.

#### 6. Listing Creatively and Widely

- Listing a business: Is a way to attract people to the business, Is usually low-cost / free.
- Listing should be done: In not-so-obvious places, In obvious places

#### 7. Maintaining a Customer Database

- If a customer who tried to use the business liked it, there is the possibility to use it again. It is less expensive to direct mail or e-mail promotions to customers in a customer database than to acquire a new customer.

#### 8. Maintaining Good Employee Relations

- Employees who love their jobs and believe in the business they work for: display / use / wear the business's merchandise or services and recommend the business to their families / friends.

#### 9. Making a Marketing Plan

- A marketing plan should: Track the business's progress, Determine how and when specific performance goals will be met, Include an analysis of the business's competitors, Include an analysis of the business's market, Include marketing ideas (on business marketing, press releases, referral program, website), Include marketing objectives, etc.

#### 10. Making the Business Look Good

- Making the business credible and inviting customers in may benefit, depending on the type of business, from a brochure, an office, a store front, a veterinary's practice, or a website.

#### 11. Naming and Branding

- The names used to identify an organisation, its divisions and its products are extremely important. They can be changed over time to reflect the evolving, modernising corporate identity, just like the logos.

#### 12. Using the Press

- In large corporations, media relations are managed by a PR department, while, in smaller companies, they are typically handled informally by senior management.

### Conclusions

Of all corporate image building-up strategies – creating a website, creating straightforward, easy-to-understand pricing, designing the business image, doing a referral exchange, encouraging personal recommendations, etc. The most important seem to be the strategies involving people directly: **encouraging personal recommendations, maintaining good employee relations and using the press.**