Are You a Blue Lobster? How's Your Branding Working for You?

Posted by Mary Hart on June 4, 2012

Last week, I was a chaperone on my son's field trip to the Seacoast Science Center – we carefully walked over slippery rocks to get to the tidal pools (thankfully, no one fell in!) and see crabs and other creatures; explored the shoreline; played on the playground and learned about whales and other animals inside the Science Center itself. One animal we saw was a blue lobster, which I'd never heard of before.

The Big Blue Lobster

According to Wikipedia, an estimated one in 2 million lobsters are blue, and the blue color is caused by a genetic mutation. The blue lobster was adorable, albeit with a bit of a resemblance to Megatron from "Transformers", but it made me curious because I'd never heard of a blue lobster. This lobster was so unique and so cool, but it was unknown to me until yesterday. That made me wonder – how many products are out there that could be cool and useful to someone, but they're never going to hear about them?

Are You a Blue Lobster?

It's all about branding and getting your product out there – otherwise, you'll be like the blue lobster: Very cool and unique but unknown. How's that going to help you with sales? It won't. You need to get information about your company and your unique product out to the masses so you'll be known. How can you do that? That's where we come in.

Spread the Word

Through content creation, we will gather information about your product and create the white papers and other assets that will best market your unique product. If you already have white papers, but just don't have the audience – we can help with lead generation and with social media. We'll disseminate those white papers and assets out to our audience to make sure that people know how unique and necessary your product is.

Be Known

Get the word out about your unique product – through content creation, social media and lead generation. The leads will come in – and you won't be the unknown blue lobster anymore.