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Top Ten Superstar Branding Experts

by Alexis on October 8, 2012



Branding is an integral part of every business. It is more than just having your brand chosen by your target market over competitors.

Branding is all about establishing your own market in the industry and getting your prospects to see and believe that you're the only brand that can satisfy their wants and needs.

Your brand is what will [put your business at the top](#) of the game. In the business world, meeting the expectations of your customers on their first purchase of the product or service that you offer will never be enough.

You must know how to constantly keep them satisfied which you can achieve through a good branding.

Following the advices from the top brand consultants and observing the strategies they take to become successful would help a lot in keeping your business in a competitive advantage.

Learn from the following top ten superstar **RECOMMENDED FOR YOU**   branding strategy. The list is in no particular order because ranking them would matter, after all, they're all superb in branding.

1 – Rob Frankel



Rob Frankel

@brandingexpert

The best branding expert on the planet. Blog:

<http://www.robfrankelblog.com>

USA · <http://www.robfrankel.com>

[@brandingexpert](#)

<http://www.robfrankel.com>

Author of [“The Revenge of Brand X: How to Build a Big Time Brand on the Web or Anywhere Else”](#).

Often called on as an expert witness and analyst with FOX News, CNN, CNBC, MSNBC, NBC News, ABC News, the Wall Street Journal, Los Angeles Times, New York Times, TIME, Newsweek and many others

Quote: Branding is way more than [just your logo](#) or name. It’s the reason why people evangelize you. Real branding raises your bottom line revenues, lowers customer acquisition cost, increases customer retention and profitability.

2 – Martin Lindstrom



Martin Lindstrom

@MartinLindstrom

MARTIN LINDSTROM – on Time Magazine’s 2009 World’s 100 most influential people. His previous book Buyology was a New York Times / Wall Street Journal bestseller

<http://www.martinlindstrom.com/brandwashed>

[@MartinLindstrom](#)

<http://www.martinlindstrom.com>

Author of the books entitled [“Buyology – Truth and Lies About Why We Buy”](#) and [“Brandwashed – Tricks Companies Use to Manipulate Our Minds and Persuade Us to Buy”](#)

He has been a recipient of TIME Magazine’s “World’s [100 Most Influential People](#)” in 2009. He is an author, branding speaker, advisor, and master brand builder.

Martin Lindstrom is known as a global expert in the related fields of consumerism, marketing, brands, and of late, [neuro-scientific research](#).

Quote: “Brand handling synergy means developing and communicating your company’s values and identity consistently.”

3 – Dan Schawbel



Dan Schawbel

@DanSchawbel

Founder at Millennial Branding, Gen Y career expert, #1 international bestselling author of *Me 2.0*, speaker, TIME/Forbes columnist.

Boston, MA <https://personalbrandingblog.com>

[@DanSchawbel](#)

<http://danschawbel.com/>

Author of New York Time’s Best Seller entitled [“Me 2.0: 4 Steps to Building Your Future”](#)

He is also a publisher, [an entrepreneur](#), speaker, consultant and is highly regarded as the “personal branding guru.” He is an expert according to Forbes, USA Today, CNN, Glamour, MSNBC, NPR and DETAILS.

Quote: “Personal Branding is all about discovering what makes you special, and then communicating it to the right people, through multiple channels.”

4 – Olivier Blanchard



Olivier Blanchard

@thebrandbuilder

Pray that I never become your competitor's secret weapon. Author of 'Social Media R.O.I.'

USA, Europe, Asia. <http://www.olivierblanchard.net>

[@thebrandbuilder](#)

<http://www.olivierblanchard.net>

Author of the book entitled [“Social Media ROI”](#).

He is a Top branding and marketing expert .

Quote: “You see, the thing about working with pirates is that they know what they are doing. They already know more than you do because they are sailing and raiding. They are the experts in your organization, and you need to get them on your side, not turn them against you.

Here is how to deal with a pirate ship model in ten simple steps: 1. Respect the pirates. (They know how to execute.) 2. Invite the pirates to the table. Recognize their wins. 3. Ask the pirates to report on what they see and hear. 4. Ask the pirates to report on their wins and losses. 5. Ask the pirates how you can help them win more....”

5 – JoAnn Hines



JoAnn Hines

@packagingdiva

Packaging celebrity engaged in building brands through social media. Expert on virtual global packaging industry including latest online tools/technology.

Atlanta, Ga <http://packagingdiva.com>

[@packagingdiva](http://packagingdiva.com)

<http://packagingdiva.com>

Author of the book “Is it Green or Garbage?”

She has been invited to speak on packaging issues around the world (including the White House twice) and showcased on NBC to discuss Packaging “Wrap Rage” and columns about packaging are syndicated around the globe. She is an accomplished author, speaker, publisher, marketer, and e-commerce expert.

She has received numerous leadership awards and among other honors was named “One of the 50 most influential packaging leaders in the 20th century.” She is the founder of Women in Packaging, Packaging Horizons Magazine, Packaging Career Hotline, Packaging Coach, Packaging Diva and Packaging University.

Quote: “Mainstream marketing and advertising are dying. That’s the cue for packaging to step up to the plate and take its rightful place as a powerful product marketing and branding tool.”

6 – Shenee Howard



Shenee Howard

@heyshenee

I teach entrepreneurs how to build unforgettable brands. Keanu Reeves enthusiast. Party starter. Also @cpaforstartups and @pickthreewishes Sentence Fragments.

Atlanta <http://heyshenee.com/jointheparty/>

[@heyshenee](http://heyshenee.com)

<http://heyshenee.com>

Author of the book “Drop Love Bombs Not Spam”.

She is an expert brand strategist who uses a hilarious and irreverent approach toward successful branding.

Quote: “I do what I do because I don’t want anyone to feel like they aren’t good enough to do the work they truly want to do. I do what I do because I truly believe that through the power of branding, we can show up as the people we really want to be.”

7 – Marcus Sheridan



[@TheSalesLion](https://twitter.com/TheSalesLion)

<http://www.TheSalesLion.com>

Author of the book entitled “[Inbound and Content Marketing Made Easy](#)”

He is a renowned speaker and consultant who gives guaranteed advices about branding.

Quote: “If you’re not causing people to raise eyebrows in your industry, I don’t think you’re going to make it big time.”

8 – Lou Bortone



[@loubortone](#)

<http://www.loubortone.com/>

Lou Bortone is an online visibility [expert and branding](#) coach. He gained his expertise from working as a branding executive in several huge companies like Fox, E! Entertainment Television, The Family Channel and NBC.

Bortone is an expert in providing extreme makeovers in online brands and in making businesses more credible and profitable by increasing their visibility.

Quote: “If I learned one thing in all my years of the (often cut-throat) TV business, it’s that **you win or lose based on the strength of your brand.**”

9 – Lara Casey



Lara Casey

[@laracasey](#)

Editor in Chief | Southern Weddings Magazine [@iloveswmag](#),

branding expert [@powerfulbrand](#), business consultant

[@laracaseyreps](#), [@mth_2012](#) founder, Grace's mom!

Chapel Hill, NC · <http://iloveswmag.com/about-us/lara/>

[@laracasey](#)

<http://laracasey.com/blog/>

Author of the book [“How to Make Things Happen”](#)

Lara Casey is the current editor in chief and publisher of the magazine called “Southern Weddings”. The great reviews from her clients like the Engaging Concepts, Hansel Dodbs Photography and Shannon Reeves Events prove her expertise in establishing a branding strategy for her customers.

Quote: “Your “brand” is defined by everything from the way you send contracts to your website to the way you answer the telephone.”

10 – Tisha Oehmen



Tisha Oehmen

@TishaOehmen

Branding expert, marketing professional, wine connoisseur, avid baker, & golf junky. Author of the blog <http://findingbrand.com>. Medford, Oregon · <http://paraduxmedia.com/about-us/tisha-oehmen/>

[@TishaOehmen](#)

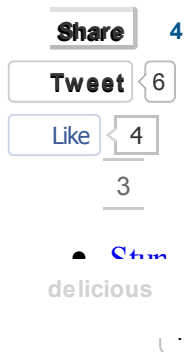
<http://findingbrand.com/>

She is the co-founder of the Paradux Media Group. She is a successful marketing and brand advisor helping numerous of businesses in branding themselves thus creating a huge competitive advantage.

She has already developed and developed brands that helped a lot in the customer acquisition, satisfaction and retention.

Quote: “Branding is more than just a name, term, design, or symbol there’s something more, an emotional component inherent in branding.”

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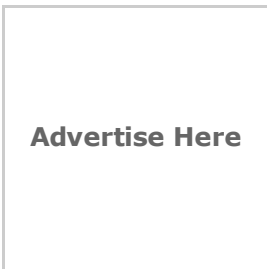
Article by [Alexis Trinidad](#)

Alexis Trinidad is the Outreach Coordinator for SEOteky.com and [Martin Lindstrom's brand consultancy](#) company. She believes that a good outreach made by companies will definitely pay off for branding efforts.

Alexis has written 1 awesome articles for this blog.

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[Jasmine](#) [October 10, 2012 at 6:02 am](#)

Got to learn from these branding experts to build up our brands.



[Alexis](#) [October 10, 2012 at 10:22 pm](#)

True that, Jasmine. If you're not into reading, some of them are offering trainings too. Example, Martin Lindstrom is a [branding speaker](#), as well as Olivier Blanchard.



[Quality Seo Services](#) [October 10, 2012 at 9:39 pm](#)

All of us wants to be a branding experts so that we can build our own customer base, make money and impart information we are expert with. In order to this, you must have adequate skills and knowledge on the topic we are engage with.



[Alexis](#) [October 10, 2012 at 10:25 pm](#)

If you can't beat them, join them! Even if you couldn't become an expert in the field, you can ask for their guidance. Some of them are [branding advisor](#) and speakers; just check their website.

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