

How To Brand Your AES Network

As an AES dealer, you can own your own alarm communications network. In addition to full visibility and control, this also gives you the ability to brand and market your secure, private wireless mesh network how and whenever you want.

Owning your network provides great value to your customers and is a strong differentiator. The first step in marketing network ownership is to establish a brand. Below are a few tips that can help you begin to develop your network's brand identity:



#1. Name Your Network

Naming your network is a superb way to make your brand stand out. Here are a couple things to keep in mind as you develop a name for your AES Network:



1. **Relate-ability** - To ensure your network name is relatable, consider pairing your company name or an industry term with key network phrases such as *mesh*, *net*, or *path*. For example JohnsonNet, FiresafePath, or SecurehomeMesh ... Catch the drift? Good! Now, get your thesaurus out and dig deep.

2. **Visibility** - Don't name your network in general terms. You want the name to stand so that it is both easy to remember and hard to lose in a sea of Google queries. Once you have a few names brainstormed, take out

the ol' computer or smart device and Google it! If any of your names are cornered by search engine optimizers, cross it off the list.

#2. Position Your Network

AES dealers who use a good, better, best product structure (offering their private networks as the best option, see a lot of success). In addition to giving your sales team a chance to up-sell existing customers, this also helps grow your new customer-base with a wider range of products and pricing.

#3. Market Your Network

Having your own network is a huge differentiator that enables you to promote the benefits of choosing your company over the competition. First, consider why your private network is better. For example, it's faster, more secure, reliable, redundant, low maintenance, no sunsetting, etc. Then bring these examples to potential and existing customers on your website and social channels.



For more tips on branding your network, email hello@aes-corp.com.