



# MOOD:

From your social media presence to your storefront, maintaining a cohesive brand image is an absolute must - and it all starts with music.

## BETTER MUSIC STRATEGY FOR YOUR BUSINESS

It's no mystery that background music can have a substantial impact on consumer behavior - from encouraging restaurant guests to linger to inspiring bigger spend in retail stores. But in this day and age, customers expect more from their favorite brands - which means businesses need to do more than just turn on some random tunes and wait for their cash registers to jingle.

To have a positive influence on consumer behavior, your brand message needs to be consistent across all touchpoints. From your social media presence to your storefront, maintaining a cohesive brand image is an absolute must - and it all starts with music. So to help, the experts at Mood Media have compiled some invaluable tips for creating a better music strategy for your business.

**1** Consider your customer's expectations. First and foremost, make sure the music you are playing in your business reflects the preferences of your target customer and meets their expectations of your brand. If you're an upbeat restaurant which caters to Millennials, for example, your brand might align more closely with cheerful, energetic pop music than a playlist of classic symphonies. Finding the right music for your clientele and your brand will help you meet customer expectations and maintain a cohesive brand image. And by crafting a custom, branded music mix, you can select the precise sounds that personify your brand, while creating a truly unique customer experience.

**2** Maintain consistency across all locations. We can't repeat it enough - consistency across all touchpoints is essential to keeping your customers engaged and connected to your brand. If your business has more than one location, you'll need to ensure that each one is on board with the same playlists - so that they'll enjoy the same high-quality auditory experience no matter which of your locations they visit.

**3** Invest in a quality sound system. Even amazing music sounds mediocre if you're using low-grade equipment. Upgrading your sound system will not only ensure an unparalleled auditory experience, it can actually provide the opportunity for you to leverage new mobile technology to connect with customers - a feature which can actually offset the cost of your investment in quality equipment. Talk about a win-win situation!

## CONTACT

To find out more on how Mood Solutions can help design your customer experience, contact us at:

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4 Don't stop with background music. Playing the right music in your business location is a great start to strengthening your music strategy. But if you're looking to take the customer experience to the next level, it's important to consider all of the areas where you can add value with your custom music mix, such as on-hold and through mobile apps.

Think about it - custom on-hold music can help avoid hang ups, reduce customer perception of wait times, and provide an additional opportunity to connect with your brand. Likewise, mobile apps like Shazam In-Store provide your customers with an easy way to interact with your brand, maximizing the customer experience like never before. The point here is that the opportunities to connect through music are endless, so don't stop with just the basics - take time to explore your options.

For more information on how Mood Media can help you design a better music strategy for your business, contact us today - and we'll help you set the right Mood, from the start!

