



## Article Side

How Wall Fountains Can Help Your Brand by [Andersonlara](#)

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Branding is a marketing topic that can be summed up within a matter of minutes, but may take a lifetime to really understand the intricacies involved. Branding is responsible for a major portion of repeat business from loyal customers. In any business, the more positive interactions a person has with a brand, the stronger that brand's position will be.

After seeing advertisements, hearing others' opinions and an initial phone or internet contact with your business, a visit to your office is typically the next monumental step in the formation of a person's opinion about your company. This first visit has a tremendous impact on how a person will position your office in their mind. You have the opportunity to live up to their expectations, and possibly surpass them.

Knowing the importance of the first visit, it is critical to pay attention to the details. You want to make sure your company is associated with a positive experience.

A simple way to associate positive feelings with your brand can be accomplished with an indoor wall fountain in your waiting area or entrance to your building. Indoor wall fountains are beautiful ornamental pieces with large stone, marble, glass or mirror faces. They add a feeling of peace and tranquility to a space that is hard to match. The smooth sound of trickling water falling over beautiful natural stone has a way of putting people at ease. This is a positive feeling you want associated with your brand, ease and comfort.

With a wall fountain in your waiting room, you have taken a step to transforming a place of typical impatience and irritation into a location where your customers feel calm and relaxed. This goes a long way for your branding strategy. By making this simple addition to your office you have reduced the negative emotions often experienced by waiting customers and replaced them with positive feelings.

If you wish to take the connection of positive feelings and your brand a step further, you can have your wall fountain engraved with your company's logo. It's easier to do than you think and will help create a lasting impression for your brand. Once you have your fountain picked out the only additional steps are to pay for a logo to be added and then to submit your image.

Once your image is submitted, a professional team will send a proof of how the image will look on your fountain. With your approval they will then begin to sand blast your logo into the face of the stone. If you chose to have a full color logo they will fill in the colored areas with an epoxy resin that will last as long as your fountain does.

Your waiting area will now be a place of peace and beauty. This is the type of atmosphere you want your customers to associate with your brand. By adding a wall fountain with your logo to the room, you have taken a great step forward in strengthening your position in the minds of your customers.

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