The Value of Branding

Marketing *is* everything you do and *in* everything you do.SM

Branding

- Is an "identifier" – a name, symbol, design
- Tells the buyer something about quality, service or product

Brand Equity

- Loyalty and awareness
- Perceived value
- You own it

Why brand yourself/company?

- Differentiate yourself versus your competition
- Establish your identity, define yourself to you target audience
- Elevate your level of awareness
- Establish a *visual* connection between you and your audience
- Establish credibility

How do you brand yourself/company?

- Package yourself
- Develop your corporate identity or "packaging": logo, corporate colors
- Positioning: define who you are, what you want to project
- Develop:
    - style (visually/personally/corporately)
    - point of difference (price/turnaround/added value/"the only")
    - an expert in your field
- Consistency: reflected in everything you do
- Repetition: as with any advertising campaign, frequency is just as important as reach - *how many times and how often*

Notes:

brimming with ideasSM

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