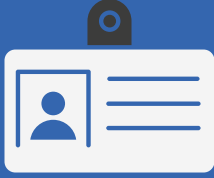


Why does your business need branding?

A brand is all the ways you mark your business as different from other businesses, in looks and attitude.



Identity

A strong brand identity can make your customers perceive your products and services as higher quality.



Recognition

By successfully promoting your brand, customers recognise your business and they're more likely to buy your product or service.



Loyalty

Branding impacts how customers perceive your business, its actions, and its values. It helps retain customer loyalty and increase repurchase rates.



Expectation

Offer customers an idea of what to expect from your business.



Direction

Branding helps to ensure that your business is heading to the right direction.



Stand out

Distinguish yourself from your competitors with knowledge of marketing developments.

Branding involves:

Values



Values are the principles that guide how you run your business.

Name



Brand names help audiences to identify a business, as well as what it offers.

Logo



Logos help to grab attention, and distil everything a company stands for.

Colour



Colour sets the mood of your brand and has the ability to drive decision making.

Typeface



Typeface can evoke emotions and showcase a brand's best side

Slogan



Used to complement brand names by letting your audience in on what your business does.

Traditional Marketing



To be truly effective you need a coherent marketing strategy. This should set out who you are trying to reach and how you will do it. This might include:



Posters

Posters are a great way to advertise in places that will be seen by lots of people.



Leaflets

Leaflets offer more depth for imagery and text to describe what your business does and what it can offer customers.



Word of mouth

Word of mouth is effective. Find a way to incentivise your customers to talk about and recommend you to others.



Business card

Business cards are a way to keep your brand in people's mind, complete with all the contact details they need.

Digital Marketing



Digital marketing helps you reach a larger audience than you could through traditional methods and target the people who are most likely to buy your product or service.



Website

A website needs to be intuitive to use so any visitors will be able to find the information they need quickly and easily.



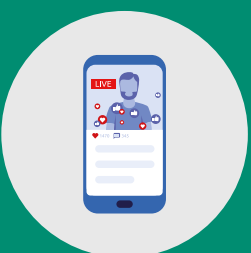
Search Engine Optimisation (SEO)

SEO helps your website come up first when people search for products or services and drives more traffic to your website.



Emails

Emails are a way to get the word out to your existing customers, and potential new ones. You can highlight new products or deals.



Social Media

Social media helps you reach more people by sharing your content and engaging with customers via platforms like Facebook and LinkedIn.