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or small, retail

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in increasingly
competitive
markets. But
what ...

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Small Business
Branding Tips 1.
Clarify Your
Company's
Purpose. For a
brand to be
meaningful, it
must connect to
your company's
reason for being
(which,
incidentally,
assumes you have
a reason for

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being above and
beyond simply
earning an
income.) Why did
you start your
company?

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Maria Ross
"With Branding
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Business, Maria

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Ross offers a clear + compelling definition of what a “brand” really is: Your company’s reputation, personality, and reason for being—all rolled into one package. If your “package” is

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precious time.

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side tracked
with websites,

social media,

advertising,

networking,

etc., but

without the

right branding,

you might miss

your target

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audience. There
are pillars of
every business
strategy, and
branding is the
foundation. Get
it right the
first time.

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reviews:
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Branding is a way of identifying your business. It is how your customers recognise and experience your business. A strong brand is more than just a logo; it's reflected in everything from

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your customer
Business style, How To
service style,
Staff uniforms,
business cards
and premises to
your marketing
materials and
advertising.

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Branding |
Branding 101
Basics for Small

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A brand style guide is a great way to organize your design details and make sure you, your designer, and anyone else working on your brand is on the same page with your brand's direction. A logo . Your logo

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is like the face
of your company;
it's the first
thing most of
your customers
will see when
they encounter
your brand—and
it's the visual
asset that will
be most closely
tied with your
business.

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Businesses How To
Create An

A guide to
branding your
small business

From logos, to
business names
and marketing,
here is a
beginners guide
to building a
successful brand
that conveys the

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Business How To
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Business,
marketing expert
Maria Ross uses
real-life
examples to show

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how
organizations of
any size can
create a winning
brand to stand
out, delight,
and connect with
their audiences.

5 inexpensive
branding
strategies for
small businesses

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branding 101,
understanding
branding basics
and
fundamentals.

Every business
wants to be a
customer's first
choice. Building
and managing a
brand can play a
significant part
in making that
happen ...

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Successful Small
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...

Your brand
guidelines
specify
everything that
plays a role in
the look and
feel of your
brand. While the

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most basic of
brand guides can
include company
colors, fonts,
and logos,
there's a lot
more you can
include ensuring
brand
consistency.

Branding For
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Made Simple -

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A brand is the sum total of the experiences your customers and potential customers have with your company. A strong brand communicates what your company does, how it does it,

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and at the same
time,
establishes
trust and
credibility.

Branding for
business: the
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Business
Queensland
Colors: Colors
influence
people's

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feelings and perceptions about your brand, so selecting the right hues is vital to branding your small business.

“What kind of business are you in and are there colors that associate well

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with what you
do?" asks Andrew
Coulter, senior
marketing
director for
MushKush
Integrated
Marketing in
Kaysville, UT.
Consider the
feelings you
want people to
have about your
business, like

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Understanding
the Basics of
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Business BC
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Business, marketing expert
Maria Ross
shares real-life
examples and
expert
interviews to
show how
organizations of
any size can
create a winning
brand. Small
businesses,
start-ups, and

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the big guys ...
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and fundamentals
Branding
strategy doesn't
have to be
complicated, nor
do you have to
hire an

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expensive expert
to help. Use
these four easy
tips to “DIY”
your small
business
branding and
marketing.

How to Build a
Successful Small
Business Brand
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