

**Wednesday
September
18
6-7:30 PM
Community
Room 1**

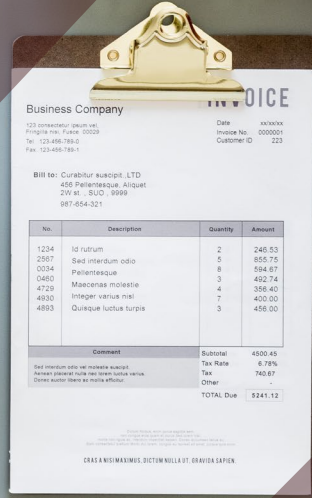
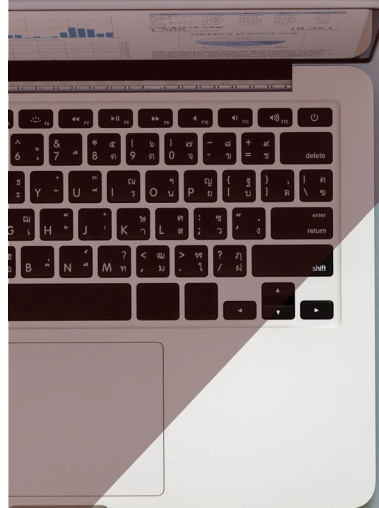
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who is defined as the process of coming up or making a unique name or design for a certain product.

Having a good brand strategy allows you to have a major advantage in gaining a large increase in your market competition. Your brand tells your customers what they can have or expect from the products and services you offer. Are you innovative or are you the experienced type? Or do you offer a high-end, high-quality product or a low-cost, high-value product? It's impossible to be both. You should consider on thinking what your customer needs you to be. Your logo is the main foundation of your brand. All the promotional materials should be connected with your logo to communicate with your brand.

Brand messages are delivered and altered based on the customers how, what, where, to whom and when your brand strategy is. Advertisement, social communication and distribution channels are parts of brand strategy.

The branding strategy you have should be consistent as it leads to a strong brand equity. Branding is defined as the process of coming up or making a unique name or design for a certain product. Having a good brand strategy allows you to have a major advantage in gaining a large increase in your market competition. Your brand tells your customers what they can have or expect from the products and services you offer. Are you innovative or are you the experienced type? Or do you offer a high-end, high-quality product or a low-cost, high-value product? It's impossible to be both. You should consider on thinking what your customer needs you to be. Your logo is the main foundation of your brand.



**Is
Your
Great
Idea a
Good
Business Idea?
Evaluating Your
Business Idea
For Success.**



Lancaster
Small Business Center

113 West Elm Street | Lancaster, WI 53813
608.723.7304 | schreinermemoriallibrary.org