

**Brand Your Way
to Success**

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Produced By: www.LogoNerds.com

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Eight Tips for Effective Brand Positioning

No matter how long you've been in business, chances are good that you are engaged in developing and promoting your brand positioning strategy. You'll invest plenty of time in the process of evaluating your products or services in terms of market share, sales and customer base and comparing this information to that of your competitors. You'll work to determine how your customers perceive your business and its major offerings and use the detailed findings to establish your business at the proper place within that all important target market.

Your business position within the target market will determine your business's degree of success. If you think you can maneuver into a more profitable place, do so by adjusting your products or services to more closely match the desired position (known as re-positioning), or pursue strategies that change customer perception of the products and services offered by your competitors (de-positioning).

Here are some strategic tips that can help you to be as effective as possible during your brand positioning process:

1. Understand brand positioning as fully as you can, especially in the way that it directly affects your business. Businesses, especially smaller ones, are very diverse in their needs and offerings, and it might take quite a bit of effort to even be sure that you are positioning yourself within the correct market. Look closely at the businesses sharing your pool of regular customers, their purchasing patterns and the roles that your business plays in their everyday lives.
2. Develop the most efficient method possible for gathering customer information. Remember that you're trying to get inside their heads and back out again with an unvarnished look at

how they see your business in terms of the benefit that it provides for them. You might consider questionnaires, phone surveys or online surveys and offer a small bonus to compensate customers for their valuable time.

3. Determine which of your products and/or services are the most popular or powerful, so that you can use them to build on or adjust your overall positioning strategy.
4. Rank all of your products and/or services in terms of positive customer review and in relation to those of your competitors.
5. List the most popular group of attributes that describe your business and products from the viewpoints of your customers and combine them to reach your ideal vector...the position in your target market from where your business can operate at the highest possible level of strength.
6. Product-based businesses can complete the positioning process more easily than service based businesses. After all, your customers can see, touch and watch demonstrations of your products to see how they work and visualize their benefits. Here are some hints for exploring how customers perceive your business and its services:
 7. Create simulations, descriptions or case studies showing proven results.
 8. Find out how customers view your services in terms of value, results and convenience.
 9. Regardless of your business type, take the information about customer perception that you've gathered, determine your top benefits and attributes and use them to determine your current positioning and how far that point is from your ideal vector in the marketplace.
10. Decide whether you are satisfied with the current positioning of your business, or whether you need to change your strategy. Consider your target market and decide if your business

is positioned in such a manner that it maximizes every opportunity for visibility in that market.

Finally, keep in mind that positioning can be either an active or passive process. If you choose not to fully engage in it – it will still take place. Don't give up the valuable opportunity to monitor and influence the process and increase profitability.

“Your business position within the target market will determine your business’s degree of success”

Online Tools that Build the Brand Power of Your Business

Brand building is a fundamental part of building a successful business – on or offline. An effective brand building strategy creates a memorable impression that serves to establish your business as a field or industry leader. These days, even brick and mortar businesses are compelled to have an online presence, so whether you are selling handmade jewelry exclusively online or seeking to expand your professional practice with a new website, it makes sense to use these online tools to build your brand and expand your reach.

Your Domain Name

Even before you create a company website, you'll choose a domain name, also known as a URL. When you purchase it, choose carefully – it will be the Internet address for your business. Choosing your domain name wisely can give your website a leg up in the SEO process – and can mean the difference between getting noticed by potential customers and coming in on page ten of the search engine results. Use your business name to increase brand power, and consider additional names to increase web traffic using keywords related to your business.

Signature File

Create a signature file that includes your business name, tagline, and if possible, logo and use it in all of your emails, when posting on blogs and in online forums. A well developed signature file establishes your brand around the Internet and builds it by attracting visitors to your website.

Logo

Some business advisers frown upon spending a lot of time and money on logo design, but a

quality logo builds online branding instantly and powerfully. Here are some guidelines for using your logo to make the right impression with your online audience:

- Be creative in design, select a logo design that is both eye catching and relevant to your business purpose.
- Be sure that your logo is professional in design, has a high quality appearance that includes readability and attention to detail.
- Select a logo design that sparks interest in your business along with excitement and energy.

Keep in mind that whatever images and thoughts are evoked in the minds of your viewers when they see your logo will be associated with your business automatically, so use this very powerful online brand building tool with care.

Web Site Design

Your web site is your most important online branding tool. It represents the place where all of the elements of a highly recognizable brand come together. If your business is already running successfully in an offline capacity, you'll need to extend the elements of your offline strategy to your website, because uniformity is key to avoiding confusion in the minds of your target customers.

Pay special attention to the appearance and readability of the font size and type that you choose for your text, to the colors used in your graphics and page backgrounds, and to any photos and images that you decide to post. Not only do these elements attract or repel visitors in terms of aesthetics, they are a vital part of an effective online branding process. For example, you might favor orange, a color that conveys happiness, but if your website offers professional services, you are better off with a shade of blue that conveys trustworthiness and loyalty.

You may like the look of an ornate font, but if readers have a hard time scanning your pages, the brand building power is lost.

Bringing it all together

Building a powerful online brand for your business is a truly comprehensive effort that requires careful planning and execution. Be sure that the visual elements of your brand are consistent wherever they appear. As you expand your online presence to such areas of the Internet as blogs, social networking sites, article directories and forums, be sure that your logo, colors, contact information and quality of content remain consistent in their representation of your business as a trusted industry leader.

“An effective brand building strategy creates a memorable impression that serves to establish your business as an industry leader”

Use Promotional Products to Enhance Your Brand and Build your Bottom Line

Promotional products provide a valuable and inexpensive way to enhance your brand and expand your customer base. A useful, quality gift leaves a positive impression on current and future customers contributes to your company's image. It also works as an enduring testimonial/ advertisement that remains in the home or office, ready to generate new or repeat business or valuable word of mouth recommendation.

There are literally thousands of promotional products that you can use to build your brand recognition. Here are some points to consider when you are leafing through the catalogs or scrolling through the websites in search of the most effective value for your promotional dollar:

- **Choose a product that relates strongly to your type of business.** Your logo and contact information might look good on a super sponge, but if you're a professional, an attractive ball point pen in your company's colors will convey your image more effectively. For a business that sells specialty coffee, a sturdy and ample mug is a natural choice. The point to remember here is that brand power is achieved more readily when your new customer recognizes who and what your business provides immediately, whenever they look at or use your promotional gift.
- **Don't skimp on quality.** If your budget is small, distribute a small token such as a pad of printed posted notes rather than an umbrella that turns inside out when the user gets caught by a wind gust. Rational, fair or not, people will judge the quality of your goods or service by the quality of your promotional gifts. If you're going to use this method to instill

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