

# Building Your Brand

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# Attendee Goals and Input

# What is branding?

- Definition
- How is branding used?
- Why is branding so important to you and your customer?
- The entire customer experience

# More than a logo



# Do you have a brand?

- Personal Brand
- Company Brand
- How do they relate to each other?
  - Good, bad and ugly

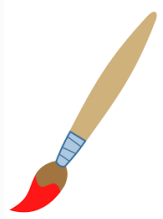
# Are you legal?



Don't: Use any image with a watermark or copyright logo



Do: Find free or fairly priced photos; try Getty Images or Thinkstock



Recommended: Create your own! Invest in a graphic designer or photographer

# Building an offline brand

- Define your target audience
- Start with the foundations and add as you go
  - Logo and tagline
    - Brand standards
  - Website and advertisements
  - Promo items
    - Business cards
    - Stationary
    - Packing labels
    - Pens
    - Etc.

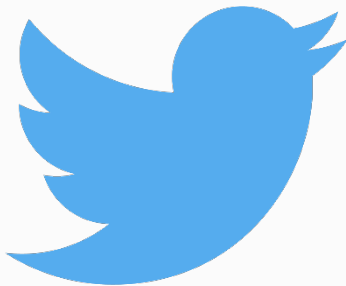
# Building an offline brand

- Customer service
  - Talking to customers
  - Answering the phone
  - Emails
  - Conflict resolution



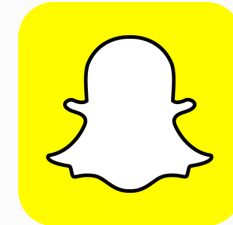
# Building an online brand

**Linked** 



**You** 

# Building an online brand



# Social Media Management



**sprout**social



**FALCON**SOCIAL

# Managing your brand

- Creating content
- Creating a schedule
- Consistency
- Advertising
- Communicating with fans/followers

# Q & A