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Ultimate Checklist

For

Branding a

Successful Business



Importance Of Branding

Today the concept of starting a business is popular among most of the working professionals and students. Its actually a good thing that so many people have started to come up with so many creative solutions to address the user's problems and needs. It is so inspiring that people are focusing on their passion and transforming it into a profitable business.

However, it also introduces many new problems like,

- How to get recognition?
 - How to stand apart from competitors?
 - How to get loyal customers?
- and many more*

The simple answer to all these questions,

“BRANDING”

Your brand is your identity and its what sets you apart from your competitors.

Brand defines what your business is, what it does, what it stands for and what is expected from it.

Branding is an important aspect for building trust and business growth.

“A *rose* by any other name would still smell as sweet. But *Nike* by another name would be seen on fewer feet”

– Shakespeare
(not the second half though)

Business Identities

- Crafting the perfect logo
- Perfect tagline
- Choosing primary and secondary colors
- Choosing the right typography
- Visiting/ Business cards
- Presentations about your business
- Letterheads
- Email Signatures
- Catalogs and Booklets
- Signage
- Brochures
- Banners
- Postcards
- Gift Cards
- Posters
- Stickers
- Templates (form, email etc.)

Online Presence


- Register Domain Name
- High Speed Server
- Website Design and Development
- Website Optimized for Mobile (responsiveness)
- Professional E-Mail IDs
- Converting Landing Page
- E-Commerce Web App (if required)
- Mobile App (if required)
- Blog (very important for SEO)
- Web Banners

Social Presence

- Facebook Fan Page
- Business Accounts in Twitter, Instagram, Google+, LinkedIn
- Designing Cover Images, Display Pictures for Social Accounts
- Strategy Formation
- Run Effective Campaigns across channels
- Add Business Listing in Google For Business
- Get more reviews on Google+ and Facebook to Increase Trust

Marketing

- E-Mail Marketing
- Search Engine Optimization
- Traditional Media Advertisements (TV/ Radio etc.)
- Facebook/ Other Social Media Promotional Campaigns
- Adverts on Google AdSense
- Posters/ Flyers
- POP Displays
- Billboard/ Newspaper ads
- Build Trust and Reputation across Channels like Quora, Reddit and other Mainstream Forums.



Branding Strategy - How To Build A Successful Brand In 6 Simple Steps

For More Details, Please do visit

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