

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Importance Of Branding With A Perfect Logo

By Julia Raven

You know how the old saying goes, 'you get what you pay for'. It's true, you get what you pay for.

This rule applies to anything you spend your money on, no matter how big or small it is. When it comes to business, your main asset, which is your credibility is on the line. Since your credibility is at risk here, you should never hesitate to spend on the best products and services, which will benefit your business. Of course this does not mean you should spend more than your budget can handle.

The main objective of any business is survival, and in order to survive a business has to grow. The key to business growth is branding. The easiest and fastest way to grow a business is to create a brand name and better yet a business logo, which people will easily remember. A great example of superior name and logo branding is google. It's rare finding someone who does not recognize the multicolored google logo.

Choosing an easy to remember name is the first part in branding yourself as a professional. Even more importantly you got to choose a logo to match the name. Getting a professional logo designed is one of the areas where you want to look at spending a good amount of money. Getting the right designer to do the right logo for your purpose can be expensive, but this should be considered as an investment in your companies future. The right designer does not always come cheap and you should be prepared for that.

The earlier you begin branding your company with a logo, the better chance you have of forming a highly recognized and successful cooperation in future. So the earlier you make such an investment the better. The reason why all of the big corporate giants spend huge amounts of money on designing a logo, is because they know that people's minds work with images better. Having someone remember a picture is far easier than getting them to remember a few lines of writing. Now that you know this take advantage of it. Sooner or later you will beat your competition in your market area, and they won't even know it.

We live in a branded world, if you ask someone what they would rather have a cheap leather bag or an expensive Gucci leather bag, you will be surprised that most people will go for the expensive one, not knowing that both bags are the exact same, the only difference being is that one does not have the

Importance Of Branding With A Perfect Logo

name `Gucci'. The sooner you take action and start your campaign of branding, the faster you will be on your way to a highly valued and sought after business.

Julia Raven specialises in Writing Articles about

<http://www.LogoDesignTeam.com>

, Graphic Design

and Outsourcing. She also maintains a

<http://www.BestLogoCreators.com>

where you can get the

complete List of Logo Designers in 1 place.

Shattering the Branding Myths

By Diane Hughes

If you've been online long, you're sure to have seen many "gurus" give their ideas about branding. However, much of what you read simply isn't true. Over the years, many myths about branding have taken hold in the online world and spread like wildfire. The fact is: They are doing you more harm than good.

Branding is not one aspect of your marketing campaign. It is the combination of everything your business stands for. Branding is not created with a single, stand-alone event — rather it is created over time through a series of strategically thought-out actions.

Let's take a few minutes to shatter a few common myths about branding and to introduce constructive, proactive branding principles that you can build on.

Branding Myth #1 – Your USP Is Your Brand

Absolutely not. While your USP (Unique Selling Position) might be used to help convey your brand, it is not – in and of itself – your complete branding strategy.

Branding Principle #1 – Your Brand Is All Encompassing

Your brand is built, and conveyed, with every action you take, with every product/service you offer, with every piece of communication you send, and with every contact you make with your customers.

Branding Myth #2 – To Be Remembered, You Must Have A Logo

Importance Of Branding With A Perfect Logo

Also not true. Look at companies like Marlboro (cigarettes), Puffs (tissue), and Ziploc (plastic bags). They simply use a specialized font with the product name. No swirls, no images, no "logo." While logos certainly are not "bad," they are also not mandatory.

Branding Principle #2 – Customers Remember You Primarily By How They Are Treated

The most innovative logo, the most attractive colors, and the world's best logo designer will do you no good if you don't offer excellent service. Customers remember you and your company by the way they are treated. Was their shopping experience good? Were all their questions answered? Were their problems solved to their satisfaction? These things go way further to help customers remember you than any logo could ever hope to.

Branding Myth #3 – Once Your Branding Strategy Is In Place, You Need Do Nothing More

This is probably the biggest myth of them all! So many online businesses are led to believe that once they have an amazing USP, and a snappy logo they have accomplished everything in the realm of branding.

However, just the opposite is true. Your branding strategy is an ongoing process, not a one-time event. Defining your strategy is just one part of that process.

Here are some basic tips to help you define and implement your brand.

Decide how you want to be perceived by your customers. Do you want to portray an image of trust? Loyalty? Dependability? Innovation? Wide selection? Speedy service & delivery?

What makes YOU perceive other companies that way when you shop? Is it their selection? Customer service? Pricing? All of the above?

Make a list of the qualities you and your employees must display to customers in order to portray your desired brand.

Share the list with everyone in your organization and ask them to develop specific ways they can support the brand.

Compile a final branding strategy and share it with everyone in your organization.

Successful brands are those who are well defined and that have the support of the entire organization. Brands based on myths are those that simply have a spiffy logo, a "killer" USP, and the hope that the customer will "get it."

Would you rather base your brand on sound principles or myths? That's what I thought!

Copyright 2004 Diane Hughes

Importance Of Branding With A Perfect Logo

Diane C. Hughes *

ProBizTips.com

FREE Report: Amazingly Simple (Yet Super Powerful) Ways To Skyrocket Your Sales And Build Your Business Into A Tower of Profits! ==>>>

<http://madmarketer.com/diane>

Shattering the Branding Myths

Co-Branding For More Traffic

What Makes a Good Logo?

How Important it is to have a Professional Business Logo?

How Will Your Visitors Remember You And Your Business? Brand Yourself From The Crowd...

Name Branding Syndicator

The Ultimate Rose Garden- Neighbors envy, owners pride!

The First and Second Adam

Paylocker Pro

Stamp Collector Software



This Free E-Book has been brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!