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Think Beyond Today and Start Branding Your Future

By Raymond Johnston Jr

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One of the subjects that has been thrown around a lot lately is branding. I guess it is something that I have done for years without realizing it. Yet once I really started thinking about it, I realized that it is something too many people spend no time or money doing.

The large companies spend millions doing nothing but getting their name in front of customers. I have not had a television in years but the normal routine of people has probably not changed. A commercial comes and people are off doing the dishes, off to the bathroom or finish filling out your list of things to do for tomorrow.

Even though the mind set of people is to other things while the commercials are on, advertisers still spend huge money to get their name mentioned in a 30 second spot. Why? Even though a lot of people are doing other things, they still hear Drink Pepsi or Coke is the one.

Sure these people want you to watch the commercial and by running it over and over, they hope to accomplish this. But the real branding here is for you to hear or see their name. The more you see it, the more likely you are to remember it when you are making a decision on what to spend your money on.

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When banner ads stopped producing the kind of response they once were, prices for them started dropping. If you need to pay bills this week, it is not the method of advertising that you would want to choose but for branding it is great.

A few hundred thousand banner impressions can do wonders for your name recognition. And today, with a little shopping around, you can get them very cheap.

I keep a constant watch on Ebay for banner impressions. Watch a few auctions and get a feel for what kind of prices they are going for. Then start watching for some good deals.

There are a lot of places that will put your banner on their site with unlimited impressions for a month, two months or even more.

There have been a few companies lately offering unlimited banners for the life of their site. Banners may not be the road to getting rich if you are trying to sell them but they sure can be a nice way to get a little name recognition for the advertiser.

A little word of caution here. Check out the person who is auctioning off the product. Ebay allows feedback on every transaction and you can get a pretty good picture of what kind of person you are dealing with. Make sure you check before bidding.

Here is a link to the section that has banner auctions.

<http://listings.ebay.com/aw/plistings/list/category11763/index.html>

So many people think they have to get a return on their advertising investment today. You will find those who are very successful are always looking towards tomorrow.

Start thinking about the long term when spending

money on advertising. A little money on branding yourself each month will go a long ways towards assuring your business success in the future. Think beyond today and start branding your future.

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 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

, Graphic Design

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and Outsourcing. She also maintains a

where you can get the

complete List of Logo Designers in 1 place.



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