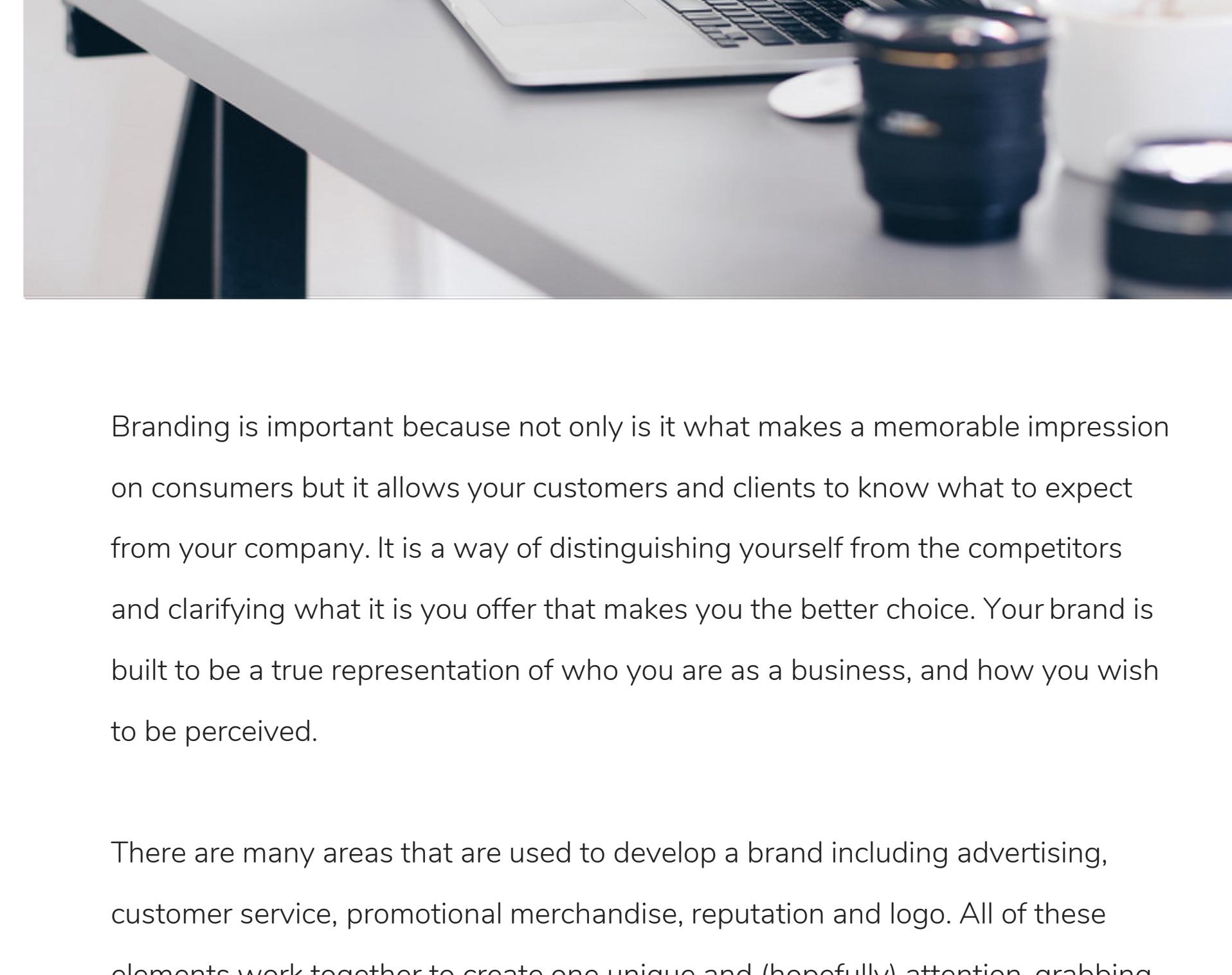


NEW TECHNOLOGIES

WHY YOU SHOULDN'T RUSH A BRANDING PROJECT PROJECT

4th September, 2019

Short summary: Branding, by definition, is a marketing practice in which a company creates a name, symbol or design that is easily identifiable as belonging to the company. This helps to identify a product and distinguish it from other products and services.



Branding is important because not only is it what makes a memorable impression on consumers but it allows your customers and clients to know what to expect from your company. It is a way of distinguishing yourself from the competitors and clarifying what it is you offer that makes you the better choice. Your brand is built to be a true representation of who you are as a business, and how you wish to be perceived.

There are many areas that are used to develop a brand including advertising, customer service, promotional merchandise, reputation and logo. All of these elements work together to create one unique and (hopefully) attention-grabbing professional profile.

Why Is Branding Important?

Branding is absolutely critical to a business because of the overall impact it makes on your company. Branding can change how people perceive your brand, it can drive new business and increase brand awareness.

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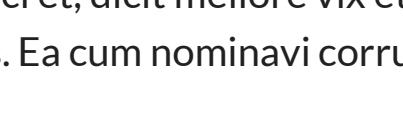
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Web Cloud Branding Impact

Wangui Kamande



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THE 10 SECRETS OF A
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COMMENTS



Sarah Hassan
September 10th, 2019 at 8.23 am

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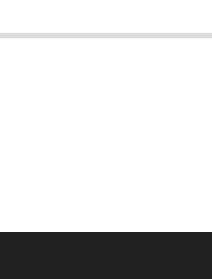
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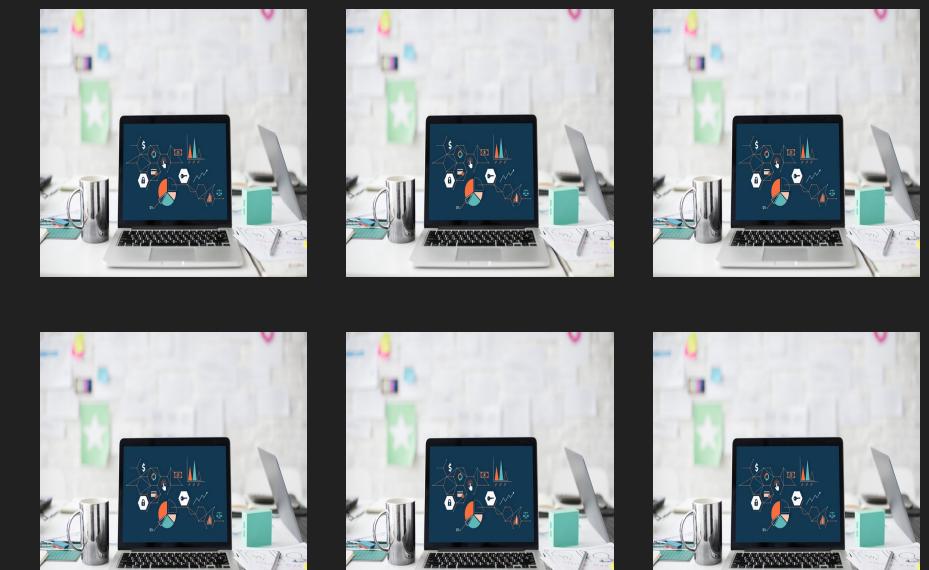
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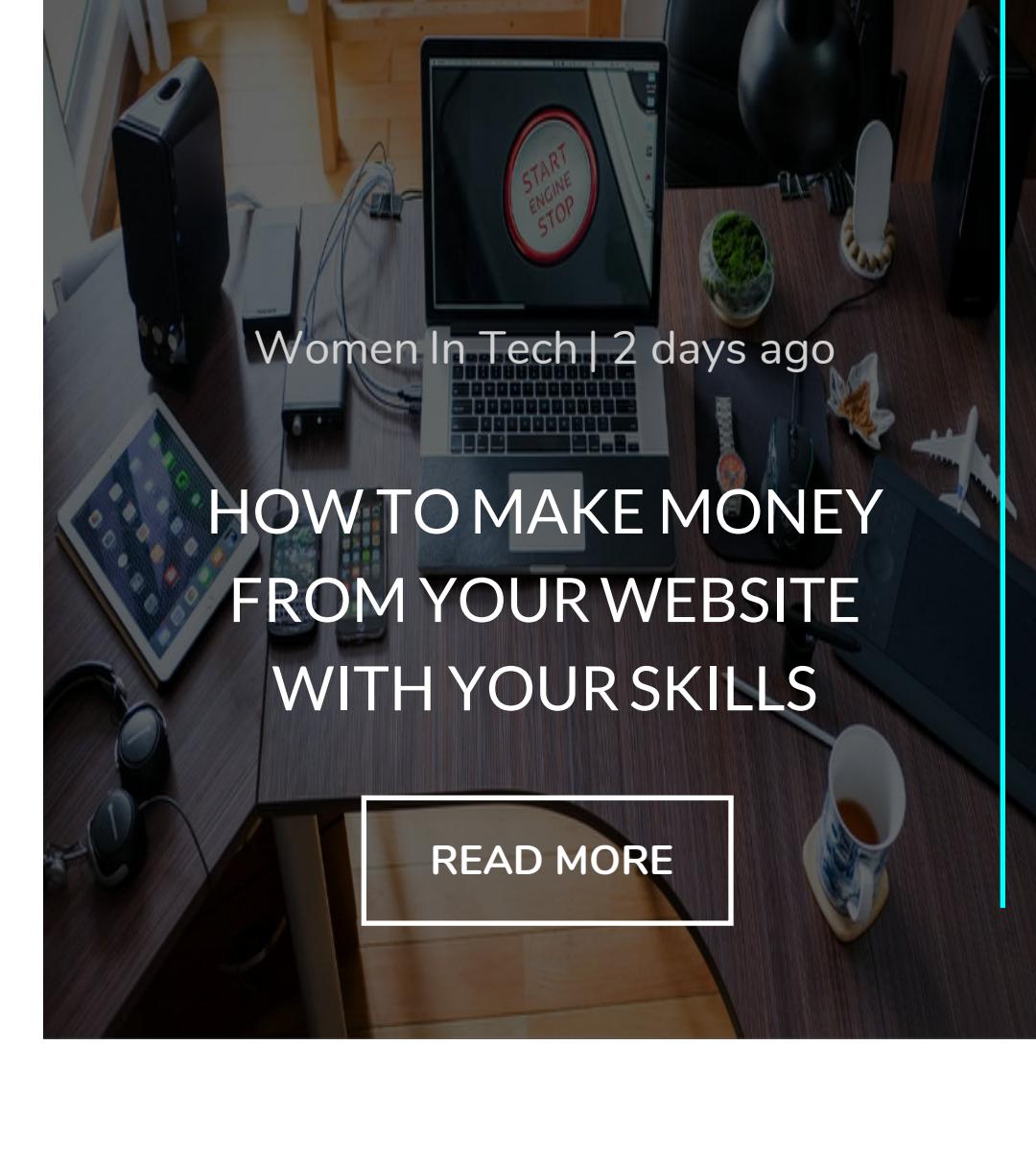
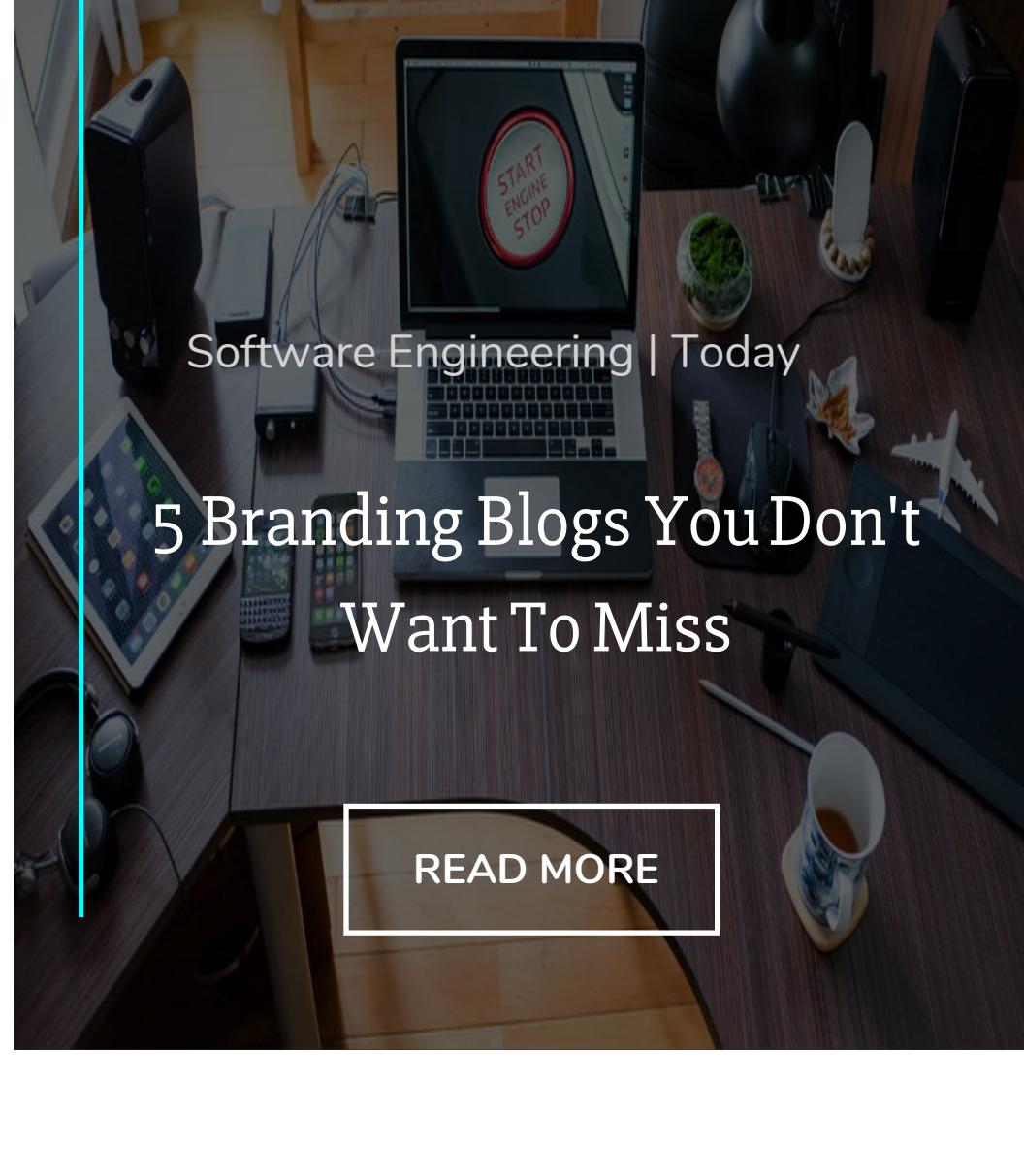
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