

## Promoting Your Brand

Remember the importance of branding. If you haven't already initiated a brand for your company, now might be just the time. Use these simple techniques in the promotion of your special brand

Make your brand as unique as possible. Catch the eye of the public by creating something different- something that people have not yet seen. Instead of doing what has already been done, go the opposite direction and be creative. Don't forget the legal dangers of copyright infringement related to borrowing or stealing from another firm's design.

Display stability. Take time in the development process to establish your brand and accomplish the look you really want. It's better to spend sufficient time in the beginning fine-tuning your design to the desired outcome, rather than to play with it after it's been revealed to the public. Changing your brand, and all that's involved with it, including colors, slogans, logos, and tag lines, doesn't support an image of reliability and long-lastingness

Stability should be maintained with branding. If you have integrated a brand into your company's marketing, then use it all over the place. It should appear on all of your marketing materials, business cards, web site, and printed items. The same is true for your packaging. Your brand should appear on all of your products. .

Give your brand away to the public with diverse promotional products. You can help your brand to saturate the consumer population by handing out precious, yet low-cost, items. Promotional products encourage possible customers to keep in mind your brand and your gift every time they are used. Consider useful devices such as letter openers, flashlights, first aid kits, and CD cases.

Brands are an extremely effective marketing tool. When working with your concept, consider the above to ensure the development of an effective brand.