



5 PERSONAL BRANDING TIPS FOR 2018

Published on September 19, 2017



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5 PERSONAL BRANDING TIPS FOR 2018

From your logo to your tag line, branding is a vital part in a branding process. All of your communications, internally and externally, should tell your brand's story seamlessly.

Target Market

It's important for any brand, in any industry, to understand who their target market is. From education to their age, figure out as much as you can about the customer you want your product/service to target. By figuring out your ideal customer, you'll have a higher chance of targeting those specific people in the future.

Visual Elements

Express your brand with visuals that will make your brand pop against competitors. From the logo to font choices, keep things consistent throughout your marketing and social media materials. Consistency will allow your target market to remember you and will cause an increase in repeat purchases. Once you have your visual elements finalized, it's important to start sharing your brand message.



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How do you think others perceive your company and overall brand? That’s a question that you should ask yourself (and the other folks that you work with) often; we suggest quarterly. Doing a full analysis on every aspect of your business operations will help you keep a consistent brand throughout the year.

Online Presence

Jumping from different social platforms can be challenging for a brand. Facebook, Instagram, Twitter, or all three, it’s key to keep a consistent presence. Empower your customers by sharing insights about the business and market trends seamlessly by always being authentic.

Build Awareness

Build your company’s brand awareness by thinking outside of the box. Host a contest and giveaway fun swag that has your branding all over it. Another way to build brand is by setting up PPC ads. PPC (pay-per-click ads) helps drive traffic and can assist with more people seeing your brand. This is a great tool to use on social media platforms.

If you’re unsure of where to begin with your brand or need assistance in rebranding, let our team of experts assist you with the process!

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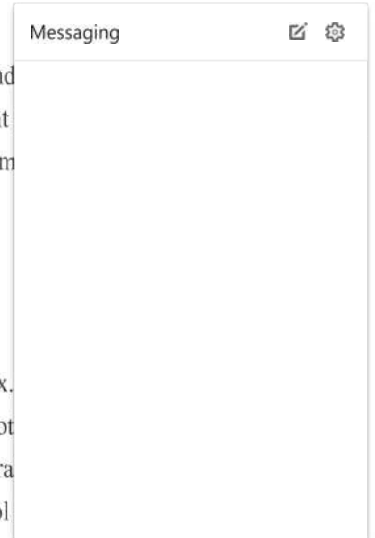


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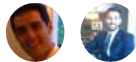


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