why your business needs a brand...

Although the urge for new business ventures to “save money” by putting off creating a logo and marketing materials is tempting, this may be the largest downfall to the business.

These materials define your new brand - and the brand is what you will end up selling to your potential customers. What the branding can do for your business in 10 ways:

i. **Appear legitimate + well-established.** The lack of a logo and business card gives your customer a sense of being disorganized and lacking vision— this may lead to insufficient trust and confidence in your abilities, and the loss of the sale.

ii. **Attract customers.** The decision to purchase a product or service is mainly emotional and consumers must connect with this brand to make a decision to become your customer.

iii. **Reputation.** A professionally designed logo and marketing campaign will show that you are committed to both your business and to your clients.

iv. **Trust + stability.** An investment in your identity translates into to your consumers being more likely to remain firm and relevant in your industry - this creates trust in the eyes of your potential consumer.

v. **Internal branding.** As a small business owner, you must also represent + live the brand, along with any employees you may have. You are probably the touchpoint that most customers will interact with and this consistency is internal as well as external.

vi. **Top of mind.** A recognizable brand/logo keeps your company top of mind/recognizable with consumers. Make sure to keep all materials consistent so when the consumer needs your products/service, they think of you first.

vii. **Clarity + focus.** If your business is not in a traditional industry, a well-crafted brand and logo creates a touchpoint with customers so you don’t always have to explain your role and how it will benefit them. It also will define any niches or focuses your company has.

viii. **Competitive advantage.** Perhaps your competitor doesn’t have a strong brand - but even if they do, your business identity should have a differentiating factor that makes you stand a head above the rest.

ix. **Commitment.** Expect it from yourself and your customers will too.

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