

Big Business Branding On A Small Business Budget



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Super Profitable Low Cost Branding Strategies You Can Use Today Branding has gone through a lot of changes. The first agency I worked at was Ted Bates Worldwide, where the whole issue of the USP was originated. Those were the roots that I grew up in, in the business. Through the years Ive evolved to service sector marketing. Around the mid-90s, when the Internet came on board, marketing and an integration of branding both online and offline marketing became a key focus. Thats a little bit of my background through Carillion and through the advertising and marketing business through the years. A slogan is a good term to use. In fact, branding is often times confused with a logo. However branding is a little more complex and can be a little more cerebral. There are many books on the market that address branding and discuss the subtleties of that discipline. It does involve a logo, but sometimes branding extends beyond that. It can be the branding thats reflective in your philosophy, the way your people are uniformed, and the way your signage is displayed. Its part of how you do business to become part of your brand image. Today its so convenient to work online. For me, what that has meant is much less time on airplanes. We can now have one face-to-face meeting, and then conduct a great deal of the work online.

We can communicate through e-mail, FTPing large files, or even through FedEx and augmenting that through online as well. Our business models work quite well. In fact, most of my clients are not local. They are either on the west coast, the east coast, or in Europe. Get this great interview about business discussion.

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