Application

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1. Identify your brand’s primary goal.
2. Build your brand story and messaging.
3. Create your company name and website.
4. Design and create your brand logo and tagline.
5. Understand how to make your brand appeal to your target audience.
6. Apply your brand into every aspect of your business.
7. Start promoting your brand and getting it out there.
8. Use a combination of social media, email marketing and paid ads to quickly gain some traction with your new brand.
9. Make sure to manage your brand identity and reputation
10. Adapt, change and pivot your brand if needed to make sure your consumers are the focus.

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