

How To Build A Successful
& Profitable Brand

Inside

BRAND MARKETING SCHOOL



CHECKLIST



- 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.

