



Branding Basics for Small Business: How to Create an Irresistible Brand on Any Budget

Maria Ross

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In *Branding Basics for Small Business*, marketing expert Maria Ross uses real-life examples to show how organizations of any size can create a winning brand to stand out, delight, and connect with their audiences. Small businesses, start-ups, and non-profits enviously watch the "big guys" create tribes of loyal followers. How do they do it? What can time and resource-strapped organizations learn from them? The secret is starting with a strong Brand Strategy. Brand is more than just a pretty logo: it is your core promise, personality, and reason for being. Branding effectively and connecting with customers isn't about how much money you spend, but about how clearly and consistently you communicate the right message through everything you do. This book reveals a ten-step process to create a strong Brand Strategy so you can craft messages to connect with the right customers, make smart marketing decisions and save money, inspire customer loyalty, share a clear vision with partners and employees, and break away from the pack and grow your business.

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