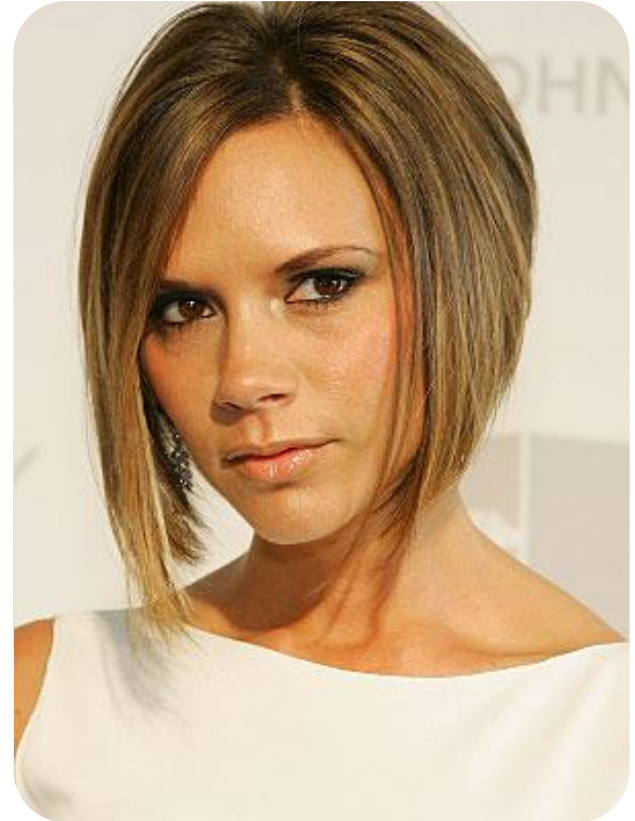


Brand You

with





Why create a brand?

- **Top of mind**
- **Authority**
- **Attracts**
- **Recognition**
- **Increases earnings**



The marketing mix – elements that make successful brands..

- **Product**
- **Packaging**
- **Promotion**
- **Popularity**



Product

successful brands are **reliable** and **specific**

- **Values**

- **USP**



Packaging

successful brands look **consistent** and **appropriate**

- **The way they dress**
- **Their body language**



Promotion

successful brands **communicate** often and **in many ways**

- **Language**
- **Visibility**



Popular

successful brands are **appealing** and **user friendly**

- **Likability**
- **Simple**



The marketing mix – elements that make successful brands..

- **Product**
 - find companies that have similar values.
 - know what your USP is
- **Packaging**
 - wear appropriate, well fitting clothes
 - eye contact, smiling, posture and handshakes
- **Promotion**
 - speak clearly and use positive language
 - be visible before and during placements
- **Popularity**
 - be likable, friendly, courteous, grateful
 - keep things simple and straight forward

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