



Business Know-How

Ideas On Better Branding

(NAPSA)—Small businesses can launch, grow and expand through clear and consistent messaging and marketing, just like larger companies do.

Fortunately, creating a distinct brand image for your product or service can be accomplished through some very simple methods.

Karen Post, known as the Branding Diva and author of “Brand Turnaround” and Brandingdiva.com/blog, offers tips to help:

• **Start with a game plan**—Ask yourself, How do I want people to think about my business? Consider your story; what makes your product, service and company unique? Is it sophisticated and established, trendy and progressive, creative and fun?

• **Make marketing consistent**—Keeping a consistent message across all your marketing materials and efforts can help customers remember your brand. Cross-media consistency is key—from printed materials to website and online image—to reinforce your company’s personality.

• **Make it yours**—Distinction cuts through clutter. Consistently communicate what’s unique about your brand and company. Whether you are at a networking event with business cards, using brochures and flyers to advertise, or targeting prospects through postcards, Staples makes it easy to get a similar look and feel with professional design capabilities and print experts. They can provide guidance and expertise in customizing your marketing materials and you can leave all the technical work to them.

• **Audit your brand’s “touch points”**—How does your marketing message come into contact with your customers? Many small



“Branding Diva” Karen Post claims branding isn’t just for the big guys anymore thanks to technology as well as traditional tools.

businesses use postcards, flyers, letterhead, banners, brochures and other marketing materials. To help, Staples Copy & Print offers a full range of products and services that help businesses get their printing done quickly and easily, whenever and wherever it’s convenient for them.

Digital printing technology has made it easier than ever to customize this type of material and get what you need quickly. You can get customized marketing materials from Staples in less than a week. Business cards can be done in a matter of hours. If it’s more convenient, you can order products online and pick them up in the store.

Creating and conveying a unique brand message is an important aspect of a small business’ overall marketing efforts. Fortunately, a combination of modern technology and traditional tools can make it easy for small businesses to communicate their branding message to current and potential customers.

To learn more, visit www.Staples.com/copyandprint.