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## HOW TO BRAND YOUR BUSINESS IN THE DIGITAL WORLD

JANUARY 6, 2016 BY KEVIN LAYTON

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**With the right, ahem, "branding," your new small business could just turn into a cash cow.**

So you want to start a business! You have a killer idea that you know will do well in the marketplace. However, you can't start selling your idea just yet; you need a foundation. The first step in that foundation is building a brand identity – including a name and logo you love – with supporting branding guidelines. Unfortunately, the concept of "branding" is an enigma to most small business owners. Trust us, it's an important step, but not an impossible one!

### What's a Brand Identity?

There are some important steps business owners need to take at the beginning of any venture to figure out their brand. This will dictate the language used to talk about your business, the prospective customers you go after, and the type of advertising you will do. You have to know who you are first! Brand identity involves everything from the colors and fonts you use, to the verbiage you use to write a tagline, to the feel of your logo design.