

10 Common Mistakes of the Brand Building Process

INVESTING IN YOUR BRAND FOUNDATION WILL SET ALL MARKETING AND SALES TOOL UP FOR SUCCESS.

Whether you're a new start up or an existing business, at some point, you will arrive at the realization and understanding of the importance of building a strong brand strategy. It's a the vital component for all sales and marketing tools to be successful.

Here's a **great article** that goes into depth about what exactly should be in your brand guide.

1. NOT APPLYING CONSISTENT BRAND GUIDELINES
2. NOT INVESTING IN BRANDING + MESSAGING
3. NOT FINDING YOUR OWN AUTHENTIC VOICE
4. TOO MUCH OR NOT ENOUGH SOCIAL MEDIA
5. NOT DEFINING YOUR CORE VALUES
6. NOT BUILDING A CLEAR STRATEGY
7. NOT UNDERSTANDING YOUR TARGET MARKET
8. NOT BEING PATIENT
9. NOT BEING CONSISTENT
10. NOT GOING BEYOND SOCIAL MEDIA

CONTACT US FOR A FREE MARKETING CONSULT
STREETSTUDIOCREATIVE.COM