**Subject: What Does It Really Mean To Brand Your Business?**

**Dear NAME,**

You probably know that you’re supposed to brand your business but maybe you’re not entirely sure what that means. In fact, some people believe that a logo is all you need to brand a business. However, while a logo does play a role in your brand, it is not your brand. It’s a visual representation, that’s all.

So let’s take a look at what it means to brand your business. Once you have a solid understanding of the concept, you’ll be in a better position to create a brand and to communicate it effectively.

**What Branding Is**

Branding is the process of creating a unique name, message and image in a consumer’s mind. The goal is to differentiate yourself from others in the market and to attract and retain customers.

As you can see, branding is no small task. You not only have to create a “brand,” you also have to communicate it effectively. Branding is a process.

There are actually many elements that go into a brand and many ways to communicate your brand.

• Logo

• Personality – the “voice” you use in your content and marketing pieces

• Website colors, header, and layout

• Mission

• Marketing message

• Images used in content and marketing materials

Your brand is communicated through every single action your business takes. It’s communicated on your website, in your content, in marketing materials, in social media posts and with any interaction you have with a prospect or customer. Branding is communicated both online and off.

As you can see, your brand is an essential element of your marketing success. Next time we’ll take a look at how to determine your brand and two questions you want to ask, and answer.