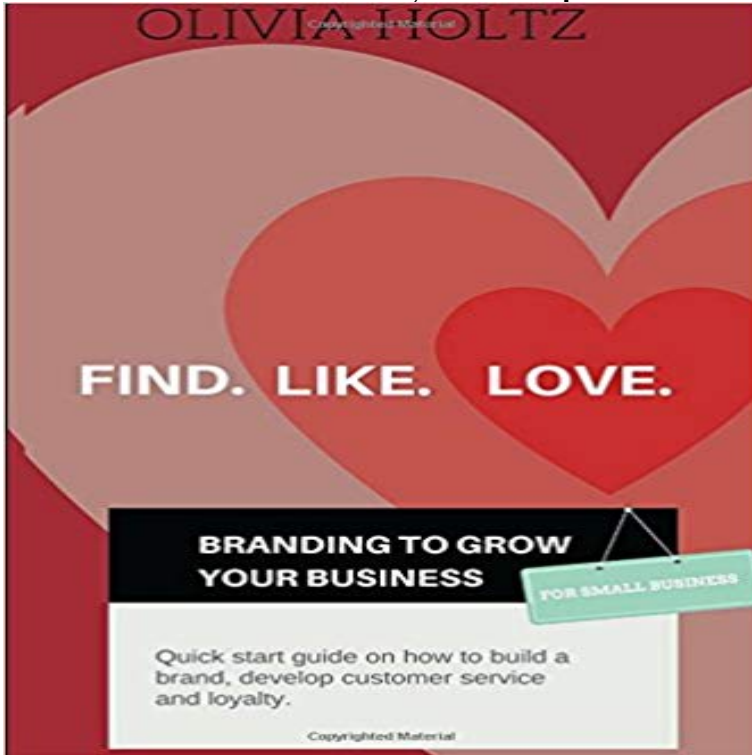


Find.Like.Love. Branding to grow your business: Quick start guide on how to build a brand, develop customer service and loyalty.



Brand marketing expert Olivia Holtz leads you along a journey to discover new potential in your brand. Learn how to select your target customer, position your brand, create a unique point of difference help customers to FIND your brand. Your brand is a promise and your business worth is defined by delivering on that promise. Get customers to LIKE your brand with outstanding customer service. The pinnacle of branding is having a loyal group of fans and that is possible when giving customers a reason to come back. Establishing a loyalty programme will get customers to LOVE your brand. Loyalty programmes dont have to be defined by exuberant rewards and instead limited edition promotional material which relates well to your product motivates customers to buy more. For example, the Starbucks gold rewards card is awarded to customers when they have reached that level of purchases. The answer is simple. FIND.LIKE.LOVE; Brand marketing will give you the steps to uncover new growth for your business by implementing an easy to follow framework. Your brand is your business. How will you grow that?

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