

DESIGN
PICKLE

8 BRANDING ACTIONS YOU CAN TAKE THIS QUARTER



1

BRAND LIKE A BAND

Bands sell t-shirts, stickers and other swag. Why? Because people want to wear your t-shirt, they become FREE MARKETING and it creates an emotional connection to your brand!!



2

LEVERAGE HUMOR

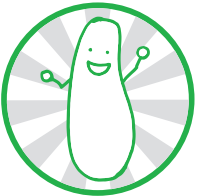
The easiest way to gain trust is to be funny! Create an environment where you can be noticed and have fun. Humor is proven to create trust. You CAN be professional and have fun!



3

DOMINATE 1 SOCIAL MEDIA CHANNEL

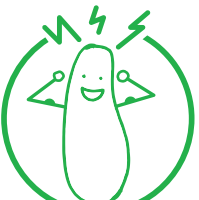
Don't try to be a hero. Just do ONE THING! Focus on one social media channel and become an expert. Take a Udemy or DigitalMarketer.com course on the one channel and OWN it.



4

RE-DEFINE YOUR CLIENTS

80% of your results come from 20% of your clients. Pick your favorite and most profitable clients and see what makes them tick. Start shifting your brand to focus on them and you'll start attracting more ideal clients.



5

THE POWER OF SUB-BRANDS

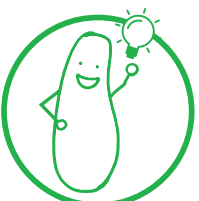
If you're a new company, skip this action! But if your brand is established, create similar looking sub-brands which help make connections, strengthen your existing brand and borrow from your brand's existing trust.



6

RE-BRAND YOURSELF

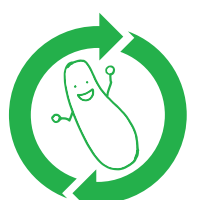
When is the last time you got fitted for a new outfit? Your own personal brand is a reflection of your company. Consider the impression you want your brand to make, and be sure you are personally connected to it.



7

RE-THINK YOUR CLIENT EXPERIENCE

How do you invoice your clients? Can your clients call you? How do your clients experience your brand? If it's a pain to work with you, fix it. One bad experience far outweighs a jar full of good experiences.



8

REBOOT YOUR VISUAL BRAND

Your visual brand – logo, colors, website, brochures, and more – is what clients see first. If your business cards make you cringe, it's time to freshen things up. Make sure you visually give the right impression!