



365°

## Make it Sharp, Make it Pop or Make it Sizzle

How to Create Branding that Lasts and Leaves a Mark

Linda Mosely

- **What is a Brand?**
- **What is the importance of Branding?**
  - It defines your promise
  - Creates your market position
  - It positions you for the future
  - Helps you compete for business
- **Relevancy of Research**
  - Differentiates local opinion verses market perception
  - Defines unique characteristics
  - Can identify key challenges to override
  - Transcends Political Opinion
  - Creates a firm foundation for your brand
- **What makes a Brand successful?**
  - Consistent                      Memorable
  - Unique                              Placement/Positioning
  - Edgy                                  Incorporation
- **Implementation**
  - How to Unveil
  - How to Budget for Implementation
- **Community Support**
  - How to Get Buy-in
- **Ways to implement your Brand**
  - Signage
  - Website
  - Print Media
  - Electronic Media
  - Tradeshows
  - Welcome centers
  - Specialty Items
  - Out of the box FUN



**Linda Mosely**

Founder and CEO

As the founder and owner of 365 Degree Total Marketing, Linda is the Energizer Bunny of the office. With a background in teaching psychology at Clayton State University, she incorporates her knowledge throughout the branding process. What do colors mean? Which shapes best visualize the strengths that need to be accented? What key words represent the strengths? All of this is part of the branding brainstorms to make each project pop and sizzle and capture the relevant uniqueness required in a brand. With over 30 years of marketing experience, Linda and her team have created over 50 successful community brands.