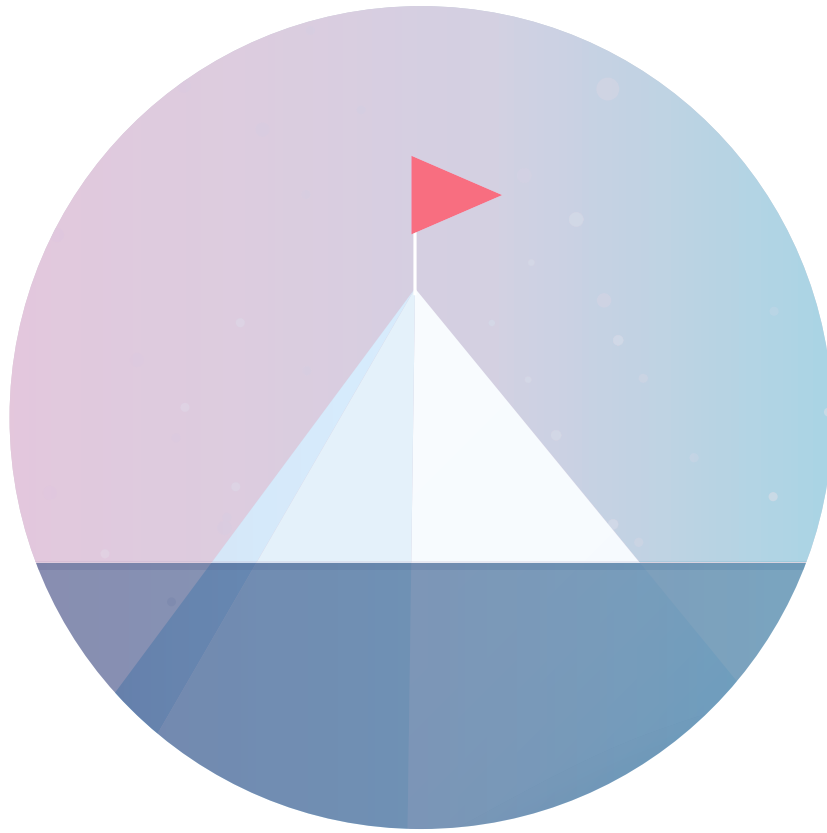


CHAPTER 01

THE IMPORTANCE OF HAVING A LOGO



**TAILOR
BRANDS**



CHAPTER ONE

The Importance of Having a Logo



When you're immersed in the business world, having a brand identity is key. It shows the public who you are, it makes you easily recognisable to existing customers and gives new customers a reason to give your company a try, as you differentiate yourselves over your competition.

While your branding is about more than just a logo, in many ways, your logo is the face of your branding. It's the part of your overall message which is the most visible. When the public recognises it, you want it to reflect your company, and present a positive image to your target audience.

"Your logo can show that you are secure and professional."

If you are attracting a corporate audience, your logo can show that you are secure and professional. If you are looking to find new customers in a young target market, your logo can be whimsical and more fun. It's a simple way to show who you are and carry this across through all your channels. Your logo will be on your social media and your marketing materials, not to mention your physical products and services. As 90% of consumers expect company branding to be similar across all channels, this is more important than ever.

A logo is also a sign of professionalism. When people see your logo and watch your business grow alongside it year after year, it's a sign that you have earned trust and are a company to have faith in. Luckily, with Tailor Brands, logo design needn't be complicated nor time-consuming - with the click of a button, you can create a logo and an entire branding solution.

WHY EVERYONE SHOULD HAVE A LOGO

Even When You Think You Don't Need One

The truth is, every company needs a logo, because a logo is simply the face of your brand identity and every good business has a strong brand identity.

Think about a company like Apple. The first thing that comes to mind is the image of a bitten apple. Even when a company updates or revamps their logo, they tend to keep to a similar color scheme or design, because a logo is intrinsically linked to how customers view your brand. Take the new subway logo, which has moved closer to their original 1968 logo and yet kept its famous Subway arrows as well as its color scheme.



In our field of business, we hear a lot of misconceptions when it comes to logos. Here are some of our top examples of flawed logic:

I don't need a logo, I don't even have a storefront to put it on

It's a misconception that you need to have a physical store to need a logo. Nowadays, every website is a virtual storefront, and every social media post is an advertising billboard. Linking together all of your channels, from marketing and communication, to sales and analytics is essential for success. Creating a brand, and that means a logo, is a vital part of this.

WHY EVERYONE SHOULD HAVE A LOGO

Even When You Think You Don't Need One

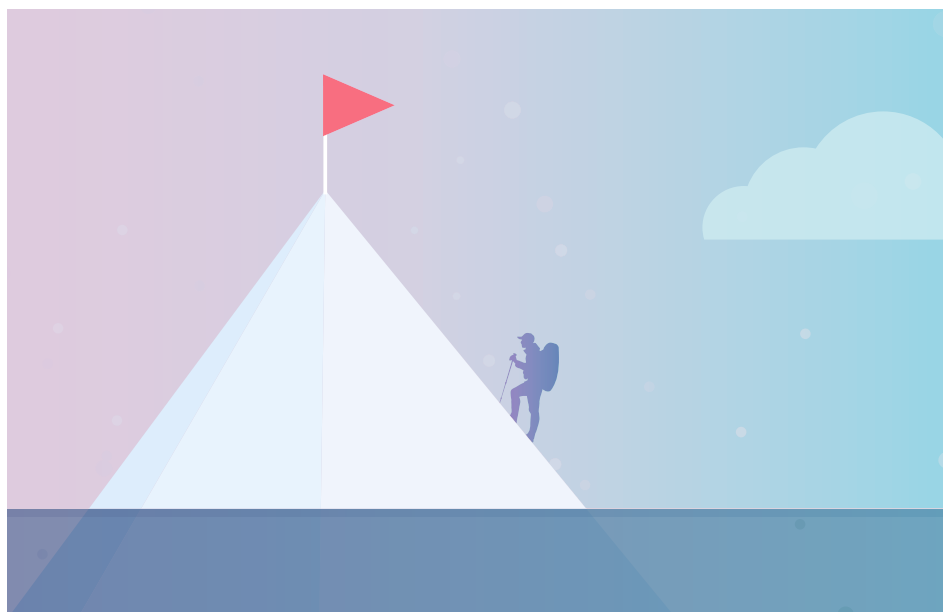
I'm not in a field where a logo is important.

So you're a doctor or a lawyer, or maybe a teacher or an accountant. What could you possibly need a logo for, right? Wrong. Honestly, the world is a competitive place now. If any of your income is sourced from finding private customers, being memorable can only be a good thing.

You might think that you get all of your business through word of mouth or reputation, but there's something to be said for having a recognisable business card to pass along. It adds professionalism, and helps you stand out against the competition.

I can create my own logo, how hard can it be?

A logo should help you appear to be more professional, and so creating an amateur design just isn't a smart move. Without the right graphics software, it can be difficult to transfer online, or to whatever marketing materials you're thinking of using it with. If you want to make changes, this can be tiresome and complicated as well.

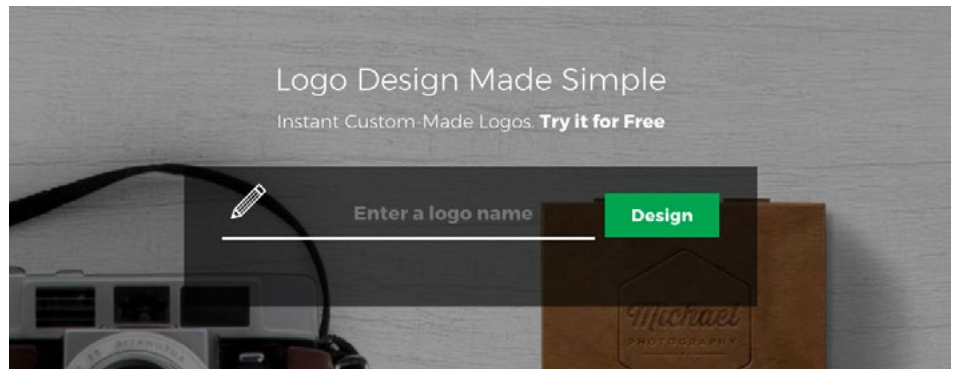


CREATING YOUR LOGO WITH TAILOR

With Tailor Brands, the innovative algorithm does all the hard work for you - creating stunning logo designs in a matter of seconds. You can make the final tweaks to your logo (like changing the layout or color) but the process is incredibly simple. Tailor Brands can help you create the perfect logo which suits your business and your target audience, without any hassle whatsoever.

Simply enter your brand's details, tell us a bit about you, choose a style that reflects your business and let our algorithm run.

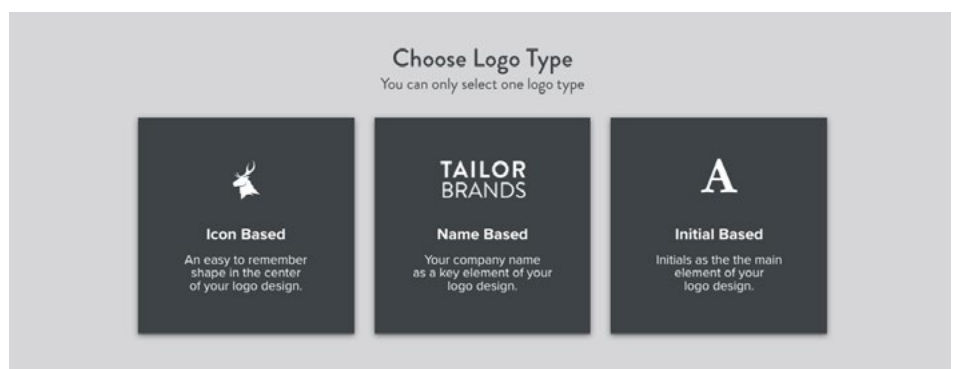
STEP 1

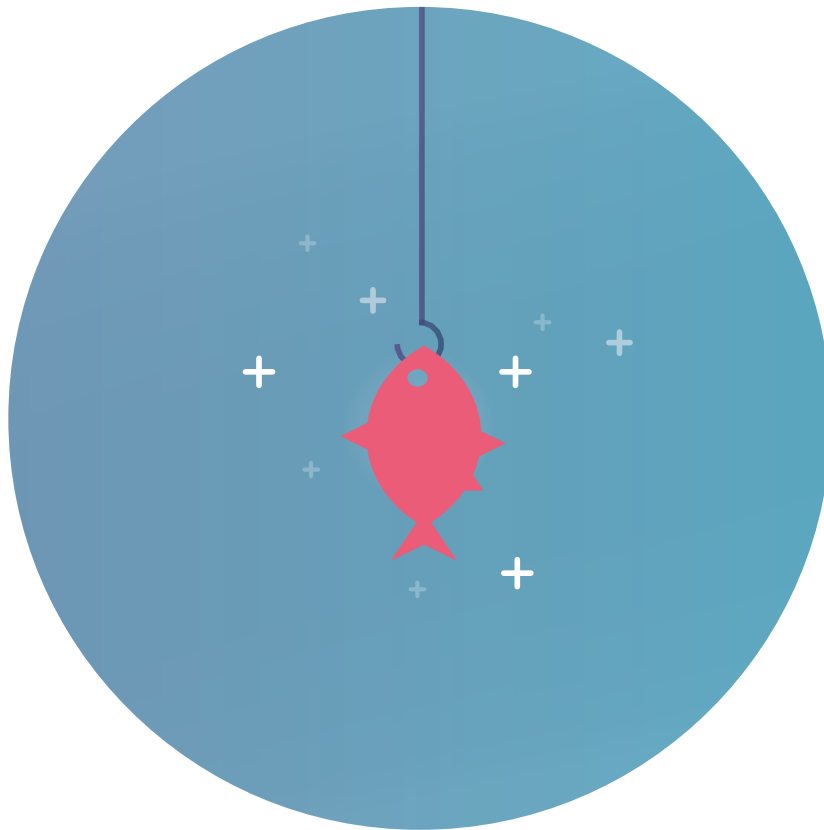


STEP 2



STEP 3





Chapter 2 is where we will be looking into “Understanding Your Brand”. This will be the core of your company values and essence!

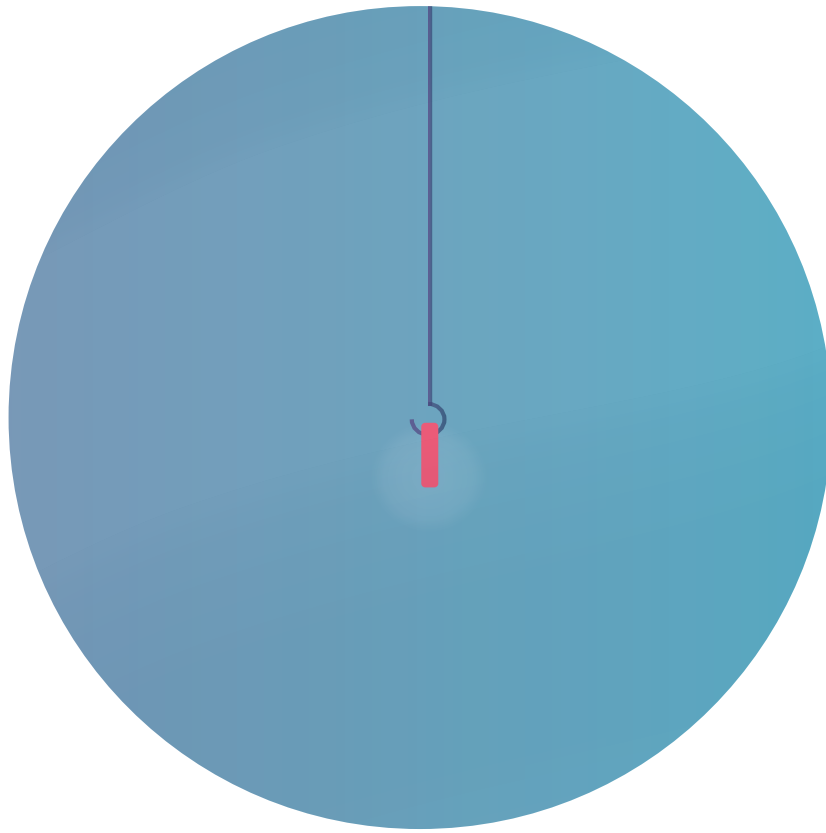


CHAPTER 02

GETTING STARTED: UNDERSTANDING YOUR BRAND



TAILOR
BRANDS



CHAPTER TWO

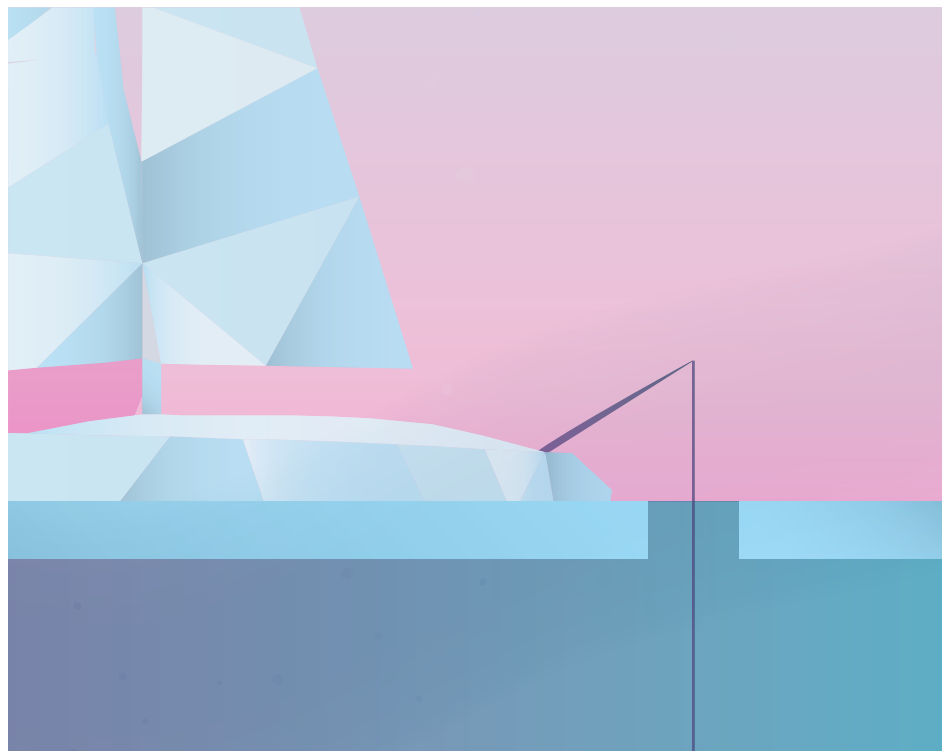
Getting Started: Understanding Your Brand



HOW BRANDING BENEFITS YOUR BUSINESS

Before you can even think about building the perfect logo, you need to develop an understanding of what your brand is really all about. Your brand can be summed up as the way you want your customers to see you and the image of yourself as a business which is public facing. It should be clear to both new and loyal customers what the added value you are bringing to the market is, just from engaging with your brand.

We've said already how having a strong brand can strengthen you against competitors and make customers feel like they are in safe hands. But it's also about giving yourself one clear message which can shine through in all of your interactions, both internally and to customers. Understanding what your core brand is should power everything else you do.



HOW BRANDING BENEFITS YOUR BUSINESS

At Amazon, it is well known that Jeff Bezos has a 'day 1 philosophy.' This means that he is encouraging a mindset of "here we are, we've just arrived, it is day one and there are quick decisions to be made to achieve the results we want". The building which Bezos works in is actually called "Day 1" and his quote is written outside.

This idea becomes more than just an empowering speech, it becomes part of the Amazon brand.

Even if you are not a business, any industry where you deal with customers is now known as a 'people pleasing business'. Having a recognizable brand identity and carrying that through in everything you do is the way you secure clients who are trusting, loyal and best of all - tell their friends about you.



BRAND- ING BASICS

Establishing what your brand identity can take longer than you might think and for some businesses, it could evolve over months or even years. But if you're reading this with terror and unsure where to begin discovering what your own brand really is, don't worry! There are a few questions you can ask yourself to make the journey a whole lot simpler.

- 1 Do you see yourself as fun or more serious?
- 2 Which describes you better, a business with methodical planning or one which acts spontaneously?
- 3 Are you modern and cutting-edge or do you lean towards the traditional?
- 4 Is your company in the early stages or have you been established for some time?
- 5 Do you want to give off a friendly and personable vibe, or would you rather stay professional or more corporate?
- 6 Is your service available to the masses or do you have a particular niche or an elite mindset?

Answering these questions can help you build a brand identity which fits you, leading seamlessly to creating the right vibe with the help of marketing materials and graphic design.

BRAND- ING BASICS

The sweet spot you're looking for is what makes you as a company stand out from the crowd. Maybe you're a professional business like an accountancy firm - but you are modern and cutting edge and focus on eschewing that corporate image. Or perhaps your company sells shoes - something which has been available for centuries, but you're putting a twist on it by aiming them directly at millennials who love "The Simpsons". (Ok, we'll leave the ideas to you.)

The point is, before you even start building a logo with Tailor Brands, work out what gap you're filling, and how you want to be seen. If you focus on what makes you unique, as well as what you want your customers to see you as, that's where your brand identity truly lies.

Understanding your brand, and what it believes, values and envisages is core to your entire business' culture. Once you've established the core principles of your brand, it's time to align your logo, designing it to fit seamlessly with your brand identity. In Chapter 3, we'll look at exactly how to do this seamlessly and effortlessly.



In **Chapter 3** we will be looking into
“Creating The Perfect Logo”.



CHAPTER 03

CREATING THE PERFECT LOGO



**TAILOR
BRANDS**



CHAPTER THREE

Creating the Perfect Logo



Once you have some idea of the message you want to be putting out into the world, it's time to create the all - important logo.

With Tailor Brands, you'll be lead through the simple design process, where you can choose the type of logo you'd like - Icon Based, Initial Based or Name Based. From there, it takes only a few minutes to choose your preferences (such as fonts, color and layout) and finalize your perfect logo.

*"For a logo,
a clean and
simple design
means that it
can be easily
identified."*

While different types of companies might need extremely different logos, one element which appears to be universal is keeping your logo simple.

While we all recognise the Apple logo, do you know the story of what might have been? Steve Jobs originally had a different idea than the iconic image we associate with the global brand today. His idea was an intricate drawing of Isaac Newton, complete with an apple tree and a farm in the background. Sounds lovely, right? Maybe for a painting to hang above your fireplace. Luckily, the computer genius decided to hire a designer, and today's Apple logo was born.

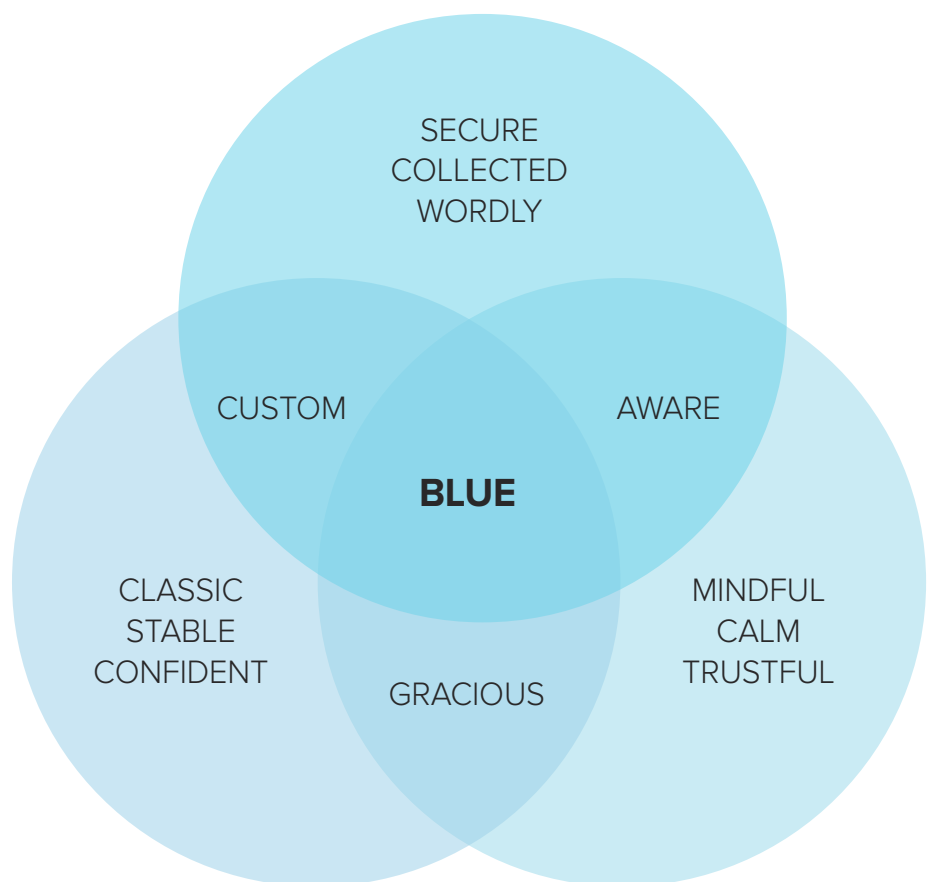
For a logo, a clean and simple design means that it can be easily identified, and that it can be used in multiple places, from large spaces such as billboards, to small screen necessities like app stores and mobile websites.

So simplicity is key. Got it. But what else do you need to know to build the ideal logo?

LOGO DESIGN FOR BEGINN- ERS

One of the goals of most logo designers is to create designs which feel and look timeless. Anything too modern or trendy will soon be out of date, or be more difficult to evolve slowly over the years. That doesn't mean you can't have a modern feel to your logo. But let's say you're a toy store who wants to put something playful in their logo. It's worth sticking to a toy train or a teddy bear over a fidget spinner.

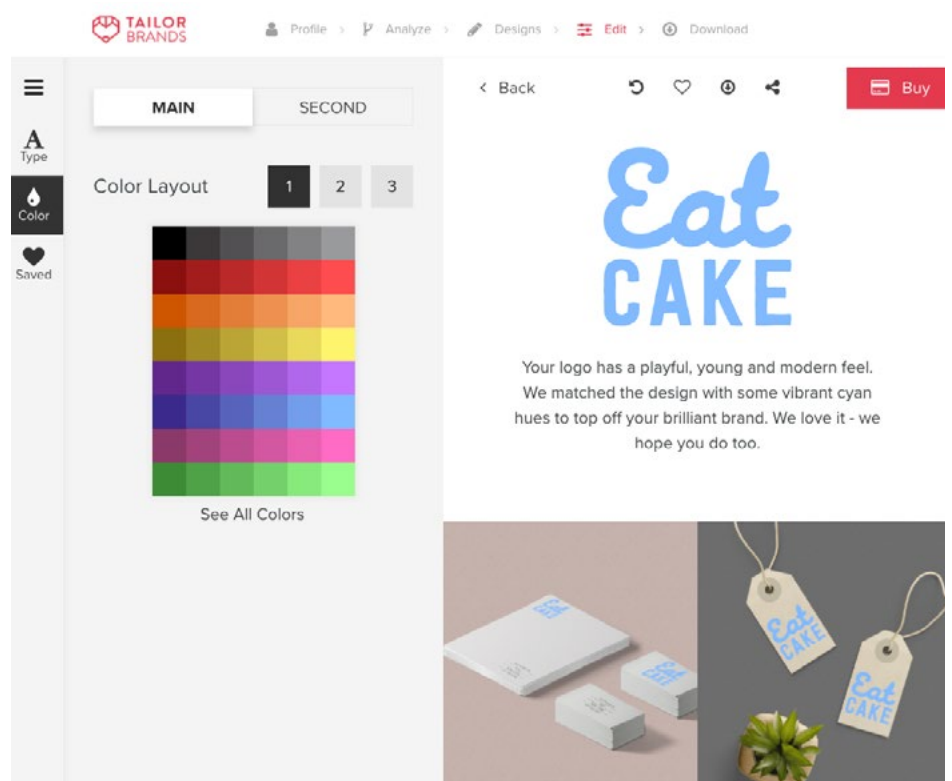
It's also important to think about color. There are many elements to consider here, as color is known to be the most effective identifier for customers, as well as what they pay attention to most. The following infographic shows how much can be conveyed, just by a choice as simple as the color blue.



LOGO DESIGN FOR BEGINNERS

Choosing your color carefully, and being aware of the psychology behind it, can be an effective way of ensuring your logo is consistent with your brand identity. However, don't fall into the trap of making your logo all about the color. It's important that if it appear in black and white, it still has the same strength of message. For this reason, many designers start with a black and white design, and then choose the color scheme last.

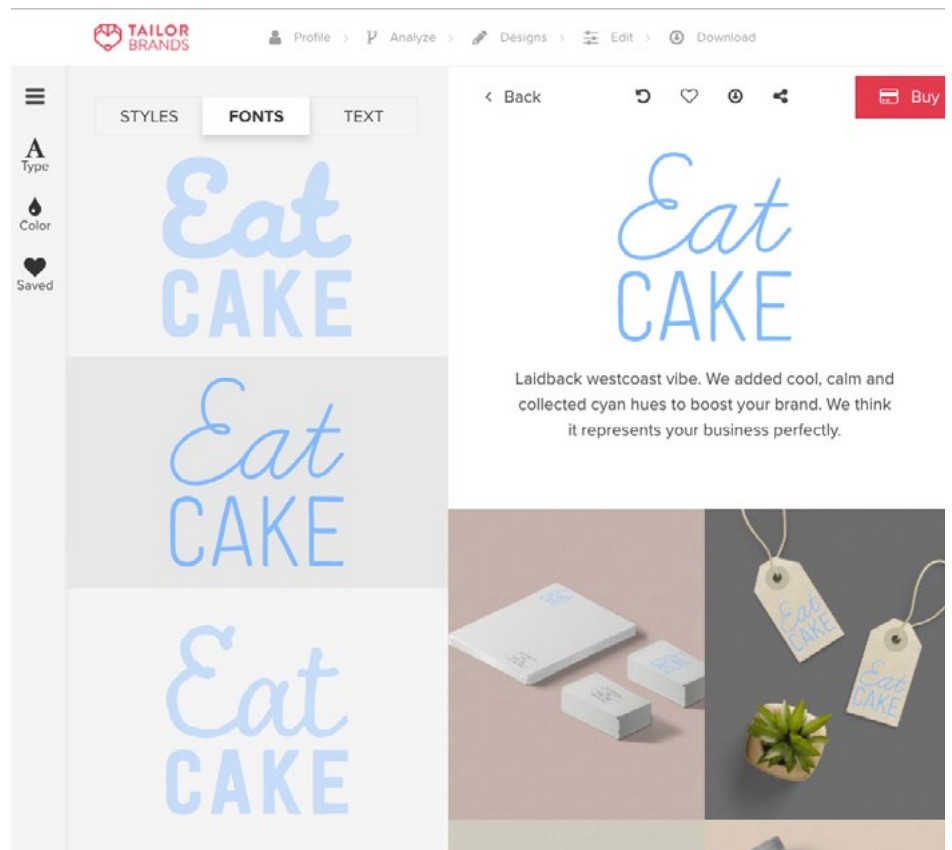
Tailor Brands allows you to choose from a wide range of colors in the in-built editor, including inserting a specific color code should you have one. There is even the option to create a variety of logo versions (with different color schemes) allowing to pick and choose between the different variations of logos.



LOGO DESIGN FOR BEGINNERS

A Font is also an important part of choosing the right logo. If you have a tagline which you want incorporated into your design, this decision needs serious forethought. A font which is too cursive might be difficult to read, while choosing Comic Sans will make your brand seem unprofessional. The writing should stand out, but complement the overall design rather than overwhelm it entirely.

When it comes to design a logo with Tailor Brands, there's the option to choose between a huge array of font options. You can even choose your font style, which will then present you with a selection of perfect font choices to choose between.



HOW A LOGO AFFECTS YOUR BRAND

It's easy to get fooled into thinking you don't need to use a professional service to build your logo. After all, they look simple right? How complicated could it be? There is actually a lot of science behind all good logos, not only what we've already covered about font and color, but also positioning, creativity and finish. Creating your own design can result in a logo which looks amateurish. As your logo is the face of your brand, this can only mean one thing.

Your business suddenly looks amateurish too.

We know. That's a lot of pressure to put on a tiny little image. But it's increasingly important as the amount of competition to be noticed in the business world continues to grow. If you feel like you have too much on your plate to consider every tiny element of your logo, a company like Tailor Brands is likely to be perfect for you. Simply enter your business name, and a sentence about what your company does. Then it takes under a minute to choose your preferences from varied fonts, and you'll be presented with a handful of logos to choose from.

Crafting the perfect logo relies on several important aspects - it has to be simple, it has to be representative of your brand and the colors used need to be significant - as does the font.



Once you've found the perfect logo for your business, it's time to start showing it off - which we'll look into further in **Chapter 4**.



CHAPTER 04

GETTING THE MESSAGE OUT



**TAILOR
BRANDS**



CHAPTER FOUR

Getting The Message Out

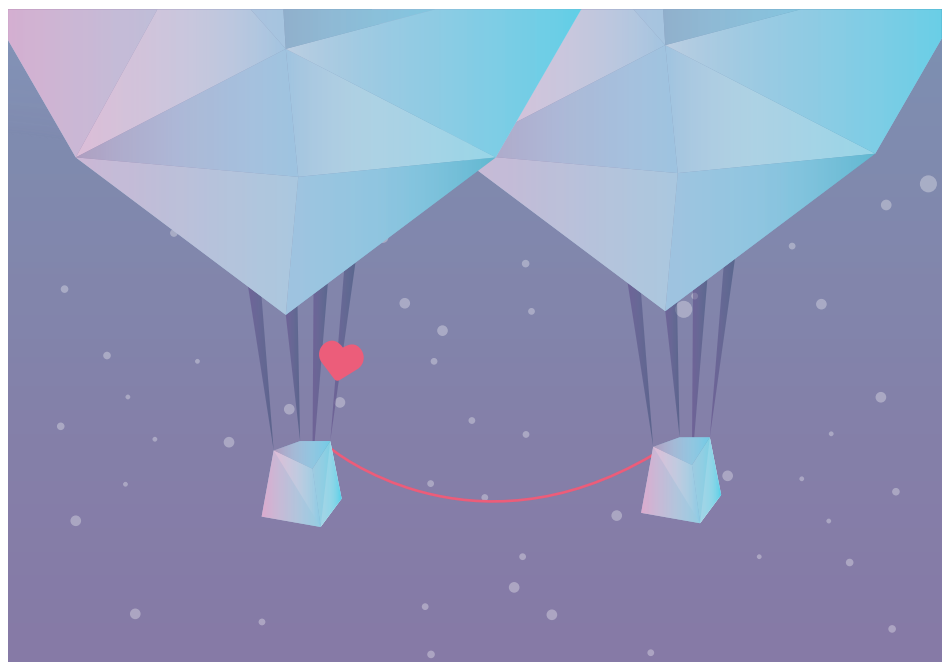


MARKETING BASICS

Once you've designed a logo which suits your brand identity, what's next? Now's the time to use that logo to bring in new customers and raise awareness of your brand.

Your logo is going to be the image that identifies you to both new and existing customers. Imagine getting an email from Amazon without the logo header. You immediately trust it less. Everywhere your business name goes, your logo should be as well. Being recognized is a key part of gaining the public's confidence and attracting customers.

If you are just starting out, you're likely to need a bit of help with the marketing side of things, before your logo and brand become trusted. This is where influencer marketing can help. If you make an effort to interact with companies who are already successful, then you can effectively piggyback off of their success to gain attention to your own brand.



MARKETING BASICS

Social media has made this type of marketing really simple in recent years. Let's say you are a beverage company. A tweet which says that you're enjoying one of your smoothies with a delicious McDonalds Happy Meal, is likely to get retweeted or liked by the fast food giants. This will get you far more attention than the same tweet without the brand name included. If you can create a bit of dialogue, even better. Check out this viral communication between snack giants Oreo, and AMC Theatres.

The screenshot shows a Twitter thread with four tweets. The first tweet is from Oreo Cookie (@Oreo) on 25 Sep, asking if users bring their own Oreo cookies to the movie theater with the hashtag #slicksnacker. The second tweet is from AMC Theatres (@AMCTheatres) on 25 Sep, replying "NOT COOL, COOKIE. RT @Oreo: Ever bring your own Oreo cookies to the movie theater? #slicksnacker". The third tweet is from Oreo Cookie (@Oreo) on 26 Sep, replying "Fair enough, @AMCTheatres, but don't hate the player, hate the game :)". The fourth tweet is from AMC Theatres (@AMCTheatres) on 26 Sep, replying "GAME ON. RT @Oreo: Fair enough, @AMCTheatres, but don't hate the player, hate the game :) pic.twitter.com/24PaBFel".

Oreo Cookie @Oreo 25 Sep
Ever bring your own Oreo cookies to the movie theater?
#slicksnacker
Collapse Reply Retweet Favorite

AMC Theatres @AMCTheatres 25 Sep
NOT COOL, COOKIE. RT @Oreo: Ever bring your own Oreo cookies to the movie theater? #slicksnacker
Collapse Reply Retweet Favorite

Oreo Cookie @Oreo 26 Sep
Fair enough, @AMCTheatres, but don't hate the player, hate the game :)
Collapse Reply Retweet Favorite

AMC Theatres @AMCTheatres 26 Sep
GAME ON. RT @Oreo: Fair enough, @AMCTheatres, but don't hate the player, hate the game :) pic.twitter.com/24PaBFel
View photo

USING YOUR LOGO FOR BRAND AWARE- NESS

As your logo goes where you go, you are immediately establishing a brand presence on all the channels you use. Your Facebook page now acts as an advertisement every time a blog or a status is shared or liked. Your Twitter page is like a mini-website, complete with a pinned post for new customers and both a small and large version of your logo as a cover and featured image.

It's not just the image itself which can be used to attract people to your brand. Even the font, or the color can become a tool to grab the public attention. Starbucks has one of the most famous logos in the world. The brand is so common that people will walk around the streets of a busy city, scanning the shops for the iconic green logo, synonymous with grabbing a high street coffee. Starbucks have actually trademarked this color, a move which is not as unusual as you might think. Other examples which have done the same, are Tiffany & Co's robins egg blue, or Home Depot's trademarked orange.



BRAND- ING ON SOCIAL MEDIA

Aligning your brand across social media is integral to its success. If your Twitterfeed is friendly and chatty, your Facebook page has to follow suit.

As well as the content, the visuals which you use will keep your branding aligned. The color palette which you chose to build your logo should help you here, when it comes to deciding on background colors and themes for your social media accounts.

You want visitors to be able to move easily between all of these pages, and feel like they are having a holistic and connected experience.

It's also important to choose which social media channels you want to use. If your brand is aimed at teenagers, you want to be establishing an identity on the channels which they use, so social media sites such as Snapchat and Instagram will be more relevant. If your brand is a professional one, make sure to create a LinkedIn page which reflects that identity. It's all about being consistent.

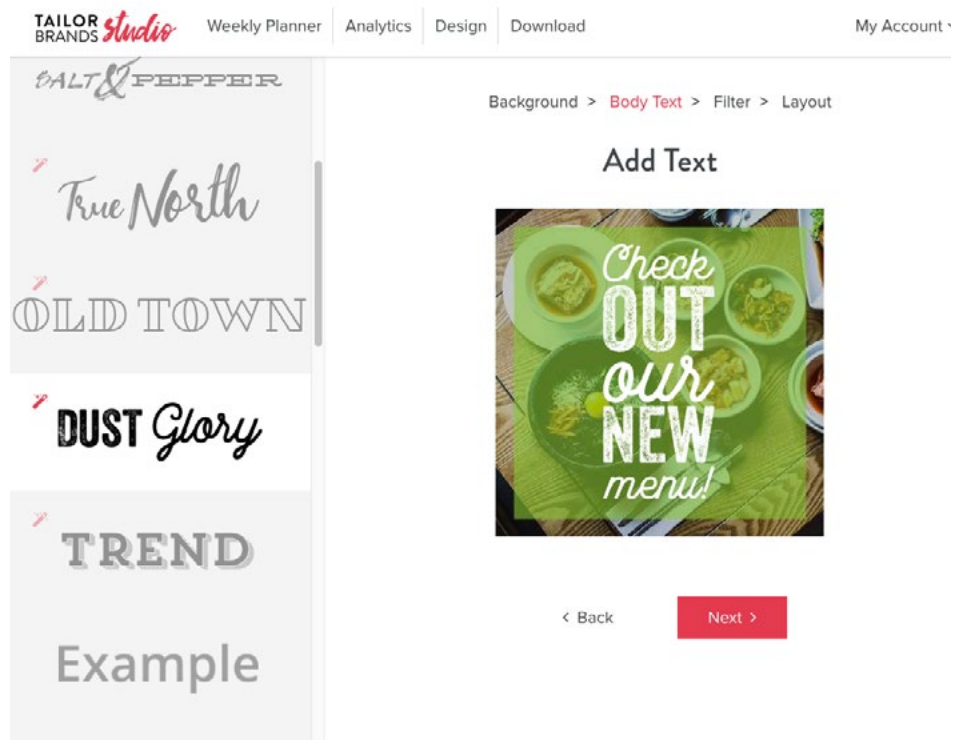
Whichever social media channel you choose to post on (and we suggest the more the merrier) it's important to make sure to regularly post, keeping your brand in the spotlight, building your brand's reputation and attracting more customers. Using the branding tools that Tailor Brands provides, such as Social Post design and Facebook Ads, it takes just a few moments to create stunning designs, ready to upload straight to the social media platform of your choosing.

BRAND- ING ON SOCIAL MEDIA

Remember: It's more important to use the channels you have, than to collect accounts like they are rare coins. Having a social media account which is updated irregularly or unused is much worse than simply not offering that channel for communication.

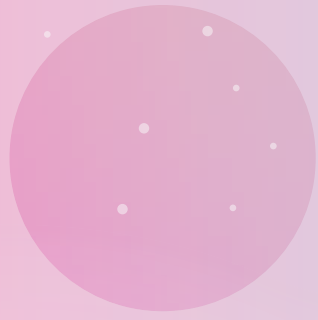
As it's essential to be able to share your logo on all the channels you use, make sure to choose a logo designer like Tailor Brands, where you can edit your logo to the right specifications and quality guidelines at the click of a button.

There's no one size fits all when it comes to marketing - you need to choose the right marketing strategy for your business! You need to consider where your target audience are, and which methods will be most effective for them, including (but not limited to) which social media they use and interact with.





Once you've got the clients on board, it's time to start work on your internal company branding - which we'll be looking at in **Chapter 5**.



CHAPTER 05

INTERNAL BRANDING: BUILDING A BUSINESS



**TAILOR
BRANDS**



CHAPTER FIVE

Internal Branding: Building a Business



Nearly 70% of employees are not engaged in their place of work, a statistic which has hardly changed in a decade, despite the leaps in external communications that businesses have made.

If you expect your staff to be able to attract and support customers and encourage your target audience, it's important that they feel connected to one another, as well as have a strong identity of their own underneath the company brand.

Here are some top tips for your business to help put a focus on understanding and implementing internal branding.



A QUICK OVERVIEW OF INTERNAL BRANDING

Empower your staff

Employees should have the knowledge that they need to understand the business, even if that isn't limited to their day to day job. Understanding the overall goals and drive of the company gives each person an understanding of what they are working towards, even if it is in a very small way.

The more knowledgeable your employees are, the easier it is for them to jump on board and be supportive of business goals, and convinced of their role in that journey.

Enhance communication tools

How does your staff speak to one another?

Most companies which have an intranet find that 31% of employees never use it and only 13% of employees use it every day. Is this really the best way to encourage communication at work?

Consider encouraging the use of apps like Slack, which are simple ways for employees to send messages within teams and one on one. This can also cut down on unnecessary emails, saving time and increasing productivity.

A QUICK OVERVIEW OF INTERNAL BRANDING

Communication isn't just a one way street though. The right kinds of internal branding can encourage your staff to open up to you as well, helping you improve your employee culture and get more out of your business. Deloitte are a great example of this. They used internal branding to create a website and a Twitter feed where employees can openly share what @LifeAtDeloitte is really like.



Become more business and customer focused by empowering your employees to discuss the business easier and giving them the information they need to learn the overarching goals of the company, aligning the culture of your organization. Everyone is united in a common goal, which is the same as the business goals. Whatever your brand identity, it has now become your internal brand identity too.

A QUICK OVERVIEW OF INTERNAL BRANDING

How does my logo affect my internal branding?

When you design your logo, you should be looking at your business from the inside-out. What are the key messages which you want your staff to be able to act upon for your customers? What is the overall personality of your company? If you answer this question when you're designing your logo, then you're also encouraging the right people to your brand once it's done. Not just in terms of customers, but staff too.

Your brand should be able to help your employees adapt to become an effective face of your business. A more professional and formal logo shows them that they need to be corporate and traditional when they address customers. Something lighter or more whimsical might encourage them to engage with your customers in a more tongue in cheek way. Your branding needs to be aligned, outside and in.



INTERNAL BRANDING FOR A SMALL BUSINESS

This all makes sense if you're in some huge global organization where you don't even know the name of your CEO. But, what if you're in a small company? Is internal branding still so important?

The simple answer, is absolutely. Perhaps even more so. After all, most small companies have to work even harder to get the brand recognition they are craving. And to the outside world, it looks the same. You would never know from interacting with Craigslist for example, that there are only 50 employees in the whole company. The same is true for Tumblr, who still have just 400 employees, a crazy thought when you remember they host over 350 million blogs.

The lucky part is, if you have just a handful of employees, it should be easier to identify and carry over your business goals and culture.

If you're sharing an office, or can encourage good communication with employees who work remotely, the identity of your brand will rub off easily amongst one another, whatever role you play in the company. Having your logo and tagline up in the office, plus including it on any internal communications can be a subliminal reminder to keep on message.

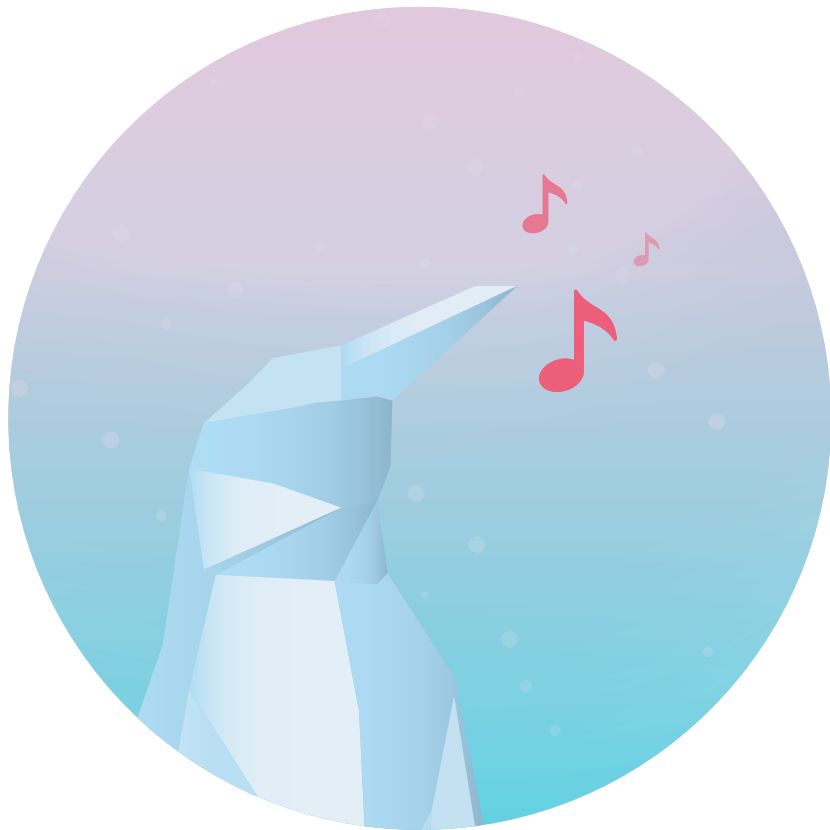
INTERNAL BRANDING FOR A SMALL BUSINESS

The important thing for any business (whether large or small) is to ensure that you have a beautiful logo for starters, topped off with a full branding solution, and no one is any the wiser as to the size or success of your business. As some say “fake it, ‘til you make it!”.

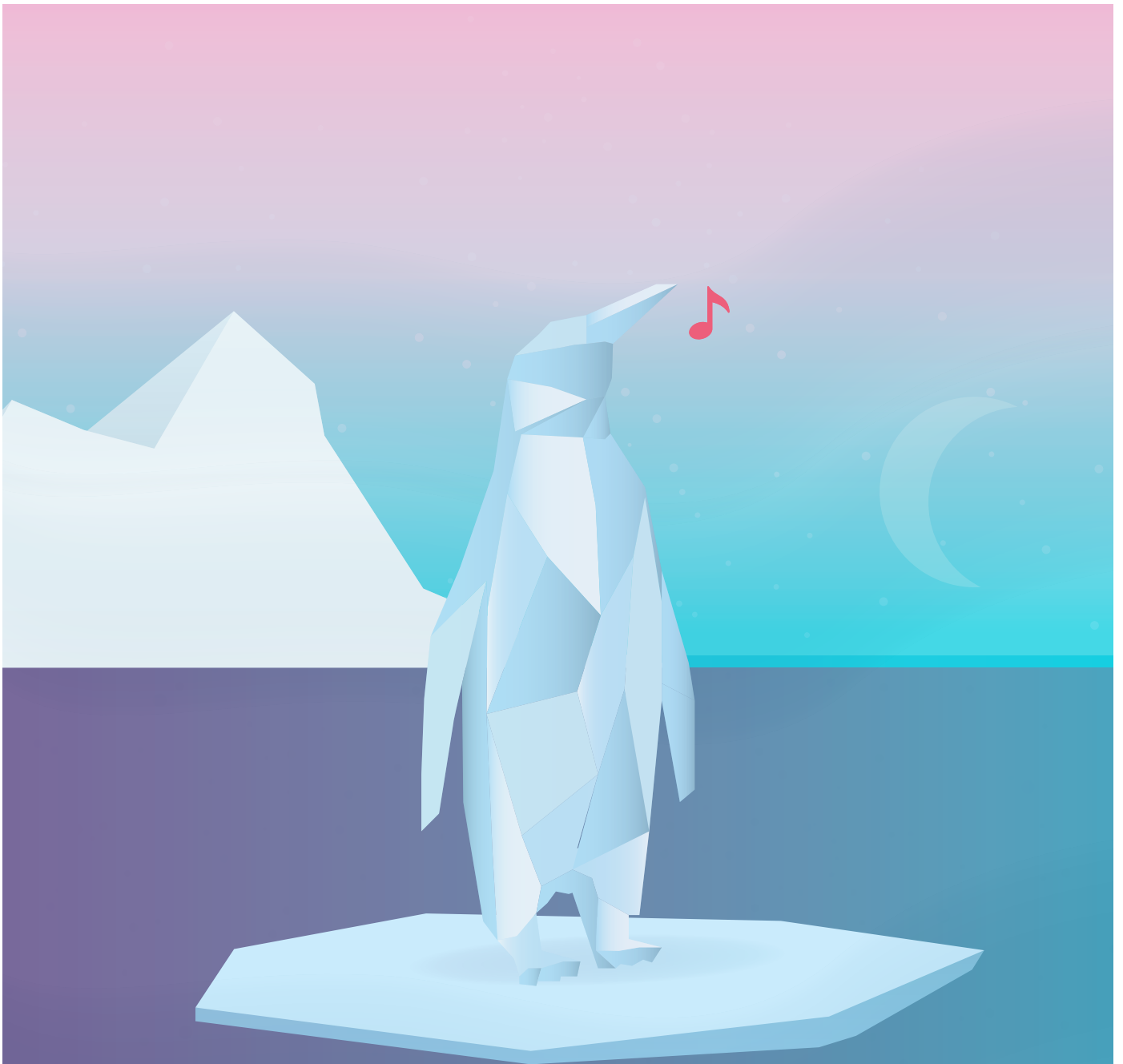
After using the fun and easy Tailor Brands to create your perfect logo, all the hard work is done for you. The highest package gives you every tool and asset you could possibly need in order to build and better your brand right away, including: Business Cards, Social Posts, Different Logo Sizes and much more. And the best part? As the system is fully automated, you are paying just a fraction of the price that a personal designer would charge for the full branding of your business.

Whatever the size of your business, internal branding is key to staying on message and furthering your business’ goals and beliefs. Once you have your internal branding down, it's much easier to keep your clients focused, engaged and buying into your brand.





In **Chapter 6**, we'll be discussing other effective ways of keeping your audience engaged.

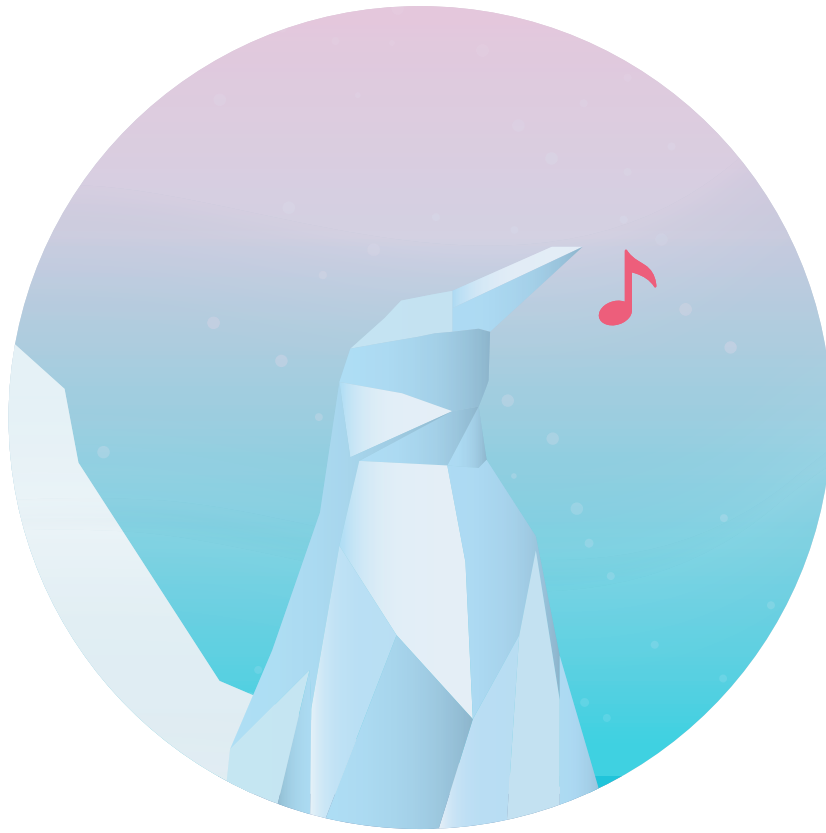


CHAPTER 06

KEEPING YOUR AUDIENCES ENGAGED



TAILOR
BRANDS



CHAPTER SIX

Keeping Your Audiences Engaged



CAPTURING YOUR AUDIENCE'S ATTENTION

We've established that any business has two audiences, both the external ones, (existing and potential customers) as well as the internal ones (staff, and potential staff). Without a massive marketing budget, how can you grab their attention, and hold onto it?

You can actually use your logo and your branding as a way to engage people, and you don't need a lot of money to do it.

M&Ms are an example of a company who has been around for 75 years, and has a very strong grip on their branding and message. In 2013, they famously introduced 'I Spy Pretzel' on their Facebook page, which boosted their likes by 25,000. The game was entirely inexpensive and simple, and encouraged users to 'find pretzel guy' amongst a sea of M&M candies.



CAPTURING YOUR AUDIENCE'S ATTENTION

Not only did this raise awareness for their relatively new pretzel candies, but it also meant that they had tens of thousands of customers and potential customers literally staring at their logo and branding for minutes at a time. Talk about a subliminal message!

The message for us is clear. Incorporate your logo, your tagline, your color scheme, on every point of contact you have with both your customers and your staff. This is the only way to keep yourself recognizable and differentiated from other companies, and ensure that you become distinct and memorable, too.



CAPTURING YOUR AUDIENCE'S ATTENTION

Don't forget, it's important to keep your branding aligned, internally as well as externally. If your branding shouts 'fun and playful', you don't want a strict corporate atmosphere in-house. This kind of out of sync atmosphere means that when staff engage with customers, there is immediately a disconnect.

Kickstarter are a fantastic example of a company which aligns its internal and external branding. The company are responsible for launching crowdfunded products and services, looking towards innovation and creativity. They care about putting people and their ideas first, helping one man bands get their first leg up in the industry. This is it's external brand identity.

Internally, the alignment is puzzle piece perfect. The company reincorporated as a PBC rather than a C-corp, which basically means they will never sell out or go public. Their recent benefit statement showed that they pay a higher than average amount of tax, hire an equal amount of men and woman, and pay their executives a fair, but not excessive amount more than their employees.

MARKETING METHODS FOR INCREASED ENGAGEMENT

One great idea to increase engagement both internally and externally is gamification and adaptation. The Google logo might be one of the most recognizable designs in the world. Despite it changing over the years, the core elements remain the same.

But the Google Doodle, as seen on the search engine page, changes all the time. Linked to anniversaries, events, public holidays and news, it has become key to the Google branding. And what does it say? It says, we have information for you. We can present it in a fun and easy to absorb way. And we're right here, at your fingertips. It has gone further than a logo, and now carries a brand message at its very core.



This Google doodle was released as part of a series about the 2012 Olympics. All the sports related doodles were interactive, and highly addictive!

MARKETING METHODS FOR INCREASED ENGAGE- MENT

Like the Google doodle, you could also create versions of your logo for events and holidays, to help you stand out from the crowd, and give returning customers that moment of ‘oh, something’s new’.

While we can’t all create physical games to help customers and employees engage with our brand, we can create gamification in our regular interactions. Staff will feel more valued if there are employee reward schemes, and these can improve connectivity if we create a platform for employees to share and compete on goals or progress.

Externally, gamification can create a reason for customers to visit your website or blog from social media, perhaps a digital treasure hunt around your platforms, or a voucher code which can be shared by friends, or on wider networking groups. To gamify the process more, the vouchers could need to be ‘unlocked’ with a social media account to discover whether your discount is 10%, 20% or 50%. Suddenly, new faces are seeing your logo and brand, your getting free marketing, data, and advertising for your business, and customers are happily reaping their rewards.

There are several great ways to have fun with your audience, whether that’s through gamification, a fun competition or exciting benefits and rewards. Plus, you’re not only creating happy, returning users this way - you’re also creating viral (and priceless) word of mouth marketing!



In **Chapter 7** we will give you strategic tips to help your users - returning and new - coming back for more.



CHAPTER 07



KEEP THEM COMING BACK



**TAILOR
BRANDS**



CHAPTER SEVEN

Keep Them Coming Back



"Getting customers to keep coming back to you time & time again is not as hard as it sounds."

Once you've created a brand image which is strong enough to attract new customers, and to hold existing customer loyalty, you've done a lot of the hard work. Studies show that it can cost up to 10 times more to get new customers than it does to keep existing ones.

Getting customers to keep coming back to you time and time again is not as hard as it sounds, as people are creatures of habit. They don't want to go to your competition, not if they have had positive experiences with you in the past. So how can you make sure that you aren't the exception?

Here are our top tips for inspiring brand loyalty.



INSPIRING BRAND LOYALTY

And Returning Customers

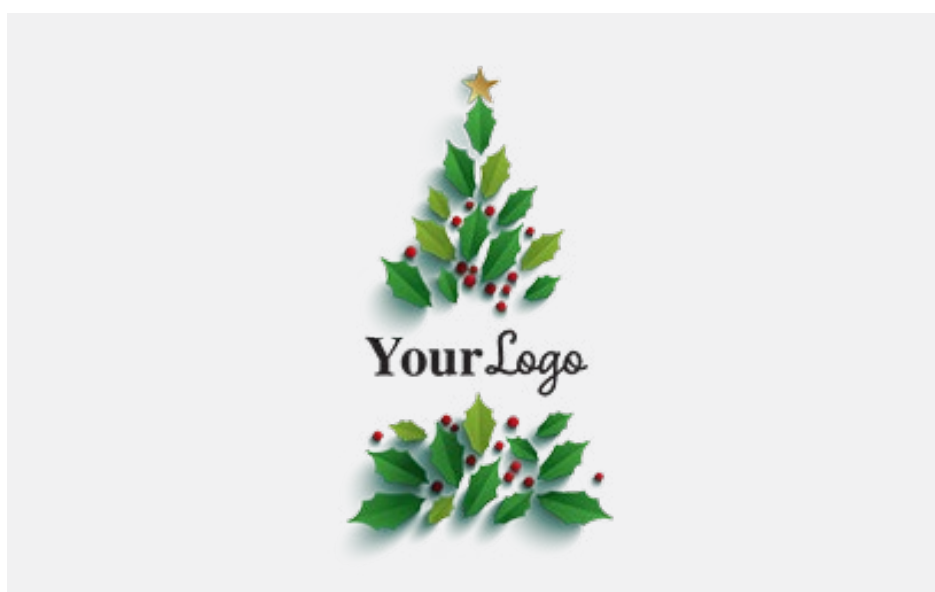
1 Keep Your Branding Visible

The more customers can see you, the easier it is for them to use your product or service. You might as well pop up where they least expect it.

When you look around a grocery store or a supermarket, your eyes will stop by a familiar brand, such as Nestle, even if you can't remember offhand what color scheme they use or what their logo looks like.

The brain takes just 13 milliseconds to process an image, so the more they see you - the more familiar you become. Changing things up from time to time, like creating a seasonal logo for Christmas shopping can be a great way to keep your branding fresh and current without losing the core branding powering your business.

Tailor Brands provide automated seasonal logos for you, so whenever an upcoming holiday/event approaches, you'll have a variation of your logo stored in your account, should you wish to use it.



INSPIRING BRAND LOYALTY

And Returning
Customers

2 Provide Superior and Consistent Customer Service

This is where your internal branding comes in. Your professional and corporate banking website directs customers to live chat, where they speak to an untrained, unknowledgeable new staff member who can't help them with their query and is much too friendly right away to try and make up for it, to the point of being off putting. This new customer feels immediately turned off by the experience, and goes elsewhere.

When your recruitment is aligned with your branding, the staff you have will have a consistent customer message for your visitors from day one. When you keep your branding connected, the whole customer journey will feel seamless, inspiring them to return for years to come.

3 Give Them Ways to Tell Their Friends

Social media is a godsend for businesses, from small to enterprise sizes. Using gamification, social sharing, cross-channel communication and special offers, your existing customers can become brand ambassadors for you. After all, who better to know more of your target market than your target market itself? The more channels you can be communicating on and which you can spread your unique brand identity on, the better.

INSPIRING BRAND LOYALTY

And Returning Customers

4 Ask for Reviews

Lastly, if you want your customers to keep coming back for more, let them tell you what they like about you. Especially if you have a mobile app, it's simple to ask customers for a review of your brand and services, and most people don't mind taking a minute to click on a few stars. On a website, you can incentivize reviews with cashback on future purchases, while on social media, you can organize giveaways in return for user engagement.



GREAT! SO HOW DO I START BUILDING MY BRAND?

So, you've set up your business and you'd love to get it beautifully branded, but with a limited budget, and so many options to choose from, it can be difficult to know where to turn.

Tailor Brands offers a complete branding solution, perfect for low budgets, and gives you access to a variety of downloadable assets and cool features, there to boost your business' brand.

The beauty of Tailor Brands is that the innovative algorithm has the ability to create hundreds of thousands of logo designs in just a few moments, so no one logo will look quite the same.

When entering the site, you'll be prompted to enter the name of your business, and you'll be lead through the super easy (and super fun!) design process, where you can click and choose the font that you feel works best for your brand. You'll then be presented with a number of logo options, and you can choose your favorite and enter the editor to finalize the design and add your personal touch.

When in the editor, there's the option to play around with different elements of your chosen logo design, like the color, layout and font, until you've landed at a perfect logo that's just right for you and your brand.



The design process is free, fast and fun, and has been used by thousands of small businesses already!

Why not try it out now?

<https://www.tailorbrands.com/logo-maker>

MAKE A LOGO IN 5 MINUTES!



① INPUT

Input your business name, description, and choose a logo type.



② DESIGN

Tailor will design your very own logo and branding materials.



③ PURCHASE

Purchase everything you need but only if you love it!

[Try Tailor Brands Now!](#)