



Global Partners Enterprise Advisory Services (GPEAS)

Branding for your business

Contact Information

Business Name:

Type of Business:

Address:.....

Primary Contact:.....

Role of Primary Contact:.....

Phone Number:.....

Email Address:.....

Write important things about yourself?

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What is the mission of your company?

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What is the vision of your company?

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The most important branding for your company is the logo

Does your company already have a logo? Yes No

Designing your website is also an important step in branding.

Does your company already have a Website? Yes No

If Yes - what is the domain name?

Additional information

As a general rule, products have a limited life cycle, but brands - if done right - last forever. And once you've specified who you are as a brand, marketing will be a lot easier.

Ultimately, marketing is the process that brings you the leads and sales, but branding is the foundation on which you build your reputation and customer loyalty.

Once you've set your branding vision, we'll visually bring your branding to life.

We design the perfect face for your brand.

Branding and marketing are closely related, but they perform different functions. Branding positions the brand to meet a need - important aspects in branding are vision, mission and values. Marketing, on the other hand, is supposed to find a market for the brand that generates sales - key terms here are business plan, advertising and sales. Marketing therefore describes the specific measures that have to be carried out in order to make a brand known.

Reveal What In Mind, Rebuild Your Business



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Ultimately, marketing generates buyers, and branding is used to acquire loyal customers in a targeted and sustainable manner. Branding is therefore the basis of good marketing and plays a role in every marketing measure.

Your own website for advertising on the Internet

Founders and entrepreneurs can hardly be imagined without their own website. It often serves as a business card on the web and often also as a direct sales channel, as orders can be triggered via it or the integrated web shop. In addition, the visitors who are to be attracted with other marketing activities will sooner or later also be directed to the website. In this respect, it is an anchor point in online marketing and advertising on the Internet.

When it comes to the website, points such as design, layout, programming, legal aspects and, of course, conversion in relation to sales must be observed. These topics are very extensive and it is generally advisable to commission experts to create your website if this plays an important role in your marketing concept.