



The Big Brand Challenge: Day 4

5 Days to Turn Your Brand into a Brand that Means Business.

Day 4: Create (or update) your marketing materials

Yesterday we learned about what makes a good logo. We also discovered some of the resources you can use to create it. Today we are addressing the rest of your marketing materials. Once your logo is complete, put it on almost everything you do.

The Essentials

This list will vary by business and the markets you serve. However, most businesses should, at a minimum, have these marketing materials prepared.

Complete this checklist to make sure the essential marketing materials are in place for your business.

	Do	Why	Complete
1.	Signs	Your customers need to find you. Put the right face on your business with consistent signage that includes your logo.	
2.	Website	You need to be online. Even if you're an offline business, your customers will search for you online. You need to be there. If you don't have a professional website, consider using one of the latest web-builder products like Weebly (a PrestoBox partner), SquareSpace, or Wix. There's no coding necessary and you can be online in minutes.	
3.	Invoices, Stationery, Powerpoint	All of your communication needs to be consistent. Confirm that everything your business is putting out adheres to your brand guidelines and includes your logo.	

4.	Social Media	Your customers will search for you on social. Make sure that all of your platforms (Twitter, Facebook, Google Plus, Pinterest, etc) include your logo and follow your brand guidelines. Use one of the images you chose on Day 2 as your cover page. Let the world interact with your brand.	
5.	Flyers, Brochures	Update all of your distributed pieces to include your new look. Printed materials have traditionally been expensive to create and distribute. New online printing services are helping to lower the costs. Don't use outdated materials.	
6.	T-Shirts, Uniforms	Who doesn't love a great shirt? Update your uniforms, giveaways and office wear with your new logo and colors. Giving your employees (or customers) a new shirt could be a great way to help announce and transition to a new logo.	

Although a brand change can be costly, just take it in phases and remember to search online for the best values.

Stay tuned for Day 5 of the Big Brand Challenge to prepare for brand liftoff!