



# Tactical-Moves

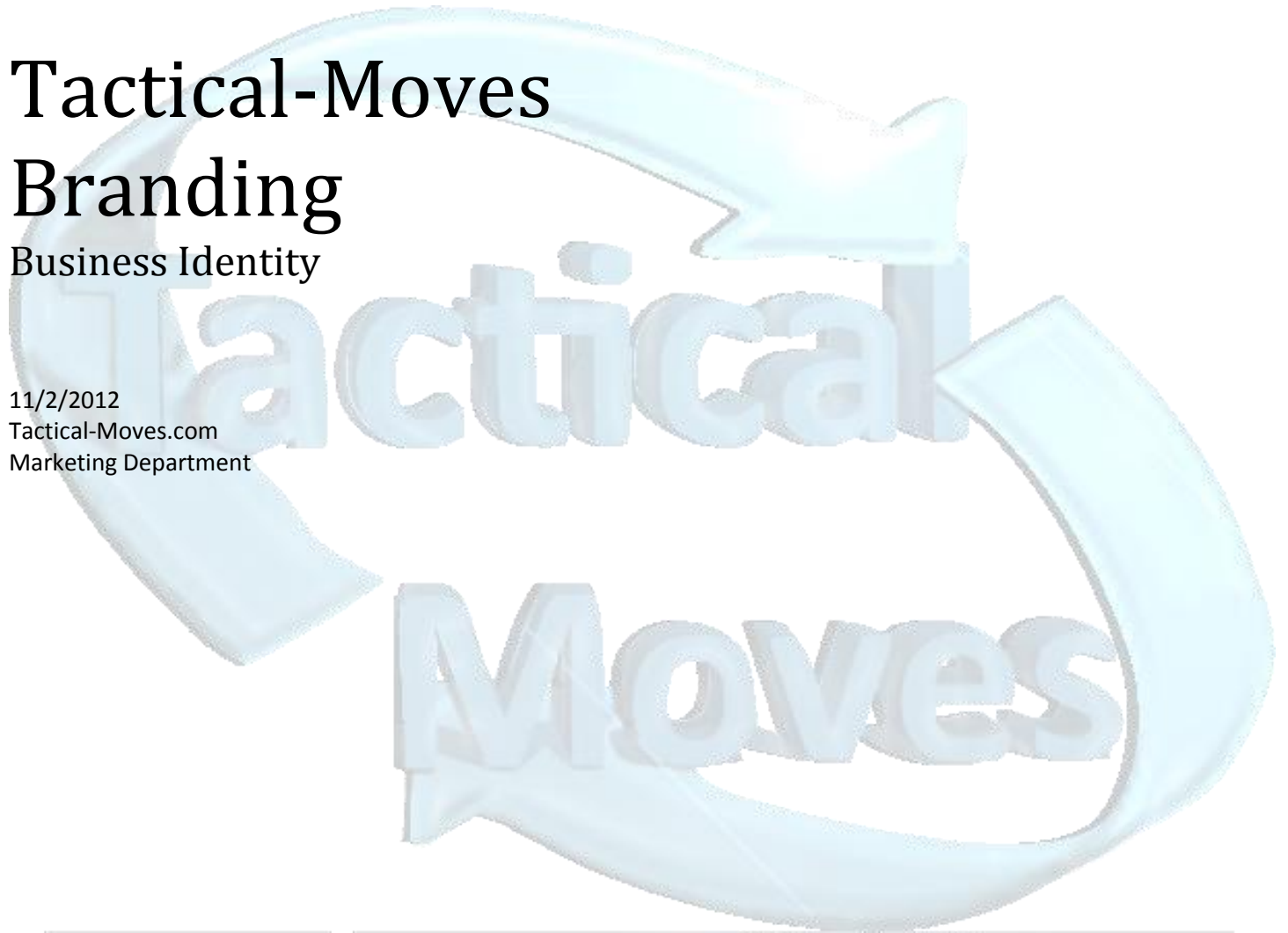
## Branding

Business Identity

11/2/2012

Tactical-Moves.com

Marketing Department



## Branding-Business Identity

Small business branding strategies define the client experience.



A brand is critical to a small business success and can be just as important as the product or service being offered. Creating the right image for your business products and services is a constant evolution. The goal is to get customers to remember the silent message when thinking about a company or a particular product or service.

A branding strategy is more than a logo, a name or a graphic design. Branding strategies define the experience that the customer and prospects have with the company. An effective brand can help to build a positive lasting image and build a loyal client following that can demand premium pricing.



### Branding – Business Identity

Retail or office location in the Boston Metro Area - Demand a premium price and increase your bottom line with Tactical-Moves branding techniques today!

Virtual office or online sales only - Look like a fortune 500 enterprise! Demand a premium price and increase your bottom line with Tactical-Moves branding techniques today

**Elements of branding** - some elements of branding include the following:

**Know your market** - Your brand should be influenced by your target audience. What is your target market? Who is your audience? What are their needs and desires? Understanding of your targeted market and knowing their needs is key to the success of your brand

**Name of company or business** - Things to consider when naming your company. What products and services you will be offering. Who is your target audience and what value you offer. Where is your geographical location. Your business name should be easy to remember and easy to spell

**Company message and vision** - The message who you are and incorporate the values of the company. Your message should be short and easy to understand. Company message must be consistent throughout the company. Your vision is where you want your company to be. Your path should be clear and believable in order to have a buy in from your team. A business assuming your team is clear of the message and vision you wish to convey can be costly.

**Logo design** - Your logo, visual trademark - Your logo is a graphic image that should visually represent your business at a glance.

Graphics, fonts, shape and colors are all incorporated into the identity of a business.

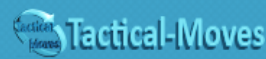
**Tagline or slogan** - a company phrase or tagline that represent an impression you wish to portray. Your phrase should be short, concise and easy to remember. Things to consider when developing a slogan. Business products and services, your audience, a feeling or desire, your vision and message, a good slogan and logo can propel your business.

[www.Tactical-Moves.com](http://www.Tactical-Moves.com)  
"Strategies without tactics is a slow road to victory"



## Branding-Business Identity

Small business branding strategies define the client experience.



What's next? Now it's time to apply your business identity. Engage your team and hit your audience with a combination of new marketing techniques and traditional marketing techniques.

Physical location, signage, vehicles, Letterhead, invoices, brochures, business cards, websites and social media should incorporate your brand.

You have 30 seconds to get your brand noticed! Your brand starts the moment a potential client sees an ad, brochure website or sign. A cohesive and uniform look and feel of your business should be present across all media.

Office / retail location – Your brand starts at the street. Your business identity and message should already be at work. Potential clients have already formed an opinion about your business before entering your space. First point of contact needs to reinforce that message. Your brand is at work all the way through your space. The decision to work with you is established before the conversation has even started.

**Your team** - All employees from senior managers to client services should have an understanding of the brand and the message in order to be consistent across all marketing activities and to help build a strong brand image. Your team should interact with clients representing the brand in order to create an image.

Reinforcement is key to the success of your brand. All internal documents should keep reminding your team of your brand. Weekly or monthly meetings should end and start with your brand.



**Client perception** - Branding is also the emotional attachment of customers to the product or service. Your brand should be attractive, compelling and original to customers and should consistently reinforce your company image to benefit the company. The goal is to get customers to remember the silent message when thinking about a company or a particular product or service

Brand Identity is brought together by the business owner while the business image is what is perceived by the clients.

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Having trouble with your brand? Contact us

Tactical-Moves small business tactical team can help develop your brand in manageable tactical moves.

[www.Tactical-Moves.com](http://www.Tactical-Moves.com)

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### Tactical-Moves – Small Business Solutions

#### Tactical-Moves Mission

To deliver World-Class customer-driven, cost effective quality business solutions through a team of motivated and experienced professionals, ensuring total satisfaction and long-term value to the client.

#### Tactical-Moves Team

Our team consists of Energetic and Dynamic professionals, each one specializing in his/her own specific field. Our expertise and competence in the latest technologies enables us to deliver Scalable, Integrated and Robust solutions with optimal cost/performance ratio. Our team is highly cohesive and, most importantly, fully committed to the client's interests and goals.

Tactical-Moves delivers the strategies, tools, people and resources that enable corporate leaders to build and deploy the most flexible, cost effective technology solutions crucial to sustaining their competitive edge in the increasingly complex marketplace

Our team of highly skilled and our qualified professionals have hands-on experience in CSS, HTML, PHP, ASP, .NET, Database, Java, and CMS such as WordPress, Drupal and Joomla.

Our committed teams have a unique blend of functional knowledge, technical expertise, and result-oriented management experience ranging from database management to developing full-scale software solutions.

#### Tactical-Moves services

##### Small Business IT Assessment

Streamline your business

##### Network Design & Development

Seamless integration

##### Data Acquisition & Development

Extract & Utilizing Data

##### Website Development

Proactive & Compelling

##### Marketing

Jump start your business

##### Market Research

Identify & Investigate