

VOL.1

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M A R K E T I N G

A monthly newsletter to inspire innovation.



Creating a Culture of *Innovation* By Amiah Smith

Newsletters are such a unique way to connect with those that follow your brand. I look forward to using them as a tool to elaborate on topics covered throughout the various platforms of Mood Marketing LLC. There are endless tools brands can use to elevate their marketing strategies, and I am excited to share the knowledge I have, and will continue to acquire, throughout the journey my company takes!

One of the primary goals of marketing, whether it is for a product or service, is to capture the attention of a potential consumer. Brightly colored logos, catchy slogans, and a clear purpose can all contribute to the imprint a brand leaves behind. The type of attention a business draws is crucial to the association consumers have with it.

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STAND OUT

4 Ways To Make Your Brand Stand Out :

A Successful Brand Strategy Is Within Reach. Here Are Some Helpful Ways To Get Started!



1. Consistency Is Key.

When you have a consumer base, the best way to keep them around is to remain consistent in your products or services, social media content, and professionalism. You are doing something right if your business has return customers. Make sure you give them foundational things they can depend on!

2. Build Brand Association.

It is important for your brand to be easily identifiable! This can be done through your logo, slogan, or even your social media banter with consumers. The more people you can reach with your unique approach, the better!

3. Focus Less on "Better" & More on "Different".

Brand comparison is not always necessary for success.

Sure, there may be several companies out there that feature products that are similar to yours, but you started your business for a reason. Focus on what sets you apart without drawing attention to a competitor.

4. Keep An Eye On The Future.

Yes, there are many things on your brand's to-do list that need to happen within a short window of time, but remember the value of longevity. You want your brand to last, and retain consumer's interest in the process!



Interested in growing your brand and overall business?

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