*HOMECOMING 2023*

*PEP RALLY*

*BRANDING HANDOUT*

**What does “Branding” mean?**

* Branding refers to the process of creating a company name & image in the market.
* Watch what you post, you could hurt the brand your business spent time building.
* Branding serves as a standard and provides a distinguished identity to the business. It helps them in differentiating them from others in the market.
* Better branding helps in grabbing customer attention. It should leave a long-term impression on them.
* It helps in acquiring new customers with less effort. By establishing a proper brand image, companies can invest less in promotional & advertising activities. It cuts the selling.