

Overview

Your name, image, color, feel and especially the experience you give your customers is crucial in determining their perception of what your company can and cannot do for them. For most businesses this process is by accident or default.

In this workshop you will be able to create the experience your customers will have even before you open your doors. It's a tremendous competitive advantage that big corporations have had for years but one that is now within your reach.

Learn how to tell your customers what to expect and then deliver that and more.

In the RSC Brand Design™ Webinar we cover:

- What is a brand
- Brand and its importance to business
- Why designing a brand is a critical component of building a successful business
- Your current brand
- The brand's offering
- How to design an experience name that reflects your brand
- The name of the experience or tag line
- The sensory experience
- The importance of knowing who you want to attract as your customer
- The anti-customer and ideal customer

In the RSC Brand Design™ Webinar we cover:

- Logo design
- Business card design
- Experience name design

Areas of business covered:

Marketing



This Webinar is ideal for:

- Entrepreneurs
- Starting companies
- Heads of departments

Program Structure and Cost

Duration
6 months

Format
Webinar and on-site visits
(when applicable)

\$795 USD per month

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