

October | 2020

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**Proverbs 21:1** The king's heart is in the hand of the Lord, as the rivers of water: he turneth it whithersoever he will.

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## BACK TO SCHOOL: A MARKETING OVERVIEW

It's your last class before school is out for the day! Spectrum Net Designs has been taking you back to the classroom the past few weeks to refresh your marketing skills, and you've almost finished all your courses. Continual learning is the best way to grow as an employee or business owner! So as you wrap up your final class, make sure to be thinking about ways you can implement the skills you've learned!

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### Subject of The Day: Branding & Graphic Design

Having stellar branding is essential in today's visual world. We can hardly turn a corner without encountering a logo. And if the business behind that logo has done their job, you will recognize the company and instantly think about the products and services they provide. Your goal is to create branding that reflects your company image and can be recognized by consumers. Company branding should be the culmination of everything that your business is and does. After you've determined what you want your brand to reflect, you can dive into graphic design! Make sure to invest in quality design. Your logo will be on all of your branded materials and poor design can hurt your company image.

When you're thinking about your company branding and design, make sure to consider these three things:



**Pay For Quality Design  
If You Can't Produce It  
Yourself**



**Consider How Your  
Target Customer  
Would Perceive A  
Logo**



**Make Sure Your  
Design Reflects Your  
Brand Image**

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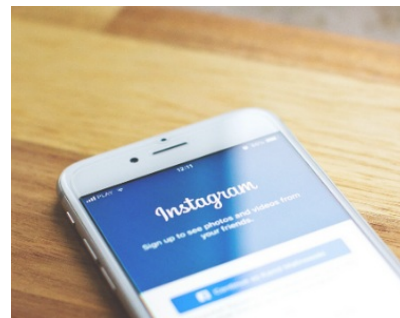
## Company Branding Bringing You Down?

**TIME TO REIMAGINE YOUR BRAND**

### **Blogs You Can Use As Branding Study Guides:**



**How To Create A Cohesive  
Brand Strategy**



**How To Build Your Brand  
With Instagram Stories**

As a small business, it can be hard to know where to start with branding. After all, it's a whole lot more than just designing a logo and slapping it on all your company materials. Branding is the culmination of everything that your company is and stands for. It shapes how customers perceive your business and interact with your product or service.

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People regularly engage with brands on Instagram to stay informed about new products, special offers, and company events. The addition of Instagram stories and the ability to livestream provided yet another outlet for individuals to engage with a company. Businesses need to take advantage of Instagram Stories marketing to build up their brand and connect with current and potential customers.

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