

August 2018

Our Growth Continues

As a continuation of last month's newsletter, we want to help you as our loyal customers. Meaning, we are working hard to brand you and your organization with a strong strategy.

Our clients remember and connect with their lead generation. When consumers come to your company, they will remember your brand and naturally want to share it.

When branding your company, you have to allow consumers to feel that your brand is something they love. This creates the perfect relationship

between consumers and businesses. Eventually, the strong branding comes into play when customers begin to spread the word. This is the start of generating your leads.

With our help, you can have a strong brand, one that can generate leads and keep you top of mind with your current clients.

1 • CUSTOMER RECOGNITION

According to Nielsen, 60% of global consumers prefer to buy products from a brand they are familiar with rather than switch to a new brand. Having a recognizable brand image not only helps retain customers, but opens up new advertising possibilities and avenues for exposure. If consumers are able to identify your company via a symbol or logo, you'll be able to spread those images in a way that words alone could not.



2 • LEAD GENERATION



When consumers find a brand they love, they naturally want to share it. This can be through wearing branded clothes, leaving positive online reviews or through word-of-mouth. These are powerful influences that can drive new leads to your business.

Community

Food Truck Festival



Join the Habitat Young Professionals on Saturday, August 11th for their food truck festival! The festival will include raffles, games, live music, and of course, food trucks of many different foods. Tickets will be sold online for \$5 online and \$10 front door .

The Habitat Young Professionals are a group of young professionals, who offer support in social networking, event fundraising, and community outreach. These volunteers created this group to manage and build affordable housing in the community.

For further information about the event please follow this link: [Food Truck Festival](#)

For additional information about the HYP please follow this link: [Habitat For Humanity](#)

Product Focus

Here Comes The Heat

As we go through the summer the weather is beginning to become hotter by the day. This month is perfect to order some water bottles to quench your thirst! Hand out some awesome water bottles to your customers, employees, and potential customers. Keep your brand visible whether it's traveling at the beach, on the golf course, or even at work! This product is perfect for all businesses to brand themselves this time of year!



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