Branding Requirements

The following are a list of main requirements to launch a good marketing campaign. The process is simple however the detail is critical. Theme based solutions are available through most agencies. Fiverr.com is a good start to find a logo that suits the product style. Moving forward to creating full logo branded material should be done by someone with extensive understanding in both graphic design and business.

Branding material

Logo

Theme

Stationary

Online Presence

Landing page

Main website

Social Space

Google

Facebook

Instagram

Twitter

LinkedIn

Our agency at satnerhosting.com is simply following the above set of tools to get a marketing campaign up and running. The online presence is critical for success. A solid plan must be formulated before executing to keep costs low.

The social space is often misunderstood. Creating accounts for each platform is critical to reserve the name. However, unless there is good opportunity to use the platform execution is not needed. Ie. If we can't be on twitter to respond on a constant basis we do not need to create the hassle of engaging and then stopping its use.

Ie. Depending on the product we may need Facebook and Instagram and not Twitter. Google plus may be used however sometimes it is only needed for pay per clicks adds.