

RURAL ENTREPRENEUR NETWORK

Education, Training, and Resources for New Rural Businesses

REN Branding Package for Small Businesses

What is Branding? It is developing a unique image for your company with a name, logo, design, and tagline that creates personality and a positive emotional connection with your customer. Once the brand has been developed, it is applied uniformly to all communication materials such as advertising, signage, wearables, vehicles, printed literature, stationery, etc.

What are the benefits of Branding for the Small Business?

- 🍓 Creates a professional image for your company, indicating success and improved value of the company.
- 🍓 Makes all elements of your communication program work harder and together – brand synergy.
- 🍓 Establishes positive emotional connection with your customer, generating high levels of repeat purchase.
- 🍓 Promises quality and consistent product satisfaction.
- 🍓 Reduces pressure on price because the brand helps take your product out of the commodity category.
- 🍓 Differentiates from competition.

How does REN help the entrepreneur (Client) with branding? We use a five-phase brand development process as indicated below:

- 🍓 Strategic Input Session – the Client meets with the REN marketing professional and together they complete a Strategic Branding Direction document. Input will include naming input, product category description, company uniqueness, promises company wants to make to customer, design and logo input from the Client and more.
- 🍓 Name, Logo/Design and Tagline Development for Client review. One or two alternative logos and taglines will be presented along with the recommended ones.
- 🍓 Potential Revisions Based on Client Input
- 🍓 Final Selection of Branding by Client
- 🍓 Application of Branding to Five Communication Pieces (plus digital art)

How much does the branding process and package cost? Large and mid-size marketing companies often pay five and six figure sums to develop their branding. But because of REN in-house marketing expertise and access to qualified and reasonably priced design firms, REN charges only \$950 for the entire branding process and package. A one-page agreement is signed and payment is made up front. In Phase 3 above, for each revision after the initial presentation and one revision, an additional \$150 will be charged.

How long will the branding process and package take to develop? With good Client availability, the entire process takes about 4-6 weeks.

What will the Client receive?

- 🍓 The Client will receive a completed Strategic Branding Direction Document.
- 🍓 The Client will receive a private consultation with a professional marketing consultant.
- 🍓 The Client will receive proposed name, design, logo, and tagline with short rationale statements.
- 🍓 The Client will receive one opportunity to revise branding elements (a fee will be charged for additional revisions).
- 🍓 The Client will be presented with up to five applications of the branding to communication pieces of Client choice, e.g. stationery, wearables, signs, etc.
- 🍓 A Client will receive a site visit to his/her business.
- 🍓 Finally, the Client will be presented the final branding in hard copy as well as in digital art.

Call (317) 290-3250 to learn more about this branding opportunity. We will accept a credit card (Visa or MasterCard) or check.

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