

The importance of branding

- Consistency across all your marketing presence: brand colours, version of your logo, fonts – gives you brand recognition
- Evolve – stay up to date, has anything changed? – review what's working and what's not
- Consider rebrand over time to stay current and fresh
- Make sure you are always getting the right message across

The video thumbnail features a background image of a person's hands stacking wooden blocks with letters. The text "BUSINESS GROWTH VIDEO" is at the top, followed by "The importance of branding", "Marie-Louise O'Neill", and "Lovely Evolution". Logos for "Lovely EVOLUTION" and "The Business Community" are in the bottom left and right respectively.

BUSINESS GROWTH VIDEO
The importance of branding
Marie-Louise O'Neill
Lovely Evolution