

October 2017

(301) 396-8455

www.balancelogic.com



Afraid of your brand going 6FT UNDER?



GRAVEYARD of LOST IDENTITIES



Here lies the fallen victims who lost business due to not getting brand recognition.



#1 Tip

Branding is EVERYTHING! Your brand is a way to connect with your customers in a way that is unforgettable. Branding your business is more than just the logo and website, it is every aspect of your company. This includes your office environment, customer service, employee-consumer interactions, and even packaging.

Fun Facts

In 2017, 52% of small businesses don't have a website. If a business doesn't have an online presence. Of the average consumer, 88% find that online reviews for some company just as trustworthy as personal recommendations, 70% compared prices or read reviews, and 37% use the internet to find a store at least once a month.

There are over 20 million small businesses in the United States, which makes it difficult to differentiate yourself. 67% of the consumers said they purchased a product or service because a sign caught their eye. Don't just create a brand to blend in with everyone else, create a brand that stands out so people will always remember you.

Less than 50% of small business owners in the United States think of inbound traffic from search engines as an "important" source of future business.

Marketing Plans

as low as \$600

About Us

BalanceLogic® is a leading back-office support and services company providing:

- IT Support & Managed Services
- Voice Solutions
- Marketing Services
- Graphic Design Services
- Web Design Services
- Business Consulting

to the small business community. Our focus is to provide our clients with services that result in cost savings and business operational efficiency.

The Answer for Small Business!™

What Hidden Horrors Lurk In Your Small Business?

As we go through each day, we pass numerous small businesses such as stores, physicians' offices, gas stations, and restaurants. Certain characteristics or perceptions about these businesses remind us to take an action, whether it is ordering lunch, making a doctor's appointment, or calling the HVAC company to come look at your air conditioning. Sometimes it's a sign, a wrapped car on the road, a mention on the radio or just a conversation with a friend. This is all due to recognizing and/or relating to a company's brand identity.



Brand Identity: How are you known? Recognized?

When clients, vendors, and partners think of you, what is their perception? You as the business owner have the incredible power to distinguish and determine your own brand identity. This is a power that unfortunately a lot of small business don't realize or give much thought to. Your brand identity is simply the expression of how you would like your company to be perceived and includes your company name, logo, visual appearance, website, marketing materials, and believe it or not, your customer service.

Keeping this in mind, it is also important to manage your brand image. Your brand image is how your clients and potential customers perceive your company. You must seek to bridge the gap between the brand image and the brand identity.



Is your business haunted by the brand identity ghost?

The loss of your Brand Identity can be just as harmful as never having one to begin with. It risks the competition surpassing you with more powerful visibility and recognition. A key factor to maintaining your competitive visibility is keeping your web and social presences current and engaging. Make sure your website is current, informative, clean and easy to navigate and make sure you are engaging your audience on several social media platforms. If you can't be easily found through Google or social media or you have a website that doesn't appeal and answer questions for your visitors, you are more likely to lose business to your competition.



Now the Magic Happens: How we can help

BalanceLogic offers affordable and professional corporate and brand identity packages, comprehensive marketing plans, and web design services. We have proven experience in getting the results our clients are looking for.



BREAKING THROUGH THE MARKETING BARRIER

HOW TO GET STARTED...

For more information about Brand Identity, download our **FREE** Ebook "Breaking Through the Marketing Barrier" or contact one of our Creative Services Team members!

[http://www.balancelogic.com/
pages/BalanceLogic-Ebook.aspx](http://www.balancelogic.com/pages/BalanceLogic-Ebook.aspx)

Annapolis Office

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WE'RE Dying FOR YOU TO
CELEBRATE HALLOWEEN WITH US ON
Friday the 13th

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Open House
OF SMALL BUSINESS HORRORS

If You Dare!

Breakfast with
 balance logic
BREWING NEW KNOWLEDGE EVERY MONTH.

(FREE SEMINAR • BREAKFAST PROVIDED)

9:00 am - 10:30 am

Afraid of your Brand going 6ft Under?

Annapolis Office

October 25th - Wednesday

Waldorf Office

October 26th - Thursday

REGISTER:

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Waldford Office

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