



love your brand

# Advanced Business Marketing Techniques

Presented by REBEL INTERACTIVE

BRANDS • WEBS • VIDEOS

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# BRAND STRATEGY TACTICS



# What Is Branding?

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BRANDING  
is the **BOLD**  
PROMISE + **Of** a **UNIQUE**  
DELIVERY **EXPERIENCE**

[this is **US**]

**B R A N D G A P**

[this is **OTHERS**]



# Branding Distinguishes Us

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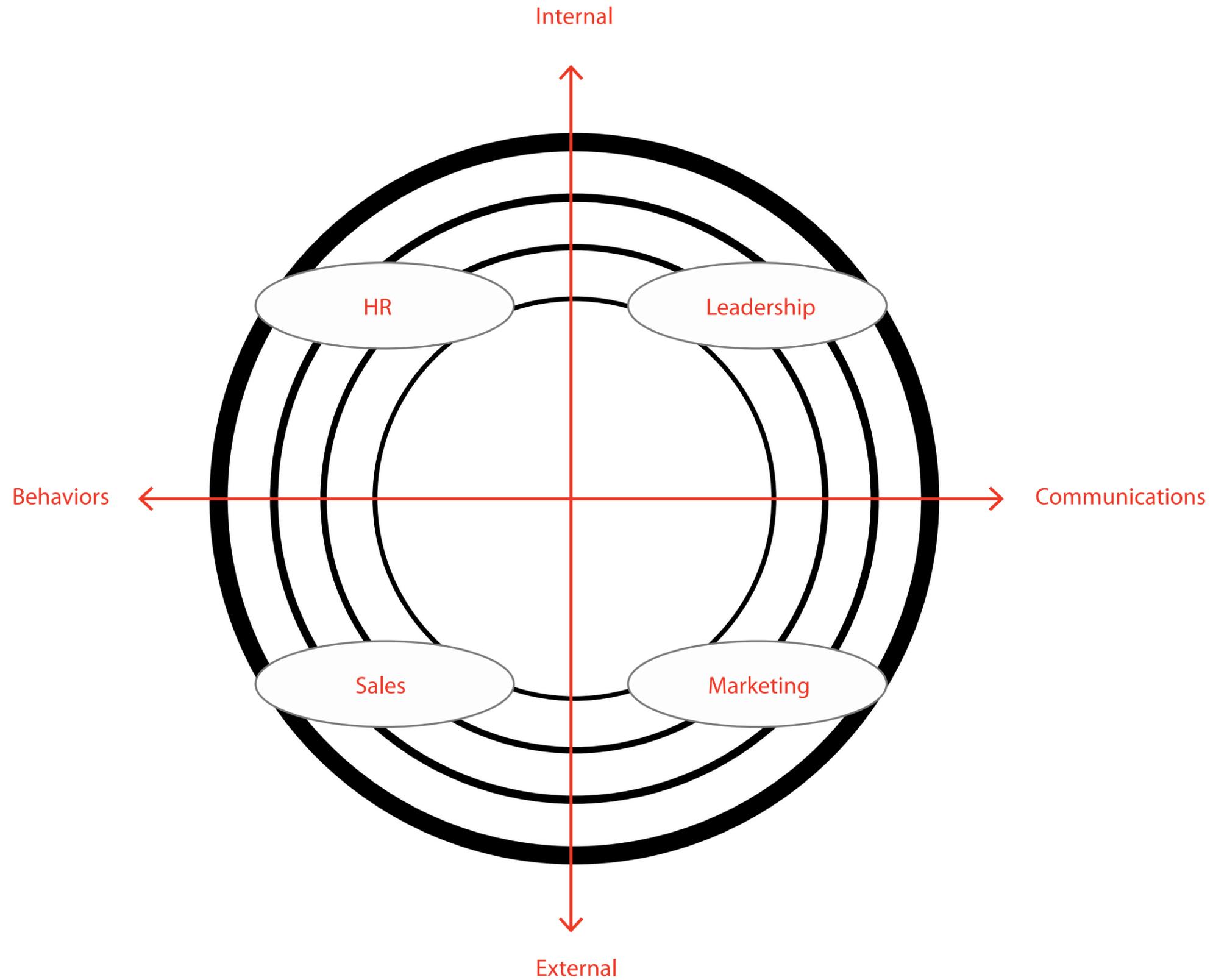


# HOW do WE BRING the **BRAND** to LIFE



# What Is Strategy?

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# WHAT [do] WE DO?



# How About Some Examples?

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- [email marketing]
- [social media]
- [website]
- [marketing collateral]
- [media/press/advertising]



[email marketing]

**BRAND**  
**STRATEGY**  
**TACTICS**



[email marketing]

**BRAND**



[email marketing]

**STRATEGY**



[email marketing]

TACTICS



Want More?

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THANK YOU!