

# Branding on a Budget

## Checklist

Building a strong brand doesn't have to break the bank. Use this checklist to create a compelling and professional brand identity without overspending.

### Define Your Brand Identity & Messaging

- Clearly define your mission, vision and values
- Identify 3-5 adjectives that describe your brand personality
- Develop a unique value proposition (what sets you apart?)
- Maintain a consistent brand voice across all platforms

### Design a Logo & Visual Identity

- Use free tools for logo design
- Select a cohesive color palette
- Choose free, high-quality fonts
- Ensure your logo fits across social media, website and print

### Build an Affordable Website

- Use budget-friendly options for site building
- Start with free templates and keep the design simple and user-friendly
- Optimize for SEO
- Focus on key pages: Home, About, Services and Contact

### Use Free Design & Marketing Tools

- Use branded templates to maintain a consistent look
- Utilize free, high-quality stock photos
- Find icons and illustrations
- Design a professional email signature

### Utilize Social Media & Blogging for Brand Awareness

- Maintain a consistent look using branded templates
- Engage with followers by replying to comments and messages
- Leverage hashtags and various content types to boost reach
- Start a company blog to boost SEO and showcase expertise

### BONUS: Grow Your Brand

*Follow up for Part II of our branding series*

- Encourage customer reviews and testimonials
- Offer small discounts or incentives for referrals
- Partner with other businesses for cross-promotions & guest blogs
- Feature as a guest on podcasts or webinars to boost credibility