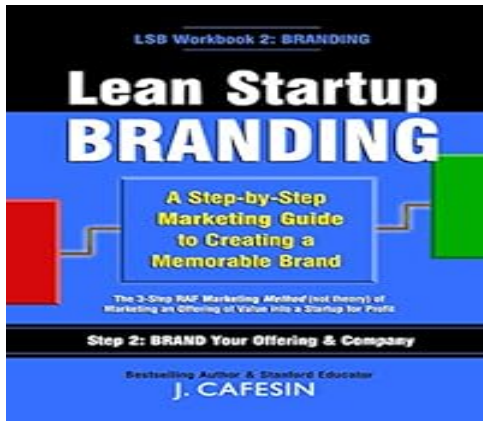


Lean Startup Branding: A Step-by-Step Marketing Guide to Creating a Memorable Brand (Step 2) By J. Cafesin ● Course projects include developing a complete identity for your offerings and startup as well as an array of effective print and digital marketing campaigns to introduce your new offerings and promote your business. Follow the steps in this workbook and learn how to create and produce print and digital media that builds awareness of your products generates sales and effectively brands your company for pre-launch launch and beyond into a sustainable business:



Branding is the marriage of marketing and design applied to build awareness of your products and company and ultimately sell your offerings, Lean Startup BRANDING (LSB) Workbook 2 is the first business marketing book to unify the marketing/branding process, LSB brings together target marketing methods with graphic design techniques to produce smart marketing strategies and striking campaigns that uniquely brand your products services and company, Way beyond marketing theory or branding stories LSB takes you step-by-step through the branding and marketing of your new venture. Examine the fundamental principles of effective design and learn to produce multichannel print and digital marketing campaigns that get greater response: The prerequisite for LSB Workbook 2: BRANDING is LSM Workbook 1: Productization: Branding your business begins only once you've become intimate with the offerings you are planning to sell and identified who will find value in them. Whether you're launching a new product or startup or marketing a growing business you must continually produce campaigns to create a thriving business. Through text slides challenges and projects LSB Workbook 2 empowers entrepreneurs to CEOs with the knowledge to give birth to a startup: Utilizing lean resources you'll learn to create and produce professional-quality digital and print marketing that generate the greatest conversion (clicks; try; buy; subscribe): Establish product and/or company names then create striking logos that can scale from social media feeds to the side of your building: Establish your startup's voice with taglines that tout your offering and campaign's unique value. ● Study graphic design techniques such as layout eye-tracking responsive grid systems typography and how to execute attention-grabbing branding and advertising campaigns across various media. ● Discover the components in imagery that create visual impact and the myriad of sources to get spectacular visual content at little to no cost: Begin a visual library of high-quality images and video clips to use in your marketing efforts for both print and online campaigns. ● Review SEO (search engine optimization) techniques and best practices, ● Explore online technology and how to increase engagement with your digital marketing efforts, At the completion of LSB Workbook 2: BRANDING you will have gained the ability to design and inexpensively produced tightly targeted professional-quality marketing campaigns. Lean Startup Branding: A Step-by-Step Marketing Guide to Creating a Memorable Brand (Step 2) Writing fiction is intoxicating, Virtually touching real sucked into the scene and I am a million miles from Lonely: I write taut edgy modern fiction with complex compelling characters that bring story live and linger long after the reads. Bestselling author and Stanford Marketing instructor J. Cafesin introduces an entirely new Branding paradigm. Create corporate and product identity packages. ● Learn to create a complete Corporate Identity. ● Examine print and digital reproduction. Fully engaging. Hot. Sexual. Physical. Mental. Spatial..