

# Branding In Five And A Half Steps

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2022-03-02

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Jennifer Aaker is a popular marketer from Stanford who suggested the concept of five traits of brand personality.

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Branding is not just about getting your target market to select you over the competition. It's also about getting your prospects to see you as the sole provider of a solution to their problem or need. In its essence, branding is a problem-solver. A good brand will:

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Their program, The Shoe That Grows, a 2017 Classy Award recipient, is a design that expands by five sizes, lasting up to five years. If thought leadership is a key component of your nonprofit branding, consider what steps you might take to elevate it and ensure your audience views you as a leader in your space.

### Defining Your Brand Identity Is Key in Marketing

A brand is a name, term, design, symbol or any other feature that identifies one seller's good or service as distinct from those of other sellers. Brands are used in business, marketing, and advertising for recognition. Name brands are sometimes distinguished from generic or store brands.. The practice of branding is thought to have begun with the ancient Egyptians, who were known to have ...

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