



"Your brand is the single most important investment you can make in your business."
- Steve Forbes

Your Brand is The Way You Differentiate Yourself From the Competition!

How Do You Differentiate Your Brand From the Competition?

Have you ever wondered how you could differentiate your brand from the competition, or how you differentiate your brand from others already in the market?

In today's era of heightened competition in nearly every industry, it's becoming more difficult to differentiate your brand. However, doing so has never been more important. Markets are saturated, and businesses are looking for new and innovative ways to stand out from the crowd.

Join Branding expert BobbyGrant Richardson, former Apple Marketing Executive, for his "BrandDifferent" Workshop. The BrandDifferent Workshop is a 2-Day event offered twice annually, in Las Vegas, and Greenville, SC.

Branding and marketing, marketing and branding, this is often a source of confusion. This includes people coming into branding and marketing for the first time or people that have been in the industry for a long time.

Some see marketing and branding as one in the same. Some see branding as a subset of marketing; while some people just skip past branding all together and go straight to marketing and that only ever ends in one way, a complete disaster.

Marketing is about strategically placing the right message, in the right place, at the right time, in order to ultimately convert an audience into customers. In a nutshell that's what marketing is. While Branding heavily influences the message that marketing delivers, branding is about making connections and building trust in order to nurture relationships with new or existing customers and ultimately grow a loyal customer base.

Local Chambers of Commerce Program!

We offer this BrandDifferent an abrevated 1 day workshop for local chambers with 10 or more local business owners. We give local business owners the outline and structure for creating a powerful brand and marketing strategy. They also get 1 year of BobbyGrant's MasterMind calls. Contact a BroadMoar Advisor for more details.