

Sticky Branding 12 5 Principles To Stand Out Attract Customers And Grow An Incredible Brand

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This book and its curiously numbered 12.5 principles might The reality is a lot different. Yet it is not just the big multinational companies such as Starbucks and Coca-Cola who can be a "sticky brand".

Sticky Branding: 12.5 Ways to Stand Out, Attract Customers ...

The 12.5 Principles of a Sticky Brand 20 Part 1: Position to Win 25 Principle 1: Simple Clarity 27 Principle 2: Tilt the Odds 40 Principle 3: Function That Resonates 52 Part 2: Authentic Differentiation 65 Principle 4: Engage the Eye 67 Principle 5: Total Customer Experience 82 Principle 6: "That's Interesting. Tell Me More." 94

Sticky Branding: 12.5 Principles to Stand Out, Attract ...

It provides ideas, stories, and exercises that will make your company stand out, attract customers, and grow into an incredible brand. Sticky Branding's 12.5 guiding principles are drawn from hundreds of interviews with CEOs and business owners who have excelled within their industries.

Sticky Branding: 12.5 Principles to Stand Out, Attract ...

Sticky Branding 12 5 Principles to Stand Out Attract Customers and Grow an Incredible Brand Book Summary : #1 Globe and Mail Bestseller 2016 Small Business Book Awards — Nominated, Marketing category Sticky Brands exist in almost every industry. Companies like Apple, Nike, and Starbucks have made themselves as recognizable as they are successful.

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In the book Sticky Branding: 12.5 Principles to Stand Out, Attract Customers, and Grow an Incredible Brand, working in a family-owned recruiting business, he recalls watching sales leads dry up before his eyes. His company's leads and revenue continued a downward spiral after 2004, following a series of unfortunate circumstances.

Use Sticky Branding if You Want to Gain Repeat Customers ...

Imagine what growing a Sticky Brand will deliver: Attract more customers Sell more faster Inspire employee engagement Become immune to the competition Earn higher profits

Sticky Branding (the book): The Best Branding Book

Sticky Branding works with you to adjust your business strategy and value proposition to find new customers and sources of revenue taken by Covid-19. Learn More "With Sticky Branding's guidance and my team's pure brute force, we doubled our sales performance in 90 days."

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He not only developed the 12.5 principles of Sticky Branding himself but has applied them and proven that they can work for you - if you work them. Sticky Branding - Your Essential Marketing Tool Consider Sticky Branding to be an essential marketing tool to help you build your own sticky brand.

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