

#Book — Build A Great Brand With Denise Lee Yohn

 toolkit.loomly.com/build-a-great-brand/



Your brand is your personality, the link that connects your company to your customers.

If you want to build a great brand for your company, then look no further than Denise Lee Yohn's seven brand-building principles in ***What Great Brands Do: The Seven Brand-Building Principle That Separate The Best From The Rest.***

Credit: Amazon.com

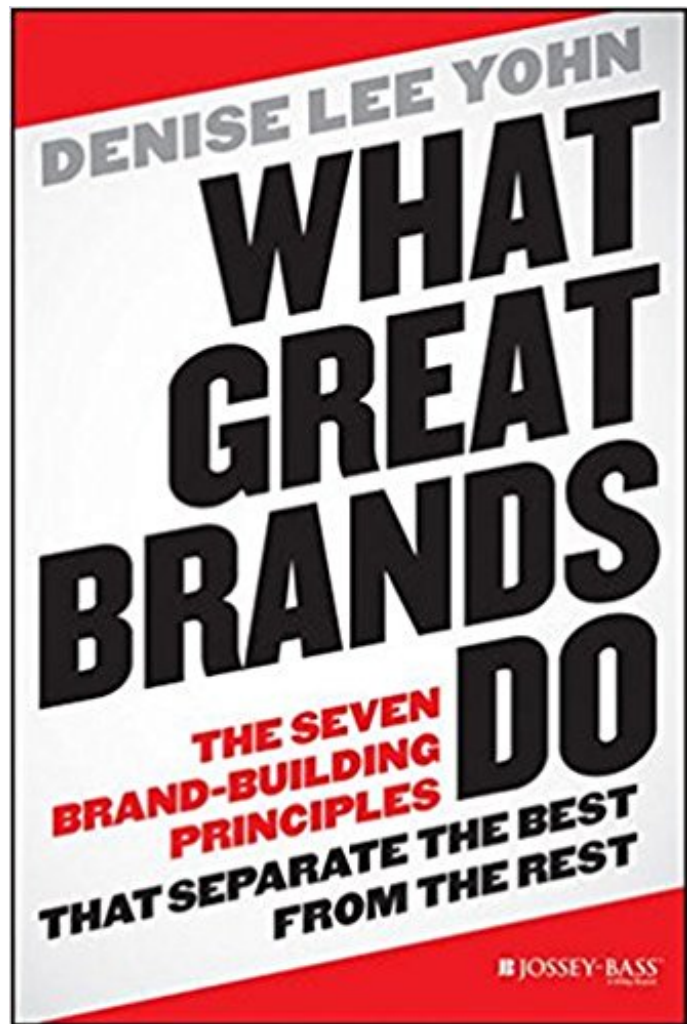
What Great Brands Do explains the seven primary principles and best practices to put your company's brand in the driver's seat.

To build a great brand:

1. Start inside
2. Avoid selling products
3. Ignore trends
4. Don't chase customers
5. Sweat the small stuff
6. Commit and stay committed
7. Never have to "give back"

Nearly two-thirds of companies pay millions in marketing and advertising without aligning their strategies with their brand values.

Denise Lee Yohn's seven brand-building principles will help you avoid these mistakes by adopting a brand-as-business approach.



What Great Brands Do is available on [Amazon](#) and you can access a free chapter [here](#).

What's in it for Social Media Managers: ideas to change the way you think and work on your company's online social media presence, starting with the basics of what makes a successful brand.

Loomly is a [social media planning solution](#) that helps you optimize your presence on Facebook, Twitter, Instagram, Pinterest, Google+ & LinkedIn: [start your 15-day free trial now](#).