

# STEPS OF THE BRANDING PROCESS

## FOR BOTH SMALL AND LARGE BUSINESSES

designhill

When creating a brand there is a logic to the set of branding process steps. Strategy is often the first step followed by the marketing plan. Once these two steps in the branding process are done you can move through the chart in developing visual branding and messaging that will carry through all your delivery vehicles.

Over the past year, web pages have on average become 25% bigger. Based on the top 1,000 websites on the internet, the average page size has gone from 626 kB to 784 kB.

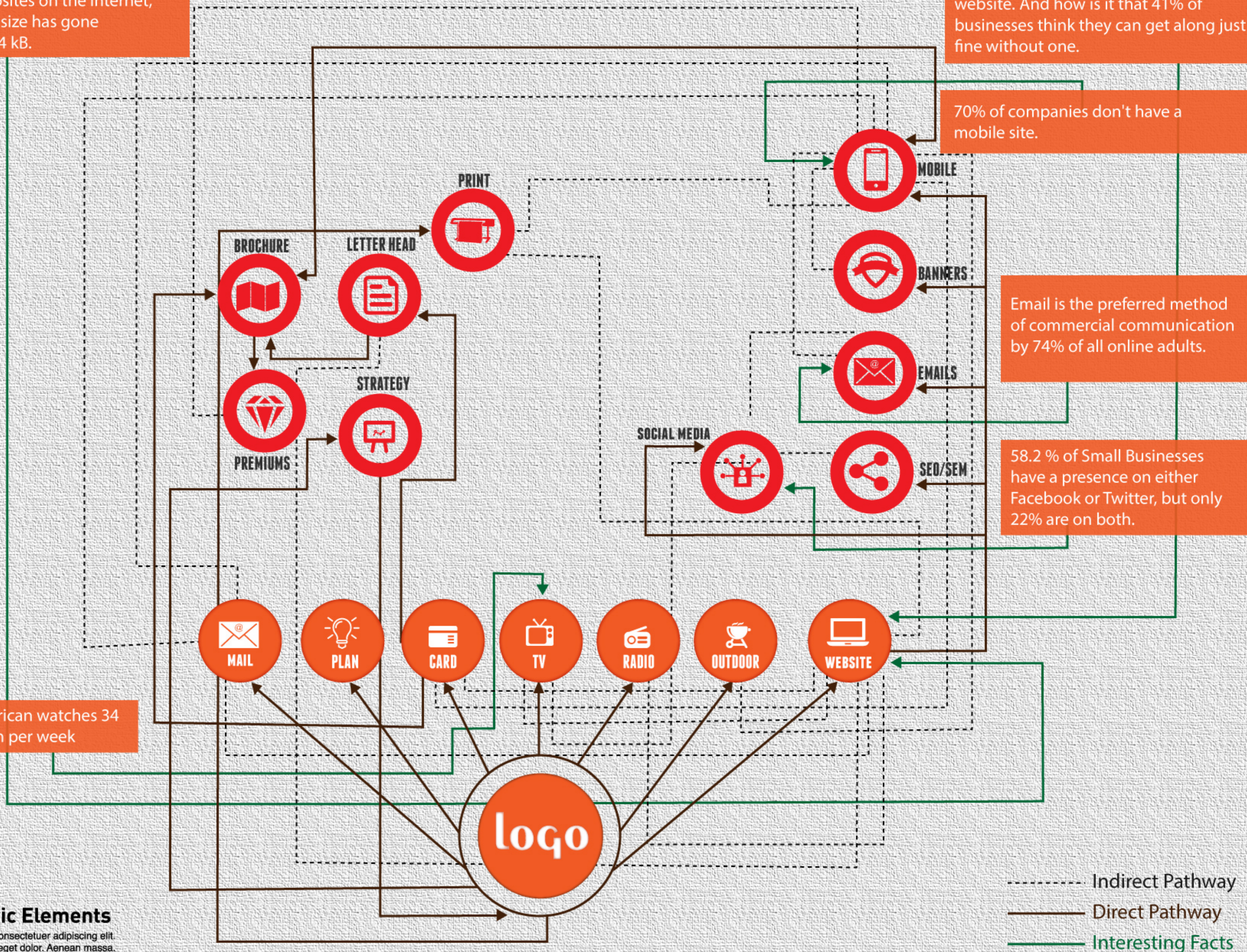
5% of small business don't yet have a website. And how is it that 41% of businesses think they can get along just fine without one.

70% of companies don't have a mobile site.

Email is the preferred method of commercial communication by 74% of all online adults.

58.2 % of Small Businesses have a presence on either Facebook or Twitter, but only 22% are on both.

The average American watches 34 hours of television per week



### Infographic Elements

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