



## WHAT'S YOUR BRAND COMMUNITY?

The brand community is made up of everyone who influences and experiences your brand.

It's the customer whose day is brightened by a friendly clerk.

It's the manager who pitches in unloading a vendor's after-hours delivery.

It's the person who makes a complaint online...and the social media director who turns that problem into a customer service opportunity.

The strength of your brand is built upon the total value of the emotional relationships the members of your brand community have with each other and your brand.

These human brand assets take time and energy to cultivate, but they can yield the kind of loyalty that turns an ordinary brand into a premium brand.

For help building your brand, call Creative Communication & Design at 715-845-2382.

We've got great ideas for energizing your brand community.



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