



Promoting Your Product

Marketing Webinar for Direct Marketing Farmers

Glossary of Terms

Brand

Your *brand* includes the features that distinguish your business and products from those of other sellers. A *brand* includes your business name, logo, tagline, typography, colors and attitude. Overall, your *brand* reflects the personality of your business.

Logo

Your *logo* is a distinct mark that identifies your business. It should stay the same and only change a few times over the life of your business.

Marketing

Marketing is what you do to get your brand out in front of potential customers. Marketing efforts will either raise or lower the consumer's perception of your business.

Promotions

Promotions are the activities you undertake to invite the consumer to choose your business and products.

Public Relations

Public relations is about letting media sources know about your business and products. It can be as simple as sending out timely and newsworthy press releases.

Tagline

Your *tagline* is a statement that accompanies your logo and business name that conveys what you offer and/or what you promise your customers. It should be unique and based upon a key benefit.

Typography

Typography includes the font/s you use when promoting your business. The *typography* you use can convey certain attributes of your business.