

Tips & Tricks

Effective Branding in 2012

Jessie Paul, CEO, Paul Writer

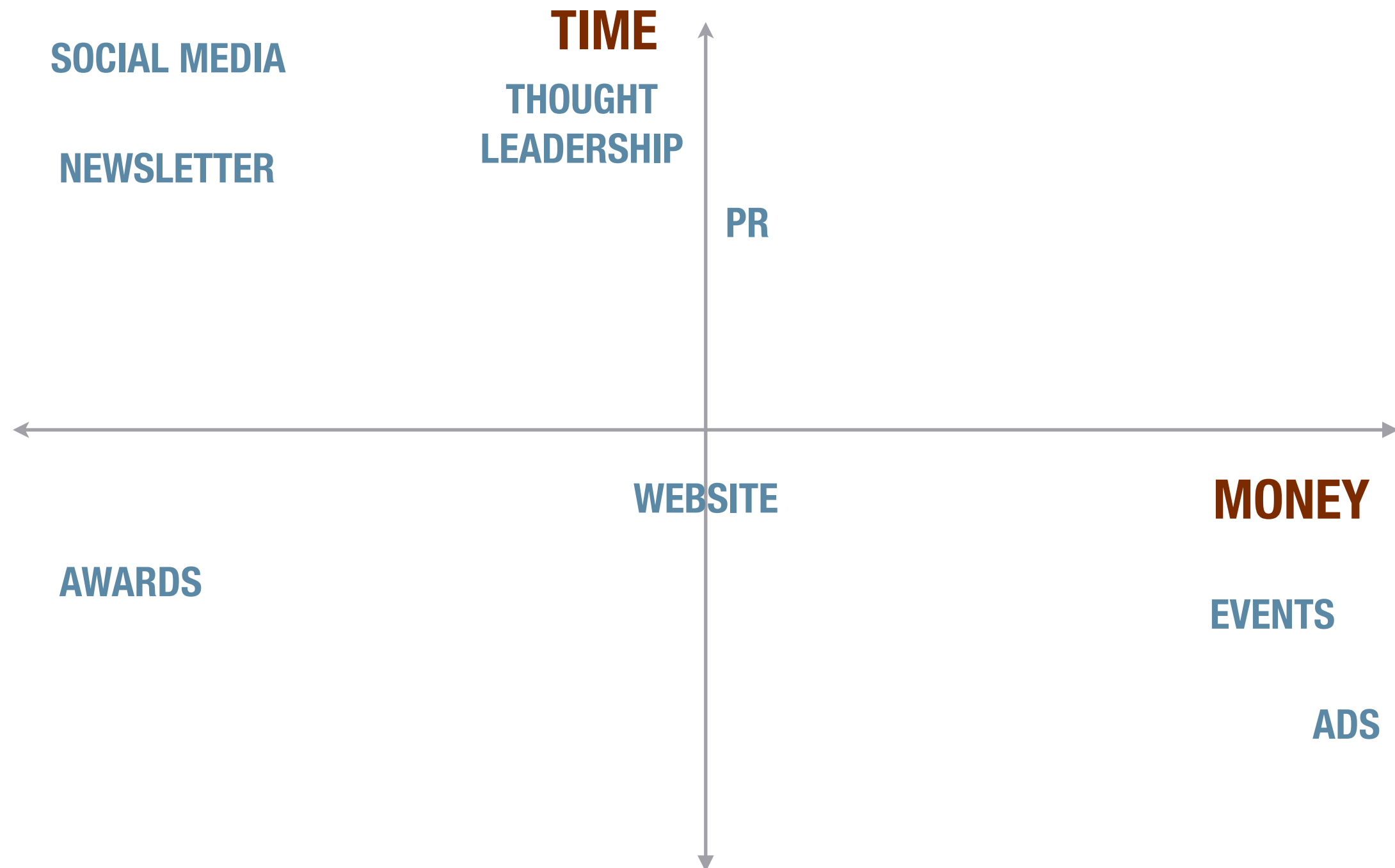
#1: Put Strategy First



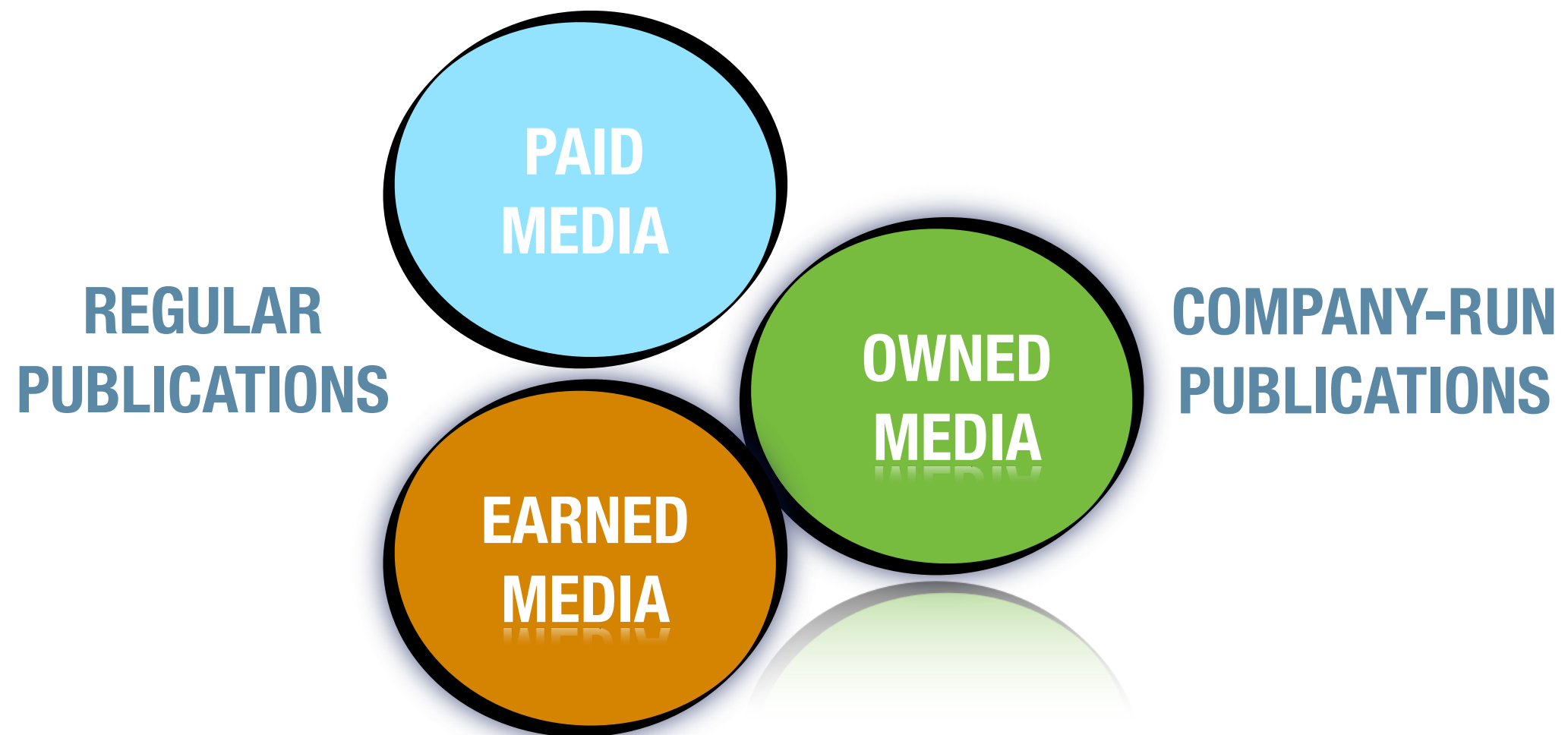
#1: Put Strategy First



#2: Time vs Money



#3: Become a Publisher



#4: Invest in Tech

- * CRM
- * MAILING SOFTWARE
- * WEBSITE ANALYTICS
- * CUSTOMER ANALYTICS
- * SURVEY TOOL

#5: Brand Yourself

POSITIONING

WHO ARE YOU

WHAT MAKES YOU SPECIAL

WHAT MAKES YOU UNIQUE

CHANNELS

LINKEDIN

BOOKS

CONFERENCES

BLOGS

SOCIAL MEDIA

ARTICLES

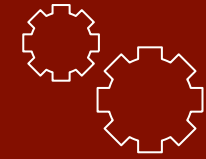
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Paul  Writer

The Paul Writer team hosts India's largest peer community for marketers at paulwriter.com, curates India's only marketing quarterly "The Futurist CMO" and convene the highly acclaimed Futurist CMO and Great Indian Marketing Summit conclaves.

Paul Writer, was founded in 2010 by Jessie Paul, a marketing expert, author of No Money Marketing (Tata McGraw-Hill, 2009). She has held a variety of senior marketing positions including CMO for Wipro's technology business and Global Brand Manager of Infosys.

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