

Launching Your Creative Enterprise

COURSE SUMMARY

- In this course, we provided you with a diverse toolkit and practice exercises to understand relevant concepts of branding, including what it means, how it applies to your personal and business brand and the importance of a good brand story.
- We also explored the concept of marketing, focusing on social media marketing and why it is important to the sustainability of your projects and businesses.
- You got to hear from other entrepreneurs on how they have evolved their brands over the years and maintained their relevance through strategic marketing.

LESSON 2 - 4

- Brands are created for people. It is a personal relationship that starts with an agreement - a brand promise. To nurture this agreement, brands must be consistent and keep to their promise.

LESSON 5 - 8

- In today's highly connected digital world, your business simply cannot "fake it until you make it" without brand authenticity.

LESSON 9 - 12

- Social media has become one of the most important marketing channels.
- The focus should be on connecting, not just promoting.
- Update your bio - Your work, contact information, highlighted project.

