

CTD CREATIVE CONSULTING

your personal online publicist

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BASIC BRAND POSITIONING



- Conduct branding survey exercise to understand your mission and values.
- Conduct keyword exercise to identify 3 to 5 words to use for compelling messaging.
- Create a summary report of findings.
- A 30-minute meeting to review exercise results.
- A 30-minute meeting to review summary report of findings.



OUTCOMES



Craft a foundational understanding of your brand to create your message.

Create 3 to 5 keywords to use in all online communications.

Leverage your core messaging to differentiate your services from your competitors.

