



## Brand Strategy: Where COVID 19 has changed Business-as-Usual

Your Small business can have big impact when armed with essential brand-building basics. The nature of your brand building will not drastically change. COVID 19 requires a shift in strategy, particularly around messaging, content, and resulting campaigns.

This fast-paced, one-hour webinar, hosted by the SC SBDC, will educate and energize participants with these discussion topics:

- **Brand Basics:** The Components of Brands and Why They Matter
- **Building Brand Power:** The Six Steps Everyone Should Know
- **Brand Strategy:** Where COVID 19 Has Changed Business-As-Usual

Time will be allotted for Q&A.

### **Presenter:**

Kathy Rauch, is President and Co-Founder of The Satori Group, Ltd, a women-owned Marketing consulting company established in 2000 to help clients identify, evaluate, and effectively communicate their value to target markets.



**DATE:** Thursday, September 10, 2020  
**TIME:** 1 pm  
**FORMAT:** Zoom Meeting

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