



Defining Your Brand Why Your Brand is so Important

To understand the importance of a strong brand.

**Having a strong brand can reduce
Hiring and training expenses by 50%**

81%

of people need to
trust a brand to
consider doing
business with them

46%

of people will pay
more for products
and services from
trusted brand names

65%

of consumers say
that a brand's CEO
and employees
influence their
decision to buy

72%

of people are loyal to
at least one brand. A
loyal customer can be
worth up to 10 times
their initial purchase.

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