



# Defining Your Brand **Why Your Brand is so Important**

To understand the importance of a strong brand.

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

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**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.

**81%**

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