

Let's look at K2 Creative's Brand Message!

Branding 101

Combining Rational and Emotional Factors to Create Your Brand Message

What are the RATIONAL factors in your branding?
Rational factors are simply FACTS.
They are the "reasons why" your brand exists.



K2 Creative

CREATIVE CONTENT &
MARKETING SOLUTIONS

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RATIONAL FACTORS

K2C is a firm that provides creative content, marketing, and branding solutions to small businesses and nonprofits.

The team has a combined 30+ years of experience in writing, marketing, social media management, and graphic design.

K2C's President has worked with over 20 organizations as an employee, contractor, or volunteer.

K2C has budget-friendly, reasonable pricing and takes pride in every project – no matter how small.

K2C is focused on helping organizations grow by providing individualized services.

EMOTIONAL FACTORS

Many business owners and nonprofit executives have a lot of knowledge to share, but they do not have the time or talent to get it "on paper".

A lot of small businesses and nonprofits are struggling to keep clients, customers, and donors with COVID restrictions.

Many times, social media and other content-based marketing initiatives fall off to-do lists.

Executives should be concentrating on growing their business by RUNNING their business.

Nearly every organization can benefit from an outside source reviewing - and revising - their marketing strategy.

What are the EMOTIONAL factors?
Emotional factors are meant to "pull on the heartstrings."

K2 Creative's Brand Message

K2 Creative combines the power of creative writing, marketing, and branding to provide content that will engage your clients and build your business.

Every organization needs clear, consistent messaging.
There has never been a more crucial time to "Make Your Message Matter."