

<https://www.xlntelecom.co.uk/business/news/small-business/importance-of-branding-stressed-to-small-businesses>

## IMPORTANCE OF BRANDING STRESSED TO SMALL BUSINESSES



Small businesses have told that they need to focus on branding as early as possible in order to build a solid foundation for the future.

In a speech to the Marketing Excellence for Small Businesses event, Mark Batchelor, managing director at business leadership specialist Markman OTW, said that, too often, businesses do not concentrate on their brand when they develop their companies.

He added that this often led to conflict between different parts of organisations as they grow, as well as confusion.

Advising businesses, he said: "Do your brand thinking very early on in the day and when you've got that clear and you understand what your values are then you can build your company within that brand and it will stay real and relevant within that space.

"A brand can be a mechanism to hold your business together."

A survey by the Forum of Private Business recently found that smaller firms were beginning to hire sales staff, improve their websites and boost marketing activities as they sought to beat the effects of the recession.

The same research also found that more than half of the business owners who responded expected to increase their turnover in 2010.

This entry was posted in [Small Business](#) on by [Daniel](#).

### About Daniel

Daniel is our main news writer, producing content daily. He specialises in technology and telecoms related news.