5 Ways You Can Develop a Brand

The co-founder of Label the Agency shares her brand development tips to help entrepreneurs save time and money.

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June 2, 2020 1 min read

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Label the Agency is a female-run entertainment marketing agency based in Los Angeles that focuses on events, celebrities and brand development. Co-founder Monica Jaramillo says that when it comes to developing a brand, you have to know who you are and what your purpose is. “You need to know who you’re targeting, and you need to be able to tell somebody who you are in one to two sentences,” she says.

Before lockdown went into effect, Jaramillo sat down with Jessica Abo to share her do’s and don’ts when it comes to brand development and awareness.

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