Branding Boot Camp: The Final Result

Jessica Abo sits down with branding expert Kathleen Griffith to share her progress after going through Griffith's boot camp.

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Over the last three episodes, I learned how to overcome fragmentation, how to develop a brand strategy and how to build a tactical marketing plan. In my final episode with the founder of Grayce & Co, I share where all of Kathleen Griffith's advice has directed me. Thank you for following along and doing these assignments with me. I hope Griffith has helped you with your business plans, too.

Related: Branding Boot Camp: How to Build a Tactical Marketing Plan

Watch more videos from Jessica Abo on her YouTube channel here.

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