These 13 Skills Will Improve Your Branding Efforts

When you aren’t working on building your own brand, spend time studying what other successful brands are doing to promote themselves. Check out popular social media accounts that are, or aren’t, related to your business and brand, and spend time on their websites and blogs. Examine how those strategies are working for them and how they might, in turn, work for you.

– Kevin Conner, BroadbandSearch