

Creating Your Brand Identity

If I were to ask you to name the first three business brands that immediately come to mind, who would they be? Most likely you'd think of brands that you're connected to because they've done a stellar job at deploying an emotional brand connection with you. They've created a brand identity that resonates with its consumers by identifying who they are, what they do, what they stand for, and if they're truly innovative, why they do what they do.

Today, the world is full of more marketing noise, distractions and competition than ever before, so it's never been more vital to have your brand stand as a leader in the multifamily space. A brand that curates a positive emotional connection with its consumers, as well as being relatable and recognizable, produces an incredible value within its organization by building a customer loyalty base that is hard for its competitors to penetrate.

Join me at our education session, "Creating A Brand Identity" at the 2018 VAMA Conference, April 11-13th where we dig into how you can create a brand identity that cultivates raving fans- in both your residents, and your team.

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She is respected National Speaker, a National Apartment Association Education Institute Faculty Member, Author, Motivational Speaker, Corporate Trainer, tech & trend geek, and a regular contributor to printed & digital industry publications.

She believes in exciting innovation, modern ideas, & technology-driven education, and has built the SPARK Multifamily brands around these core elements.

Be sure to grab our FREE e-Book at www.SPARKMultifamily.com