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How to Make Your Logo Sell

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Logos are an important part of your business in Singapore. It helps establish your identity in your market. Regardless of what kind of business you are, using a logo can be one powerful tool in establishing your presence in the market. Make no mistake about it. In terms of lead generation, a good logo can enhance your chances of getting B2B sales leads. Business brochures, flyers, website designs, and other visual marketing tools can benefit from a good logo. Think of Coca-Cola, IBM, and Apple, they all have good logos. These can be a great aid in the telemarketing campaign. But how can you make a good logo?

There are several points that you have to remember:

1. It is in the name â€“ when you are creating a logo for the first time, try using the name of your company or, if appropriate, the name of your product or service. While some would prefer the use of abstract symbols, like Adidasâ€™ three stripes or Goodyearâ€™s wings, people would appreciate if they c read your companyâ€™s name in the logo.

2. It is in simplicity â€“ if you are trying to generate business leads, then your logo should be to the point and can speak for yourself. Being fancy or elaborate will not do. This can be especially true with your telemarketing team. Your logo will also have to reflect the way your people talk on the phone. So be simple. It will do.

3. It is in readability â€“ when you make a logo, always remember that you want your customers to remember you. If all they can recall is some gibberish scrawls when you say your companyâ€™s name, your logo could be at fault. Make sure that your logo is something that can be remembered. Keep that in mind when you are designing your brochures.

4. It is in the actual product â€“ a logo, no matter how much or how little you spend on it, will remain a wasted one if the product or service it represents is not needed by the business prospects. Before you go investing in a logo, make sure that what it represents will sell. Concentrate more in improving your products, then. Generating more B2B leads is better this way.

5. It is in the designer â€“ there are cases where it is difficult to find a designer that offers superior services. In this case, you might want to try outsourcing the task to other places, like those in the Philippines or India. They usually cost less, with the quality at par or even better than those done locally. You just have to choose well.

6. It is in the gut â€“ if you feel that your logo will best represent your company, then go for it. No need to spend on focused groups or polls, some which produce results no different from flipping a coin.

7. It is in constancy â€“ once you have the logo, never tinker with it. Remember that you are creating an identity. Changing or improving your logo too often will mess up your identity.

In the end, just make sure that the logo created best speaks for your firm.

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