
5 Ways Publishers Can Build Their Brand

Define how you want your publishing company to be known

- Who are your essential target buyers and sub-target buyers?
- What's the purpose and passion expressed by your catalog?

Create parameters to keep the brand recognizable

- Work with your publisher to maintain consistency with covers and design elements
- Create a tagline that will encapsulate your parameters.

Find a theme in your catalog

- If you publish exclusively mysteries or romance this is less difficult.
- If your releases are more eclectic, figure out what specifically defines them.

Maintain consistency in social media

- Brainstorm 4 or more categories of information that you can use in social media that strengthens the brand and post a mix of these categories. Defining the categories keeps your posting on task.
- Establish a list of other outlets (authors, publishers, orgs) for whom your support enhances your own brand.

Remember: if you're not creating a brand, you're still creating a brand

- People will develop reactions and associations with your company whether or not you work on branding.
- Consciously creating your brand allows you more control over your reputation and the ability to create a sense of consistency so that target buyers will look forward to the next release.