

Idea 4: The brand sells

Many small businesses lose focus when running a business, and forget that they are not only selling a product or service, but also their brand. We see this lesson clearly in Coca-Cola.

It's not the fact of spending billions of dollars on marketing, but having the brand present in everything that is done, not only on the product but on promotional products that people want, clothes, the color of the logo, and linking the brand with a personality, in the case of Coca-Cola we relate it with tradition, to be with family, always present.

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