

momentum

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Monthly Bulletin

Trending news today

Think of digital marketing, think of Momentum

How does a logo assist in the branding of a company

Ways to promote your product & services online





A LOGO IS NOT JUST A LOGO!

HOW DOES A LOGO ASSIST IN THE BRANDING OF A COMPANY

In Branding, The logo of a company carries a significant role. From making customers aware of the product or service to keeping them up front, a logo positions a company's strength and popularity. A well-designed logo has the potential to develop strong connections with customers, enhance brand recognition, and leave an unforgettable mark in the market. As companies continue to grow, the importance of a perfectly designed logo remains unwavering.

To keep your brand exceptional, it is important to choose a timeless brand logo.

Selecting a logo that is simple and unique makes your brand noticeable and assists in engraving a thought about your brand in the customer's mind.

Then going for complicated logos, prefer a logo that is professional, simple, and highlights your identity. It is the major tool in making your company grow.

It leads to increased customer trust and loyalty.

A logo's design, colors, and typography all contribute to eliciting specific emotions that resonate with the target audience.

A flawlessly designed logo plays an important role in maintaining consistency across various platforms.

In conclusion, A memorable logo can help a company stand out in a crowd of competition and take a company to the next level of growth and leave a unique identity in the market.



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Trending News

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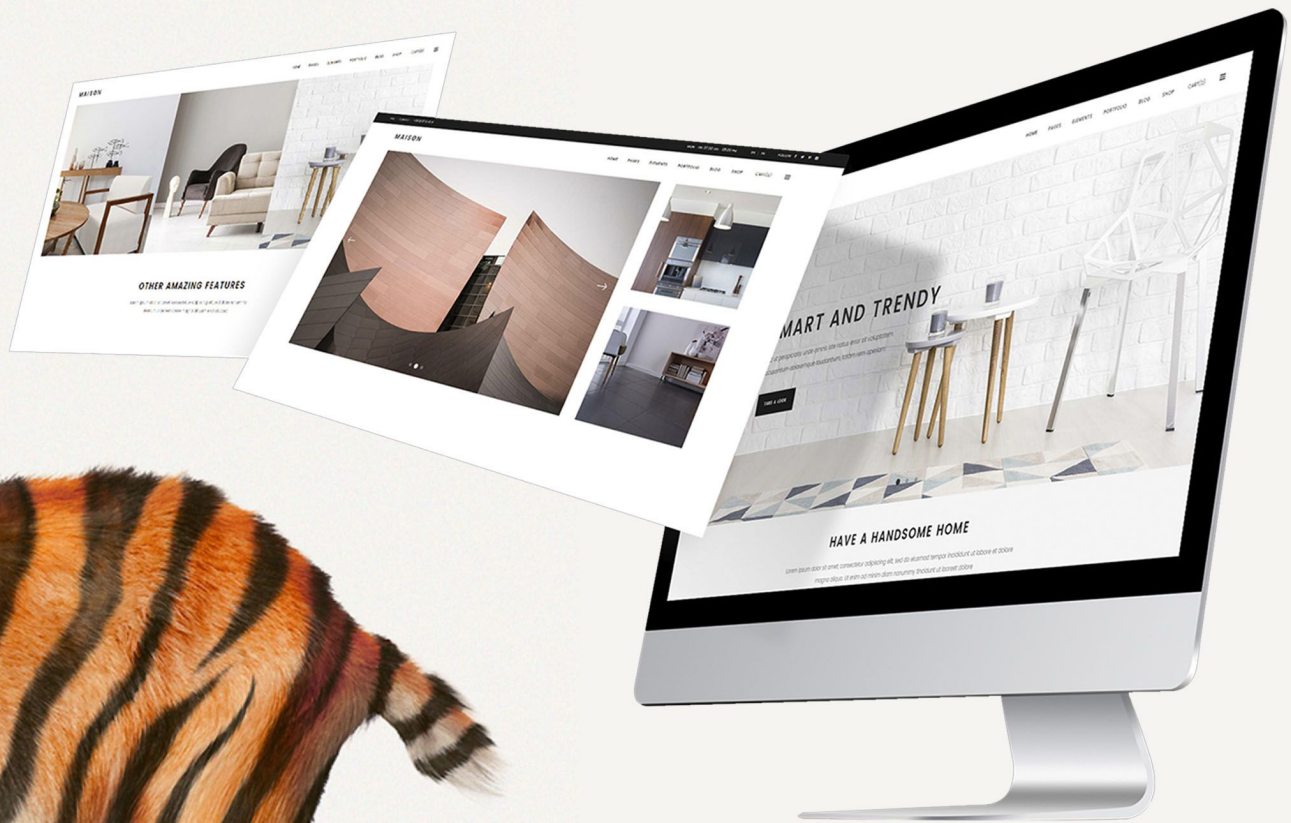
3 MAJOR WAYS TO PROMOTE YOUR PRODUCTS & SERVICES ONLINE



The online marketing industry demands exceptional strategies and unique thoughts to give a brand well-deserved recognition and growth. Let us know what are the three effective ways to promote a company's products and services online.

1. MAKE USE OF THE WEBSITE TO EXPLAIN SERVICES

Explaining each of the services a company provides through its website can make people more understanding of a brand. Always give attention to giving a detailed picture of services through words because it assists in making customers interested.



2. SHOWCASE THE UNIQUE SELLING POINT

Keeping direct contact with the client through simple gestures is essential to build a relationship with them. The unique selling point (USP) which means the product or service a company offers should be communicated clearly to make people get a thorough idea about the brand and its products & services.

3. ENHANCE SOCIAL PROOF

Where people give more attention to valid proof, it is important to propagate your brand through testimonials including word-of-mouth advertisements, customer reviews, influencer marketing, etc.

These are the three major ways to promote a brand's products online and build a strong identity in the industry.

Think of digital marketing, Think of Momentum

In this fast-growing world, digital marketing plays the greatest role in keeping your brand identity at the best level.

As brands strive to make their mark in a crowded digital arena, Momentum emerges as the guiding light, steering them toward success. By enforcing right strategies and plans, Momentum works as the driving force behind the digital transformation of businesses across India and the Middle East.

By understanding consumer behavior, and market trends, we create campaigns that make a deep impact and develop accurate connections with the audience.

The professionals working at Momentum know exactly what your business needs and come up with the perfect plan to grow you online. Connect with Momentum today and start your journey to constant success.



Our Clients

The companies we've partnered with on their growth journey.



viral News



The metaverse could become a \$900 billion business by 2030, but may remain in an early stage of development for at least another five to 10 years.



Influencers Marketing roles take over an important role in promoting brands online: says latest surveys

Elon Musk tells Twitter staff: Bankruptcy isn't out of the question
Elon Musk is participating in an all-hands meeting with Twitter employees, a source told Reuters.

Elon Musk now in charge of Twitter, CEO and CFO have left, sources say
Elon Musk has taken over the reins of Twitter, sources say. The company's CEO and CFO have left.

'Bird is free,' tweets Elon Musk after acquiring Twitter, top management
2 min read · Updated: 28 Oct 2022, 10:11 AM IST

Elon Musk will reportedly lay off thousands of Twitter employees by Friday morning
And it will be done in person.

"It's going to be a bloodbath workers brace for cuts"

First Email to Twitter Staff Ends a Week of Work
Employees to put in at least 40 hours in the office wants subscriptions to account for half of revenue

ED LUDLOW

X's owner and Chief Technology Officer Elon Musk last month claimed that ad revenue was down about 50% year-over-year.

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together



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