URL: https://stvp.stanford.edu/blog/videos/maturing-your-brand

Get a good copywriter and a graphic designer and you can look a lot bigger than you are, says Google Analytics' Group Product Marketing Manager Brett Crosby. Making your brand look rich makes any small company appear richer.

Transcript

The other thing we did was we started to mature our brand.. The important thing about maturing the brand, for us, was that we started to use the things that we had at our disposal, and this is something I would definitely suggest anyone.. Get a good copywriter and get a good graphics guy.. You want a graphics guy who can do website stuff, who can do print ads, who can do collateral and stuff like that.. If you can get someone who is really good and you can elevate the look of your company and get in a decent trade show booth and get out there and star speaking and getting on the circuits, you can start looking a lot bigger than you are.. It's just important because people take you a lot more seriously...