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To ensure your brand gains traction and becomes more familiar to your customers, you need to be consistent in your application of branding messages.

Not only do you need to apply it to your marketing, advertising and public relations messages, but you need to make sure it's integrating into your social media efforts.

You can also request support from London top web design company; Kings Cross Media

Most businesses large and small have come to realize the importance of using social media tools as part of their marketing communications, but have you taken the time to think about how social media can help you define your brand? If not, you're probably missing a big part of what social media tools can do to help your business succeed. Some tools and techniques to consider:

Creating a great brand with blogging tools

Tools that improve the look and functionality of your blog can also serve to improve your brand. A well-maintained business blog can be one of the most obvious and least expensive branding tools at your disposal. When it comes to branding, a blog can be a more important social media tool than even Facebook or Twitter because a blog can be customized to fit your needs and business personality.

Some tools you might want to consider using to make your blog more interactive and help promote your brand include:

Fivesecondtest – The useful analytic tool allows you to easily identify the objects or parts of your blog that stand out the most. People get a five second view of a page and then have to explain what they saw in those five seconds. This feedback can help you identify the aspects of your brand that stand out the most.

Pictaculous – Pictaculous is a quick, effective way to generate a color palette to complement any image you might have on your blog. Simply upload an image and it will determine the various colors that make up that image. The colors are also labeled with a Hex notation so you can easily use the same color again. Because consistency in color use is among the ways to ensure brand recognition, this tool is valuable in ensuring you create just the look you're after.

ShrinkTheWeb – As the name suggests, this site shrinks web sites down to a manageable thumbnail size that are perfect for blog posts. Simply type in the URL and this site will create various scaled-down images of the home page.

Urtak – This is a simple way to add a free poll to your web site or blog to get user feedback. The polls have a clean, simple look and you can analyze results in real-time.

Vidinotes – This site allows you to create a printed summary of a video clip. A perfect tool for instruction videos, you simply upload the video and it will take up to 30 snapshots to which you can add titles and descriptions and share the notes in PDF format.

These are just some of the ways you can make your blog more interactive while at the same time using customizable tools that allow you to make sure your brand is accurately reflected throughout

the site.

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To learn more about branding and small business web design services, visit a [web design london](#) services website at a <http://www.kingscrossmedia.com> Our straightforward, practical approach starts and ends with customer satisfaction.

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