

October 20, 2021

7 steps for building the perfect online brand identity



Your name. Your logo. The colors, fonts and tone. These are the key elements that define your brand and define your identity, so you'd better get them right. ZenBusiness' JC Glancy dishes on the 7 steps for building the perfect online brand identity.

[Read More Here](#)

What they're saying...

"Conversational AI is going to become the frontline of brand to customer interactions. The innovations we're seeing in content-related AI will make the discovery and creation of highly engaging content much easier for marketers in the years ahead."

— Hootsuite CMO Maggie Lower on how technology is shaping B2B marketing

[Read More Here](#)

Like what you are reading. Find out how PCG biz media can help your social media content development grow and prosper.

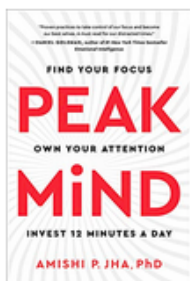
[Click here for more information!](#)



What we're reading...

Peak Mind: Find Your Focus, Own Your Attention, Invest 12 Minutes a Day

By Amishi P. Jha



Quick. Let's have a gut check. Are you focused? Where are you right now? How many items are on your to-do list? No matter how you answer, trying to stay on task is critical—and if you cannot do it, well, where does that leave you? In "Peak Mind," acclaimed neuroscientist Amishi Jha discusses why your brain might not be broken after all. Check out his tips for investing 12 minutes a day to train your brain to pay attention more effectively.

[Read More Here](#)