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Best skateboard brands 2019

Learn what this critical business term means and what you can do to establish one for your business. Branding is one of the most important aspects of any business, large or small, retail or B2B. An effective brand strategy gives you a significant advantage in increasingly competitive markets. But what exactly does branding mean? How does it affect a small business like yours? Simply put, your brand is your promise to your customer. It tells them what they can expect from their products and services, and differentiates their offer from that of their competitors. Your brand is derived from who you are, who you want to be and who you perceive as. Are you the innovative maverick of your industry? Or the experienced and reliable one? Is your product the high-cost, high-quality option, or the low-cost, high-value option? You can't be both, and you can't be everything to everyone. Who you are must be based to some extent on who they want and need you to be your target customers. The basis of your brand is your logo. Your website, packaging and promotional materials, all of which must integrate your logo - communicate your brand. Brand strategy and equity Your brand strategy is how, what, where, when and to whom you plan to communicate and deliver your brand messages. Where you advertise is part of your brand strategy. Its distribution channels are also part of its brand strategy. And what you communicate visually and verbally is also part of your brand strategy. Consistent and strategic branding leads to strong brand equity, which means the added value provided to your company's products or services that allows you to charge more for your brand than what command of identical, unscored products. The most obvious example of this is Coca-Cola versus a generic soft drink. Because Coca-Cola has built powerful brand equity, it can charge more for its product, and customers will pay that higher price. Intrinsic added value to brand equity often comes in the form of perceived quality or emotional attachment. For example, Nike associates its products with star athletes, hoping customers will transfer their emotional attachment from the athlete to the product. For Nike, it's not just the features of the shoes that sell the shoe. Defining your brandDefining your brand is like a business self-discovering journey. It can be difficult, slow and uncomfortable. You require at least to answer the following questions: What is your company's mission? What are the benefits and characteristics of your products or services? What do your customers and potential customers in your company already think? What qualities do you want to associate with your company? Do your research. Know the needs, habits and desires of your current and potential customers. And don't trust what you think Know what they think. Because defining your brand and developing a brand it can be complex, consider leveraging the experience of a small nonprofit advisory group or a Small Business Development Center. Once you've defined your brand, how do you spread the word? Here are some simple and time-tested tips: Get a great logo. Put it everywhere. Write down your brand messages. What are the key messages you want to communicate about your brand? Each employee should be aware of the attributes of their brand. Integrate your brand. The brand extends to every aspect of your business: how it responds to your phones, what you or your sellers use in sales calls, your email signature, everything. Create a voice for your business that reflects your brand. This voice should be applied to all written communication and incorporated into the visual images of all materials, online and off. Is your brand friendly? Be conversational. Is it ritzy? Be more formal. You understand the essence. Develop a slogan. Write a memorable, meaningful and concise statement that captures the essence of your brand. Design templates and create brand standards for your marketing materials. Use the same color scheme, logo placement, look and feel throughout. You don't need to be elegant, just consistent. Be true to your brand. Customers will not return to you (or refer you to someone else) if you do not keep your brand promise. Be consistent. I put this point last just because it involves all of the above and it's the most important advice I can give you. If you can't do this, your attempts to establish a brand will fail. I ran into Tom Peters the other day here in Boston. As for re-imagining and reinventing yourself, he and Madonna run a close race, and may even be in a draw when it comes to staying cool, new, fresh and alive. Check out his article here at Fast Company in June 2004 — The Brand You Survival Kit and hear Tom's wise words: When I wrote about this on Fast Company in the summer of 1997, it was great. But now it's necessary. There's no choice, brother. Even if this idea scares you to death, the ordinary has become a design for disaster. It's not easy to accept. If you grew up thinking you were going to work for Citibank for 40 years, you're just not going to survive with the same set of attitudes you've had in the past. If you're going to reinvent yourself for this new reality, and I say yes, but it's really not an option, here's how to develop the attitude that will allow you to reinvent yourself as CEO of Me Inc. and save yourself before it's too late. Is the brand calling you still relevant? Do you think Tom's assessment of how it should be updated and updated is accurate? There's a lot of good skateboard marks out there. For starters, you can a look at this Top Skateboard Deck Brands list, but there are tons of other brands out there that are great. There are local brands, brands other countries, and brands that you or I have never heard of. Apart from a skateboarding company's reputation for quality and good design, a brand is also a brand; that is, it comes with its own character and creed. You may like a brand simply for what it represents, whether it's the attitude of the company or its equipment or its presence in the skate park. The first step in choosing a brand is to go out and see what's available. I'm not talking about mall chain stores, like Zumiez; I mean a locally owned and traded skate shop. Look around at what they sell, and talk to staff about the different brands. Of course, they may be sessed towards the brands they lead, but chances are you'll learn something that will help you make a decision. There are some big name board brands you'll find in most stores, but there should also be some smaller brands you may not have heard of seen around town. There could even be a skater or local manufacturer that you could support. Another advantage of buying from a real skate shop is that you get to see what the boards look like in person. Most skating shops will have a cool wall of boards, and it's fun to stand there and look at all the graphics. If you jump and grab you, then you can ask the store owner about the brand, and if it's a good one. There's nothing wrong with buying a skateboard because you like graphics! You can get a lot of tips (and maybe too many opinions) from other skaters. Some of them may not be as informed or polite as those of a store owner (and others might be bad advice), but at least you should be honest! If you don't have a local skate park, or feel too uncomfortable to approach people and ask, you can also ask on a skateboarding forum. People there will be more than happy to tell you what they think about roof marks. Browsing online decks is best when you're looking for the real brand website, rather than a retailer that carries a lot of different brands. The company site usually gives you a sample of what the brand is all about, as well as what its covers look like. Many brands have their own skateboarding equipment. If you like a pilot on a team, that can give you a strong connection to a brand (and they'll probably have a cover with the name of your favorite driver). You may also be attracted to a particular brand philosophy or a specific design or construction feature used on your roofs. For example, some companies are known for their killer graphics, and some play with different materials to give their decks unique performance. LiveAbout uses cookies to provide you with a great user experience. By using LiveAbout, you agree to our use of cookies. In a recent survey in the U.S., skateboarding was found to be the third most popular sport among teenagers, coming just behind football football Basketball. Skateboarding is popular all over the world, with professional-level competitions lashing out all year round, all over the world. So what makes sport so popular? Read on to find out why so many people like skateboarding. One of the reasons for the popularity of the sport is the simple anatomy of skateboarding. All you really need is yourself and a skateboard. Technically, you don't even need shoes, although you should wear them for safety. The skateboard itself is quite low cost, especially if you don't need a front-line board. In addition, anyone can try skateboarding. No matter if you're overweight or thin, short or tall, young or old, there's a board and style that will work for you. Skateboarding has to do with self-expression. If you are a slow and moving person, it will show up in your skate style. If you want everything fast, that'll show. If you're a daredevil, if you're elegant, or if you're funny, everything will come out in your skateboarding style. Be yourself, learn the tricks and develop the style that is all you are, these are easily the biggest reasons why skateboarding is popular. Some skaters are punk, some are sportsmen, some are nerds, others are drops, and many do not fit in a box. But they're all skaters. They've all taken a skateboard, given it a try, and they loved it. There's something a little different about real skaters. And that's another reason skateboarding is so popular: skateboarding will take anyone, as long as you have the heart. You may not be good at skateboarding, but if you really try, and as long as you like skating, you're in. And most skaters get along pretty well, considering who knows what else they're into. At the skatepark, sure, you'll see some idiots, but you'll also encounter a shocking number of cool people: older skaters cheering on younger skaters, experienced skaters giving advice to beginners, and strangers who get along, hanging out and having fun. There is a lot of attitude in skate parks, but most of it is positive. Skateboard culture is willing to accept everyone, as long as they try to strive to learn how to skate. But you really have to try, and skateboarding can hurt. In fact, you almost got the guarantee that you'll be hurt at some point. It comes with the board. This sense of danger, and the fact that if you do a good trick, that means you're good at something difficult and you've paid for it with blood and sweat. This pride and sense of danger have a lot to do with the popularity of skateboarding. Non-skaters love to watch skateboarding for these same reasons. As noted: it's just the skateboarder and his skateboard: no strings, no strings, no strings, flipping and spinning through the air and along the ground. You have to respect that. That. That.

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