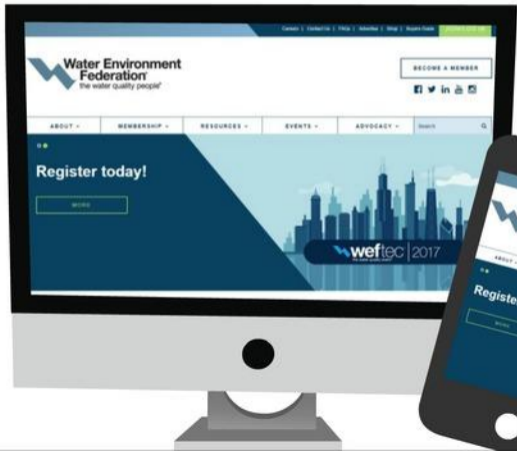




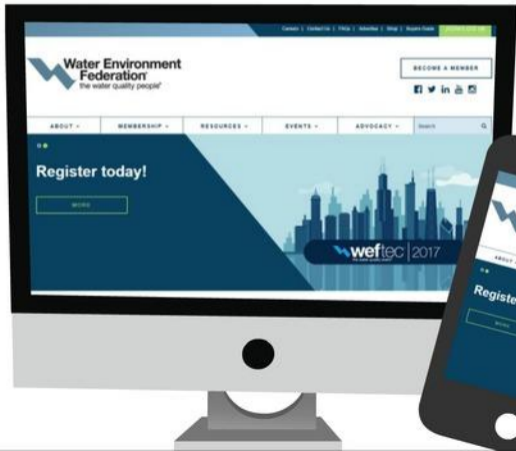
BUILDING BRAND — AWARENESS — 4 HELPFUL TIPS FOR WEF MEMBER ASSOCIATIONS

TIP # 1
DEVELOP A
CONSISTENT
BRAND DESIGN



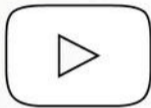
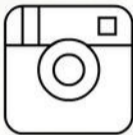
THIS WILL HELP TO:

- ELIMINATE BRAND CONFUSION
- STRENGTHEN BRAND RECOGNITION
- FOSTER A POSITIVE BRAND EXPERIENCE

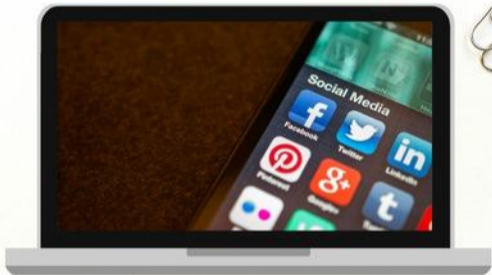


TIP # 2

INCREASE BRAND
EXPOSURE



**DEVELOP A CALENDAR TO
ORGANIZE POST SCHEDULING.**



**BE TIMELY AND ADDRESS CURRENT TRENDS
AND AUDIENCE INTERESTS.**



TIP # 3

**CULTIVATE
INFLUENCE**



**A DIVERSE MARKETING MIX CAN LEAD
TO MORE PROSPECTS.**



TIP # 4

MIX IT UP



HAPPY BRAND BUILDING!

DOWNLOAD TIPS



**Water Environment
Federation**
the water quality people®