

inQbate **your brand**

a Loyola Limited discussion for
Edgewater Essentials 2020

- 1. Branding**
- 2. Loyola Limited**
- 3. inQbate**
- 4. Services**
- 5. Process**
- 6. Inquiries**

branding

how might consumers remember your brand?

brand

“A name, term, sign, symbol, or design or combination of them which is intended to identify the goods and services of one seller or groups of sellers to differentiate them from those competitors (Kotler, 1991, p. 442)”.

branding

does your brand have an enemy?

branding

what fortifies your brand?

brand personality

activity: what humanizes your brand?

for example:

what activities would it enjoy doing?

what kind of lifestyle would define it?

who would be your brand's best friend?

inQbate

a Loyola Limited Venture

ONE OF SIX
**LOYOLA LIMITED
BUSINESSES**

Our Mission

Loyola Limited transforms Loyola University Chicago undergraduate students into leaders by providing them with **unparalleled experiential learning opportunities** in entrepreneurship and small business management, where students are empowered to create, develop, manage, and lead business ventures that benefit the multiple communities they serve.

Our Triple Bottom Line

Academic Our undergraduate student entrepreneurs are studying over 25 different majors - from biochemistry to anthropology. Employment at Loyola Limited allows students the opportunity to observe the intersections of and apply their varying academic experiences in a business environment. Loyola Limited emphasizes tangible lessons that it teaches students throughout their time with the organization.

Community Loyola Limited prioritizes its ability to positively impact the Rogers Park community. Business plans, strategies, and maneuvers will all be made in context of their effect on the community. Through volunteering and philanthropic initiatives and a focus on social enterprises, the program will have a measurable impact on the communities in which it operates.

Financial A cornerstone of Loyola Limited is financial stability and performance. Students are responsible for analyzing and reporting on the budgets and fiscal performance of their businesses and the enterprise as a whole. In addition, students strive to successfully implement changes based on what they learn through budget analysis. Our teams justify all transactions and prove that measures are constantly being taken to improve the efficiency of the businesses.

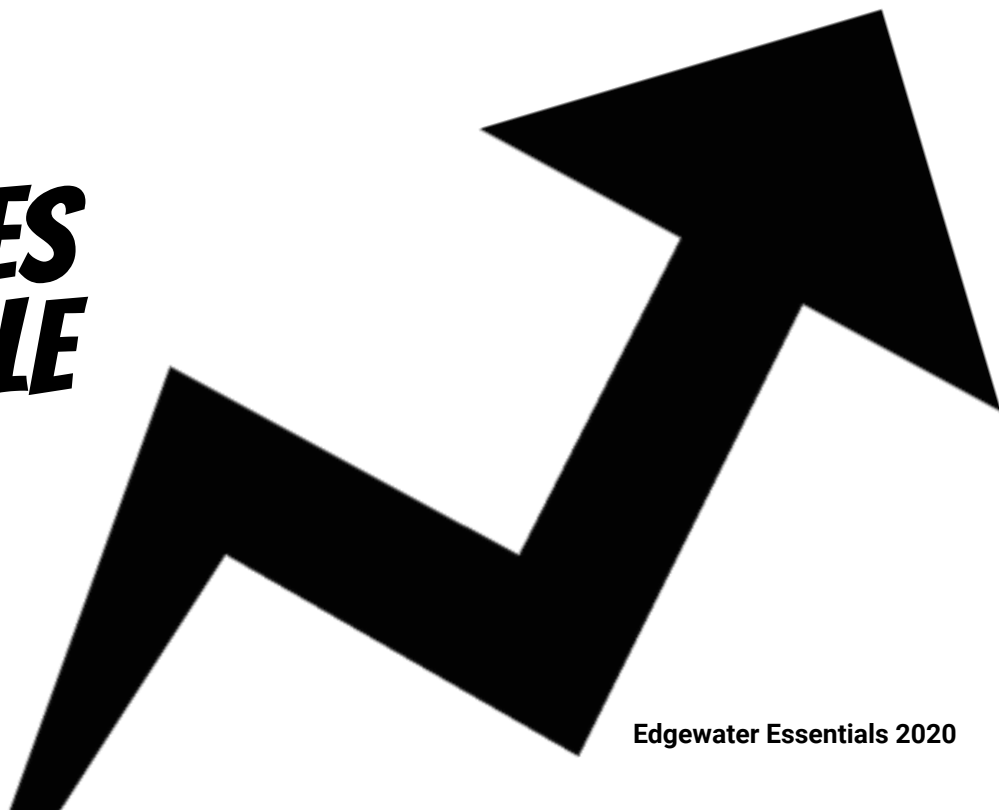
inQbate:

**AFFORDABLE MARKETING
FOR
SMALL BUSINESSES**

**67% OF
SMALL BUSINESSES
OWNERS STRUGGLE
WITH MARKETING**

2018 Small Business Outlook, Chicagoland Chamber of Commerce
inQbateluc.com / [@inqbateluc](https://twitter.com/inqbateluc)

Edgewater Essentials 2020



Our Services

BRANDING
WEB DEVELOPMENT
SOCIAL MEDIA

Our Services
inQbateluc.com / [@inqbateluc](https://twitter.com/inqbateluc)

Edgewater Essentials 2020

BRANDING

Consultation

Brand Guidelines

Logo Design

Market Research/ Focus Groups

WEB DEV.

Domain

Hosting

CMS

SEO/SEM

SOCIAL MEDIA

Planning

Content Creation

Distribution

OUR PROCESS

CHAT

PROPOSE

BUILD

REITERATE

DEPLOY



StyleZone



Nodd Pottery

Why inQbate?

Professional

Affordable

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Loyola Limited Team

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Resources & References!

[A brand is forever! A framework for revitalizing declining and dead brands](#)

[AdAge Hey Brands! Every Great Story Needs an Enemy!](#)

[Brands & Brand Relationships: Brand Meaning and Personality Exercise](#)

[Creating a Successful Marketing Strategy for your Small New Business](#)

[Dimensions of brand personality](#)