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?
“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)”.

brand
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?
ONE OF SIX
LOYOLA LIMITED
BUSINESSES
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

Mission
inQbateluc.com / @inqbateluc

Edgewater Essentials 2020
67% OF SMALL BUSINESSES OWNERS STRUGGLE WITH MARKETING

2018 Small Business Outlook, Chicagoland Chamber of Commerce
inQbateluc.com / @inqbateluc
Our Services

BRANDING
WEB DEVELOPMENT
SOCIAL MEDIA
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
Why inQbate?

Professional  Affordable
inqbate@luc.edu

Stacy Neier Beran  
Senior Lecturer  
sneier@luc.edu

Daniel Lore  
Chief Marketing Officer  
dlore@luc.edu

Loyola Limited Team

Paityn Korner  
Program Manager  
pkorner@luc.edu

Arantxa Valverde  
Program Coordinator  
avalverde@luc.edu

Inquiries  
inQbateluc.com / @inqbateluc
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

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