

**LET'S
BRING
YOUR
CREATIVE
IDEAS TO
LIFE.**

"WE DON'T KNOW WHO WE
ARE UNTIL WE KNOW WHAT
WE CAN DO."

* TURNING GRIT AND PASSION INTO
STELLAR IDEAS

* OUR GUIDE IN BUILDING A
STRONG BRAND IDENTITY

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Turning Grit and Passion into Stellar Ideas

It's not impossible to turn thoughts and theories into a courageous implementation of a work of art. It's not also impossible to walk your talk nor impossible to reach and attract what you like. Turning grit and passion into stellar ideas is not also impossible to do.

Why?

First and foremost, we define grit as a moral fibre that is embedded in our character which give us the will to do. In short, it's our courage. On the other hand, we define passion as something we love to do. A combination of both grit and passion is most likely the best why that we will definitely understand especially in the world of business. Vague as it seem but in the long run, it's something that triggers each and every opportunity we will encounter.

How?

There's no definite answer as to how we can come up with really good and stellar ideas. It's like branding. We'll never know how good our brand is not unless we'll try and risk for it. Stellar ideas can go through one's brain cells in just a snap of a finger and even just a blink of an eye. There's only one thing for sure. Stellar ideas are products of grit and passion.

Though it's not an easy task whether we work alone or work in a team to discover stellar ideas out of grit and passion, it still requires patience and a little bit of psychedelic understanding. Turning grit and passion into stellar ideas is not impossible to do. It's not also impossible to implement as long as you do and everyone is a team player.

Christine

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DOING BUSINESS IS MARKETING
THE BUSINESS ITSELF.

MARKET BEHAVIOR

By determining the market behavior, we also determine how to position the product in the market place while ensuring high sales conversion rates.

BRANDING

From conceptualizing to design, up to execution of an idea into a business setup, branding is one of the crucial steps of any business start-up.

ONLINE AND OFFLINE STRATEGY

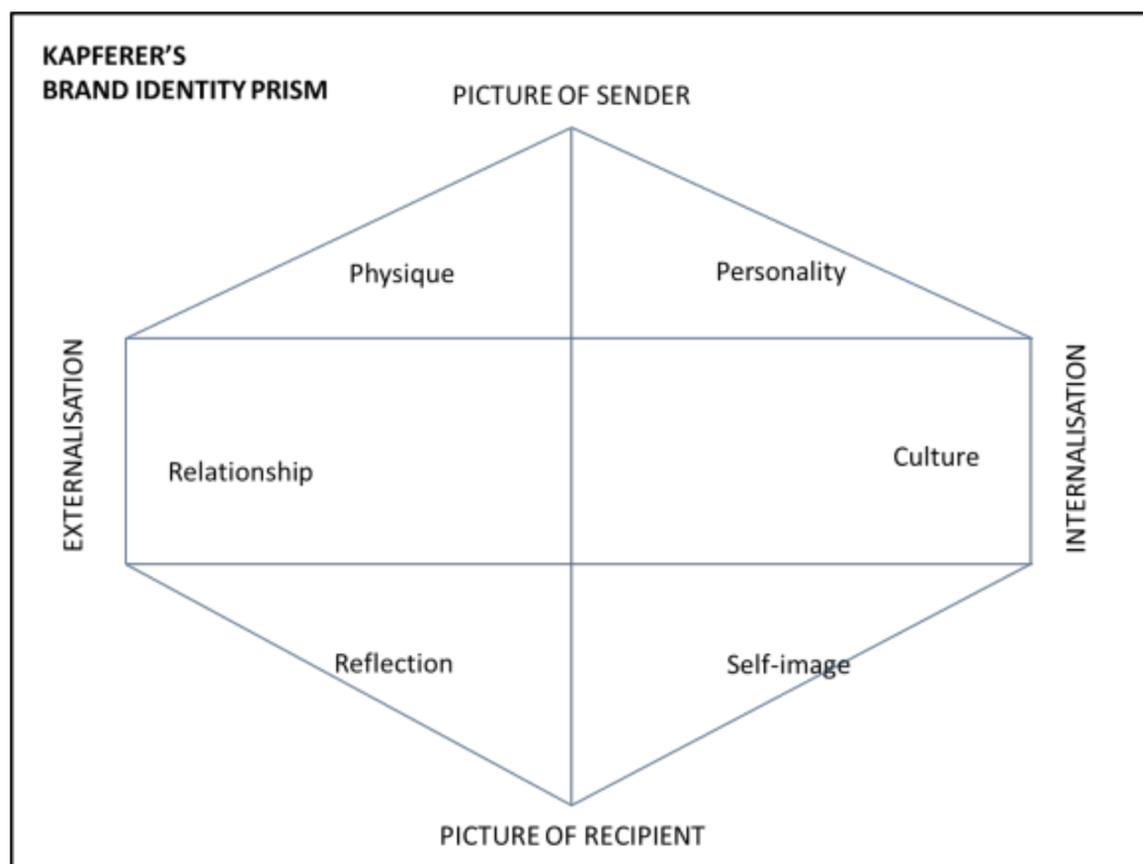
Digital marketing is the current trend in the millennial generation. By knowing what strategy to impose for a product while integrating an offline strategy can lead to a higher return on investment.

Our Guide in Building a Strong Brand Identity

Just a short essay on this one, branding as would almost all marketers would mean is a “standard” of a company’s entirety. The brand is the “name, term, design, symbol, or any other feature that identifies one seller’s goods or service as distinct from those of other sellers,” according to the American Marketing Association. Identity means “reputation”.

Building an identity is not an easy task. It could mean everything especially that of a growing company. Building a reputation especially in a positive way is not just a task of one person in an organization. It takes time, mindset, personality, class, agreement, and even expertise to do so. An identity is not just a mere snap of the finger that can be changed time to time. When there are changes on identity on a very short period of time, there won’t be consistency on the company, itself.

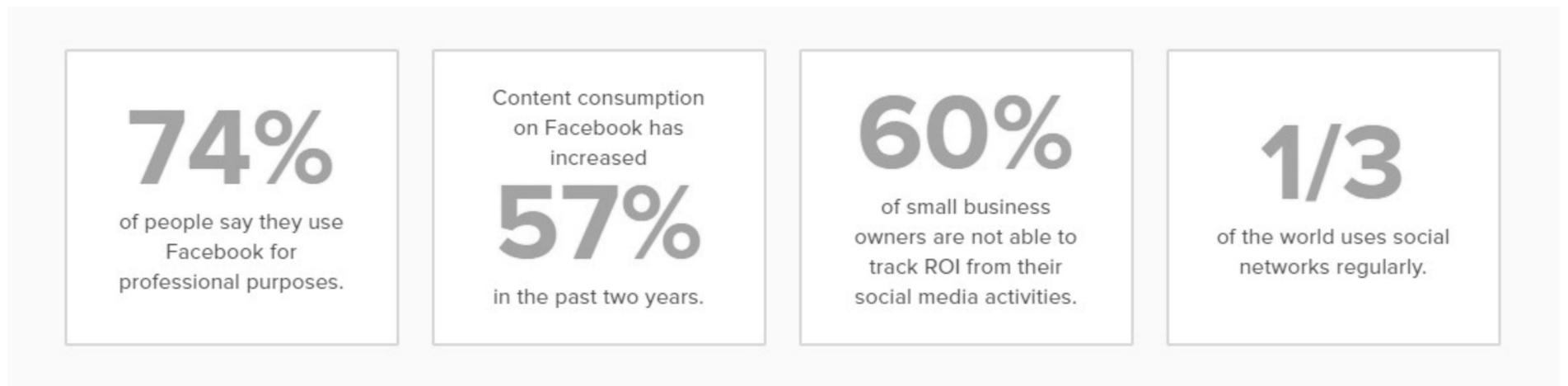
Take a look at this Kapferer's Brand Identity Prism



To sum up everything, defining your brand identity is much like packaging and presenting a gift. You want the recipient to be pleased with the offering — and that includes everything from the outer wrapping, to the style of packaging inside, to the gift delivery, to the usefulness and appropriateness of the actual gift itself. You want the recipient to understand that forethought and heart went into the selection of the gift, and that it was chosen out of compassion and understanding. And you want it to represent the love you have for that person — in this case, your customers.

The brand and the identity is always a package deal. Build a rapport now.

CHECK THESE METRICS.



Social Selling

29% of companies are prioritizing social selling. (HubSpot, 2017)

Buyers who use social media have larger budgets -- typically 84% larger than the budgets of buyers who do not use social. (IDC, 2014)

61% of organizations engaged in social selling report a positive impact on revenue growth. (Feedback Systems, 2015)

72% of sales professionals feel that they are not proficient with social selling. (Feedback Systems, 2015)

46% of social sellers hit quota compared to 38% of sales reps who don't. (Aberdeen, 2014)

(Source: <https://www.hubspot.com/marketing-statistics>)

How to bring your creative ideas to life?

STEP 1

LET'S CREATE YOUR BRAND'S WEB AND SOCIAL MEDIA PRESENCE

Let's create an opportunity where we base it on your requirement. From conceptualizing to execution up to converting your investment to a return, we can assist.

STEP 2

ADVERTISE

Your web and social media presence does not end in the design. We can help you conceptualize marketing campaigns and marketing contents base on your requirements.

CONSULTANCY

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A lot of people wanted to know the "how tos" when they already find the reasons to their "whys". Why not ask for more details and collaborate?



Christine Cometa, a Filipino, is a BS Psychology graduate from the University of St. La Salle. Became a Human Resources and Administration staff of an advertising company, a banker of the Philippines's no. 1 bank, a law student, and currently the marketing specialist of a real estate and development corporation in Negros Occidental, Philippines. Moreover, she is a business – like creative thinker, planner, organizer, designer, and an artist by heart.

