



# How to Launch or Improve Your Brand and Establish a Digital Footprint for Your Business

“During BrandU, Ramon shared a high level view of branding as well as some specific strategies and tactics that could be immediately applied. Ramon has a wealth of knowledge and experience, and he is driven to share with fellow entrepreneurs to help them succeed. I strongly encourage owners of all size businesses to attend BrandU.”

**Dorinda Richetelli,**  
President, Spectrum Associates  
Market Research

“Ramon’s BrandU Workshops are fun, interactive and always provide small business owners and entrepreneurs with the tools they need to be better understand how to brand themselves, their products, or their companies.”

**Rob Thomas,**  
President and CEO of  
RobThomasUSA.com, Creator of  
the Rob Thomas Method™ and  
Founder of Networking in Diners®.

“Ramon has done several workshops per year for SCORE for about 4 - 5 years. His workshops, including his BrandU series, have always been positively received by the attendees at these workshops. Their feedback have indicated that Ramon gave them tangible things to do to improve their business marketing and branding efforts as well as become more educated on branding and marketing concepts.

**Bill Pressley**



In today’s internet-driven economy, it’s crucial for your company to build and maintain a strong digital footprint. Ramon Peralta will share strategies that will help to differentiate your business from your competitors. He will identify things you can do that will provide the best return on your time, money and effort to strengthen your brand.

## You will learn:

- The importance and value in having a branding strategy
- Developing the one truth about your brand that people should know
- How to focus your messaging and monitor your content so that you are always delivering a consistent message that stays on brand
- The key things you should do to boost your brand and increase your online presence



## Ramon E. Peralta, Jr.

Entrepreneur | Speaker | Brand Strategist

Ramon started Peralta Design in 1992 while attending the University of Bridgeport, and he has pursued it full-time since 2008. Ramon has over 25 years of experience in creative design, branding and marketing - including serving as Senior Art Director on the team behind Priceline.com and as Jay Walker’s Creative Director for 10 years, launching hundreds of startup companies.

Today, Ramon and his team are marking 12 years since the launch of Shelton-based Peralta Design, a digital agency dedicated to launching websites and brands for hundreds of clients in the U.S. and worldwide. Peralta Design’s mantra and slogan is “We Launch Brands®,” reflecting their creative marketing talent and mission to help entrepreneurs, startup companies and businesses launch products and services in the digital space.

Ramon is a Life Member of Alpha Phi Alpha Fraternity, Inc. and currently serves as their Chairman of National Publications. Ramon also sits on the Board of Directors of The WorkPlace and is a 2016 Greater Valley Chamber of Commerce Gold Seal Award recipient – an honor given to business leaders who exemplify the spirit of selflessness and volunteerism. Ramon received his Honorary Doctorate from the University of Bridgeport and delivered the 2017 Commencement Address to an audience of 5,000 students, faculty and family inspiring creativity, hardwork and innovation.