



JOANNE TAN

BRAND STRATEGIST,
MARKETING ADVISOR,
CONTENT CREATOR.

SKILLS

- BRAND BUILDING
- BRAND DNA™
- MARKET POSITIONING
- BUSINESS PLANNING
- BRANDED CONTENT
- VISUAL MARKETING
- BRAND LOYALTY
- BRAND MANAGEMENT
- PR, ADVERTISING
- PRINTS, DIGITAL MARKETING
- WEBSITE, SEO, PPC,
- VIDEOS, SOCIAL MEDIA

PROFILE

- ★ Law degree.
- ★ Business strategist, coach.
- ★ MBA training in marketing, accounting, insurance, org behavior.
- ★ Award-winning photographer.
- ★ Video Director and Producer.
- ★ Newspaper editor, page designer.



Branding & Brand Marketing - profits, culture, legacy

WHY BRANDING: *If you want your business to be more than just financially successful, but an excellent BRAND NAME, we guide you to build a power brand with vision, strategies and content, to gain recognition and loyalty. Upon exit, an established brand will be worth 2-3 times more. During growth, "brands thrive, businesses just survive." By how much? About 40% increase in business volume by most clients of 10+ Visual Branding. With a great brand, marketing and sales become easier, more efficient and effective. We guide you to increase sales and achieve growth with brand power. We let your brand inspire and empower. We excel at guiding your branding and brand marketing: Know what your brand stands for, and win. Locations: Silicon Valley, San Francisco Bay Area, USA and globally.*

WHY US: *Joanne Tan is a top branding expert with a law degree, business school training, experience in coaching and directing, and was a professional journalist and an award-winning photographer. She founded 10+ Visual Branding, a full service branding and brand marketing agency. She is a trusted advisor to her clients, leading 3 teams to provide branding and marketing services: content writing, video production, graphic and website design. 10+ Visual Branding also partners with top 1% PPC experts in the US, and with other marketing technology expertise.*

WHAT WE DO: *Strategize and brainstorm with founders and CEOs to get their brand-messages across powerfully to their clients; map out a brand's DNA; create brand-marketing content (digitally & in print;); produce high quality promotional videos; unify brand narratives on/off line; conduct PR, social media, advertising and other marketing campaigns; manage, refresh and market brands during growth with creative stories and powerful imagery; create brand recognition and brand impact with WOW factors, pre-sale, at-sale, and post-sale; create and execute marketing plans and tactics, maintain brand consistency, refresh brand essence, develop brand-loyalty, push brands to the forefront of clients' markets.*

SUCCESSFUL PROJECTS: *A growing list of happy clients include a multi-billionaire's private museum's TV and cinema advertising, PR and marketing campaigns; industry-disruptors' and cutting edge startups' branding and brand-marketing, presentations to investors, in areas such as AI, blockchain, cyber security, healthcare, AR/VR, pharmaceuticals, etc.; mid-sized industrial companies, Silicon Valley engineering firms, law firms, insurance agencies, HR & benefits companies, CFOs, highly accomplished management consultants and business coaches, and other well-regarded professionals.*

WEBSITE: [HTTPS://10PLUSBRAND.COM/](https://10PLUSBRAND.COM/)

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