

How expensive is it to build a brand?

Speaker: It can be expensive in case you hire an agency to do the campaigning or get a web development firm to do this. There are ways in which you can minimize this cost. Pro bono work is not always the best strategy to adopt here. People will do it, it is good when you do not have the money but it does not always work, as there is no accountability. I have seen people say that we have found a firm which will create the website for free but that website does not become live for several months because there is no one accountable for it.