

YOUR BUSINESS AND THE JOURNEY INTO

BRANDING

INCLUDES
HOW TO GET STARTED ON SOCIAL
MEDIA

What is a brand?

Without realising it we could name tons of businesses and their brand/brands. Notice how I said business and brand separately. That is because despite our brains associating the two to be the same, they are not. A business is an organisation which produces and sells goods or which provides a service, a brand however is different.

Throughout the years what we think of as a brand and its definition has not really changed. All that has really changed is how we identify, interact and associate with one. The traditional definition of a brand 'A name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers'. For years I struggled to fully understand what that meant until one day it clicked

A brand is:
The personality and image of a business.
It's what comes to our mind when we think
about a business.

However a brand isn't solely for the use of a product or service thanks to the birth of media, a place or person can also be a brand.



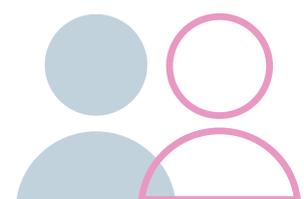
Product



Service



Place



Person

The purpose of a brand?

I want you to take a second to think about a business and their brand, what made you think about them?

A brand should aim to match the following four statements:

Arouse emotion.
Ignite passion
Echo reliability
Give meaning

Here are some the brands that I identify with these four statements.



There may be times where your response to brands is negative, but that does not mean it failed its purpose. It's just simply not the brand for you, and that is okay.

How it impacts a business?

A business' brand is arguably one of a business' most important assets and with the chaos of the social media world, having a clear brand is becoming more and more important.

As we stated earlier a brand helps customers distinguish you from your competitors. With the right branding a customer can identify you in multiple ways. A brand also has an impact on a customer's decision process.

Think of the last time you bought/used something, what influenced your decision?



When I ask myself the same question I can honestly say that most of the time I see something with the Harry Potter/Wizarding World branding I want to buy it and sometimes I do.

We all have our preferences when it comes to what we buy and use. A study in 2015* showed that over 60% of shoppers actively bought from a brand they knew with 21% of those buying because they liked the brand.

It is natural to say that we don't always agree with what a business stands for. That's why we all like different brands and our reasons for doing so differ from person to person. That is also why, when a business goes against what our understanding is, we voice our thoughts or change our loyalties.

*Nielsen. (2015). Understanding the Power of a Brand Name. Available: <https://www.nielsen.com/us/en/insights/article/2015/understanding-the-power-of-a-brand-name/>

How to create a brand?

DO

- Understand your audience base
- Create your mission and vision
- Define personality
- Create imagery

Let's look at each point step by step:

Understand your audience base:

- Who are they?
- What do they stand for?
- How do you fit in?

By understanding your audiences, you can create a brand that speaks to them.

My branding is clean and simple, professional yet friendly. That's how I want my customers to see me and my business.

Create your mission and vision:

Mission :A mission statement describes what you are doing. Take for example Google their mission is to 'To organize the world's information and make it universally accessible and useful '.

Vision: Describes what your future directions or aspiration (Why)' To provide access to the world's information in one click.'

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Define personality:

A brand is the personality of the business so it is important to give your business one of its own. To do this you need to consider the following:

- Language used
- Tone: Honest, serious, Scientific (Can change)
- Voice: Friendly, Authoritative, Professional (Never changes)

Following from there you can move onto the fun stuff, the image of your brand. This is equally important as it is what your audiences/customers will associate with your business.

- Imagery: What will your logo be, how will you showcase your product/service
- Colours: All brands have a colour palette. So choose some colours that you want associated with you. Don't be afraid to experiment before deciding on your scheme.

I use my favourite colours (pink and Blue) in a pastel form, these colours are also nice on the eye and compliment each other. They are simple. I also use grey as an accent colour along with black and white for text and my logo itself.

These are different from a lot of other marketers, who use bright colours.

How to create a brand?

DON'T

- Mix messaging
- Copy competitors
- Mix branding between offline and online
- Create multiple imagery

Nothing is worse than a brand who has multiple conflicting images/personalities. Mixing your message will not help your audiences to find you. That doesn't mean you can't have sub-brands but they should all relate to one another and follow the narrative of the main brand.

You also shouldn't copy competitors.

Just because something works for them, it is not a reflection on your audience. If anything it is more likely to make your audiences think you are your competitor.

Don't mix your offline and online branding.

Have the same for both. If you speak one way online, speak the same offline, if you have two colours online use the same colours offline. It again can confuse your audience.

Finally, don't create multiple logos/imagery elements. You can of course have a white and black version of your logo but don't have five different versions of it in different fonts, colours, sizes. Stick with one.

It is important to say that while you should try to stick to your branding, it is perfectly acceptable to make subtle changes over time. All brands grow and just as we change our image as we age so do businesses. Just don't change it every day.

Exercise:

Take 10-15 minutes to evaluate two brands; One which you like and one which you don't.

Using incognito/private window mode search their business name and analyse page 1 and 2 of the search engine results.

Then analyse one/two of their social media channels

Take note of key findings and recommendations i.e.

- What do you notice about their brand
- What makes them stand out
- What would you change, why?

The right channel matters

With 3.8 billion social media users worldwide* finding the right social media channel to promote your business on is vital. However it only works if you are on the same platform as your audience. For example Instagram has a higher % of 18-24 year olds on their channel than Twitter; also if you are targeting businesses LinkedIn would be a better choice than say Snapchat as it is the channel for business professionals.

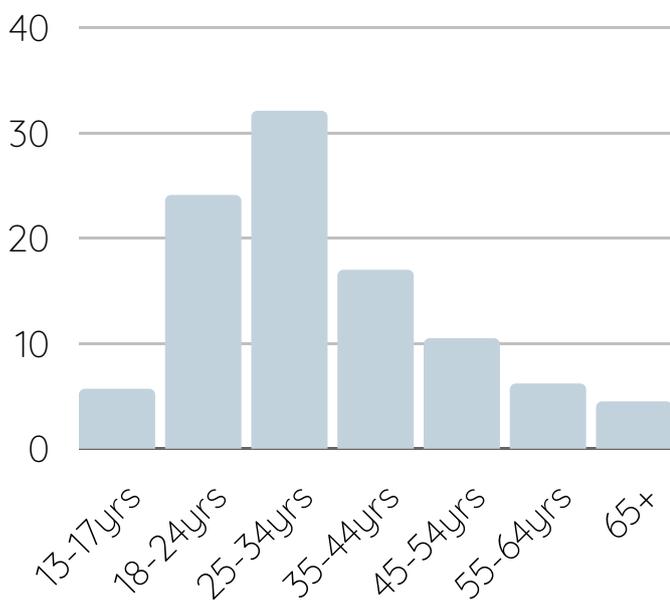
Age is not the only factor that contributes to finding the right channel. There are also advantages and disadvantages based on location, type of business and content type.

Another point of note about finding the right channel, is the type of business you run. Different channels are used for different purposes as seen in the Post/Content Type column. Instagram is a visual platform, so it doesn't make sense to use it unless you have/can make a lot of dynamic visual content. If you have a physical product/location Instagram is perfect, for a service more work is needed.

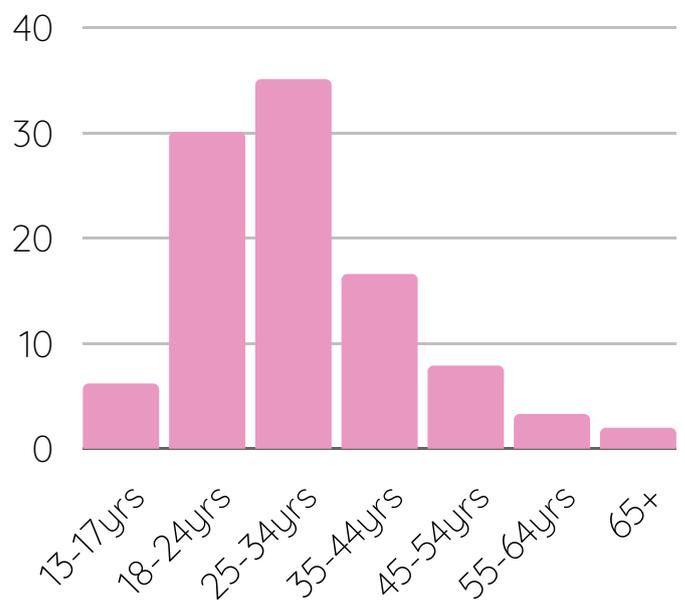


The right channel matters

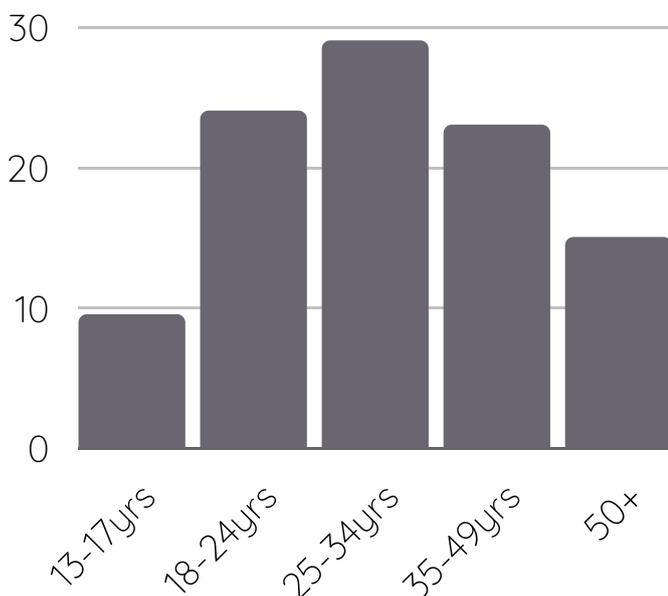
The charts featured below highlights the 4 most commonly known social media channels by user age (these are not the top 4 channels, just the channels that people think of when we say social media).



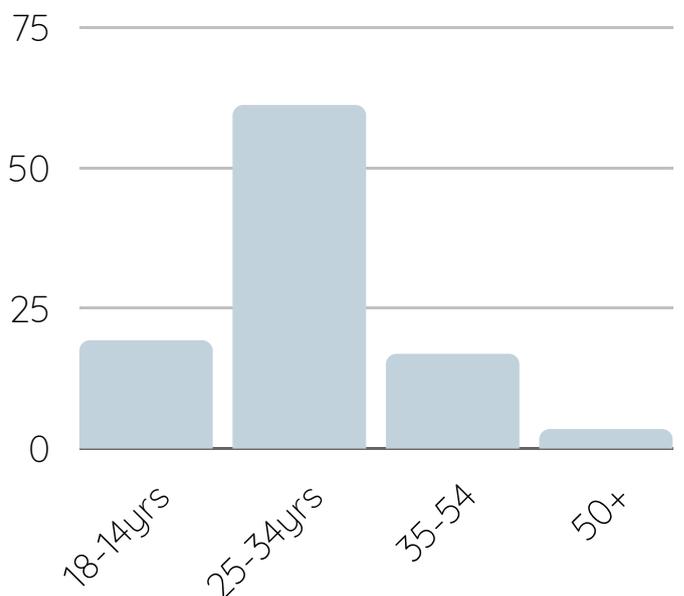
Facebook



Instagram



Twitter



LinkedIn

Getting the best out of Facebook



Facebook Profile: A profile page that matches your business

Ads: If you are running ads make sure you have thought them out and not doing them because everyone else is.

Consistency: Be consistent on when you do your main posts. Use a schedule.

Engaging Content: If you just post statuses it may get boring after a while so be sure to make content that engages audiences in a way they will understand.

Branding: You need to match what you do to that brand.

Optimisation: Keep your about page optimised to ensure it is saying the right message to your audiences and search results.

Optimism: The minute you think it will fail it will so be optimistic and willing to adapt.

Knowledge: Learn from each post, brand refresh you share. By recognising what works and doesn't work for your channel you will gain knowledge to master the channel for your business.

Getting the best out of Twitter

● Twitter Profile ●
Wording
Impressions
Trend Awareness
Trolls Exist
Evaluate
● Respond ●

Twitter Profile: You need a profile that matches your business

Wording: With only 256 characters to use on Twitter you have to decide what is and what is not important to share.

Impressions: With Twitter's timelines/newsfeeds changing every second you have to make sure your posts stand out from the crowd.

Trend Awareness: Twitter is the home of hashtags and trends, by being aware of what is trending you can use them to your advantage. This includes awareness days.

Trolls do exist: Like all social channels twitter has its share of trolls. It is up to you to differentiate real and fake comments. You can block accounts.

Evaluate: Evaluate often to see what works and doesn't work for your twitter page. All social channels are different.

Respond to comments/messages etc. Alternatively retweet, engage and mention those in your community or stand for what you do often.

Getting the best out of Instagram

Instagram Profile
Network Building
Share the love
Tags
Analyse

Instagram Profile. Think of how you want your profile to look, does it match branding, does it say who you are. Be consistent with it.

Network Building: Start with those who will follow you back (friends, employees etc) then move on to competitors, experts in the industry and your role models. It is important to follow competitors to analyse how they attract audiences.

Share the love: Be active on your channel, try even 15 mins a day. Share the love you wish to receive.

Tags: Use the correct tags for your business/post don't be afraid to use niche tags/tags with smaller post numbers

Analyse: Like all social channels it is important to analyse what is working for you and what isn't. This will form the base of your decision processes.

Exercise:

Take 10-15 minutes to think about your business and what it is trying to market

Evaluate which channel(s)/Review current channels and decide if right for your business

Take notes and recommendations

- Why its right
- What content you could publish
- What would/could you change to make it right



Tips and Tricks

Social Media

Keep handle/username the same across all channels or as similar as possible.

Post content that you feel your audience needs

Remember your brand's personality

Use Scheduling Software to post content.

- Later is good for visualising content (primarily used for Instagram)
- Hootsuite for mass/ cross scheduling

Learn content creation software

- Canva: a freemium service commonly used for its easy drag and drop interface
- PosterMyWall: a freemium service similar to Canva with less options
- Illustrator/Photoshop if you want advanced graphics

Content Creation

Come up with and stick to a few style templates

Remember your branding

Minimise colour choice

Maximum of three font types. (Title, heading, body)

Don't be afraid to crop

Use stock imagery sparingly

I hope you have enjoyed this course: Your Business and its Journey into Branding. I'd really love to hear how you get on with it, so feel free to get in touch. Likewise get in touch for more tips, tricks and support on how to reach your business's social media .



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