you are awesome

USER EXPERIENCE

MADE EASY

USER EXPERIENCE

MADE EASY

USER EXPERIENCE (UX)

This is the overall experience a customer or user has with a company's products or services, especially in terms of how easy or pleasing they are to use. This could be related to the design of a website, the usability of a product, the layout of an online store, or the process of completing a purchase, among other things.

UX is important because it directly impacts a brand's perception and how users interact with it. If a user has a positive experience with a company's digital presence, they are more likely to make a purchase, return to the site, recommend it to others, and have a higher overall impression of the brand.

E-mail Marketing

Social Media

Digital Campaign
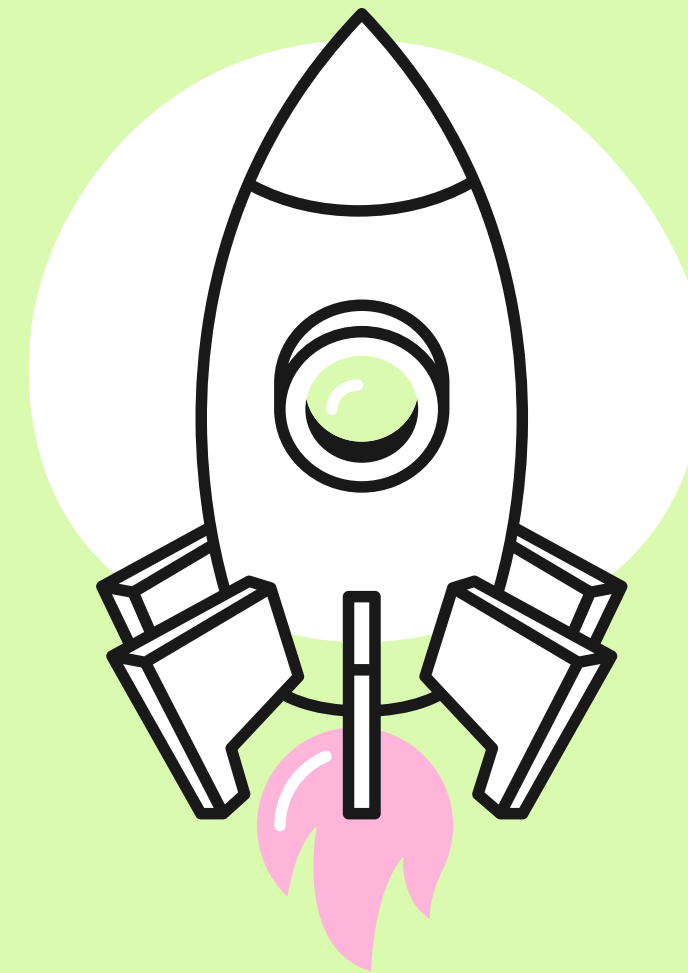
Mobile Apps

Content Marketing

SEO

KEY ELEMENTS

- **Usability**: it needs to be easy to use
- **Design**: visually appealing
- **Content**: engaging and easy to understand offering value to the user.
- **Performance**: If it is a website it needs to run smoothly, if it s a product or service it needs to deliver what it promises.
- **Consumer Journey**: All the steps needed to complete the task (or purchase) need to be easy and efficient.
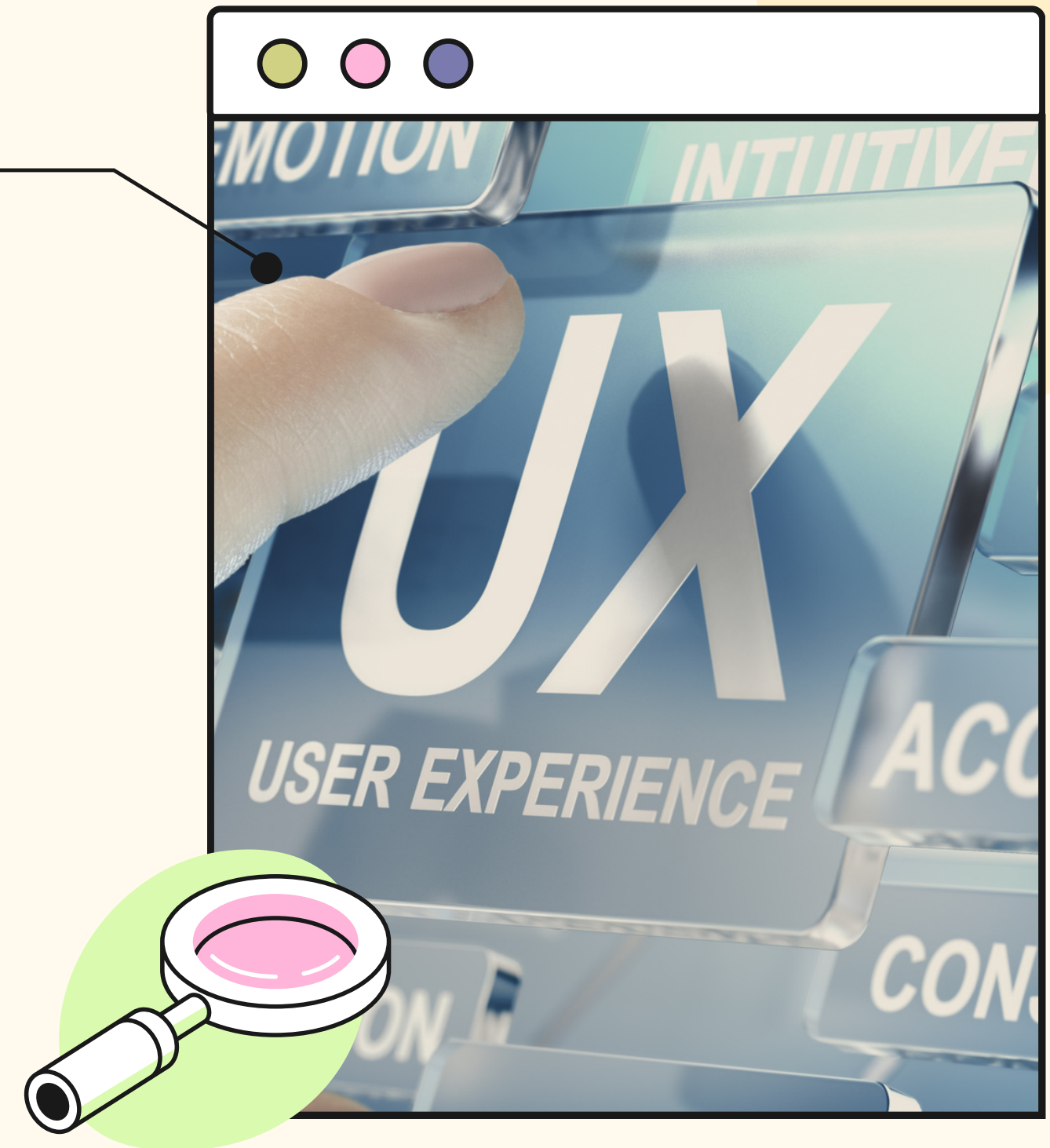
CALL TO ACTION

WHY IS IT SO IMPORTANT

WHAT IS A CTA

CTA (Call to Action) is a marketing term that refers to a prompt of instruction aimed at provoking an immediate response or encouraging an immediate sale. It is designed to entice a website visitor or reader to take a specific action, such as making a purchase, signing up for a newsletter, downloading a free ebook, registering for a webinar, sharing content on social media, or any other desired outcome.

CTAs can take many forms, but they typically use imperative verbs like "buy," "sign up," "call," "click," "download," or "find out more." They can be found in a variety of marketing materials, including websites, emails, advertisements, blog posts, and social media content.

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Social Media

Digital Campaign
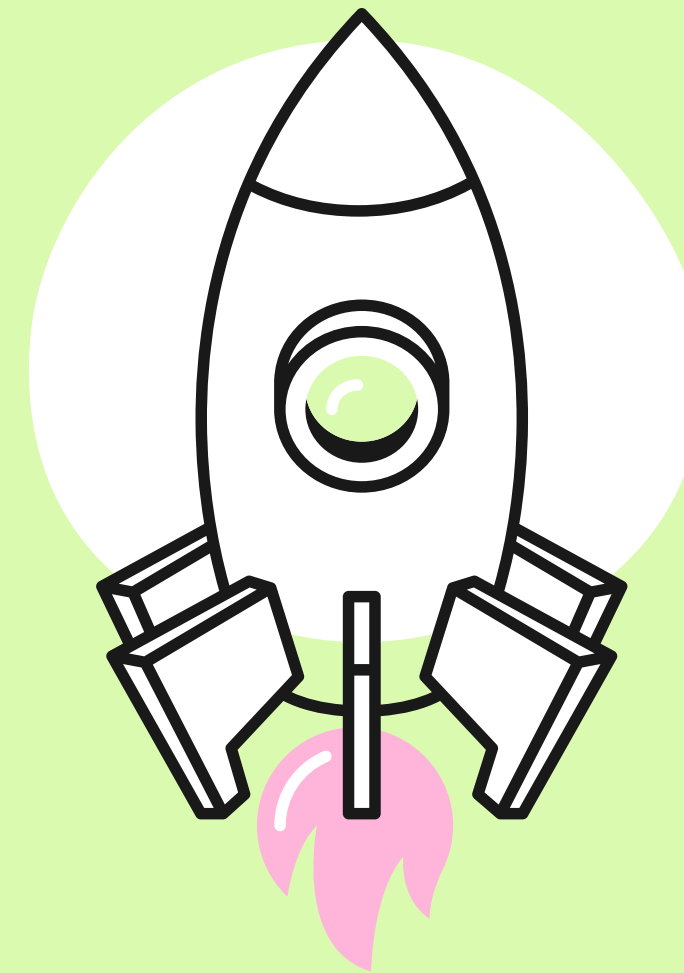
Mobile Apps

Content Marketing

SEO

IMPORTANCE OF A CTA

CTAs are crucial in driving conversions in digital marketing, as they **guide users through the marketing funnel** and encourage them to take steps that could eventually lead to a sale or another desired action. A well-designed CTA can effectively **catch users' attention, create a sense of urgency, and make the path to conversion** as straightforward as possible.

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GENERATING A CALL-TO-ACTION
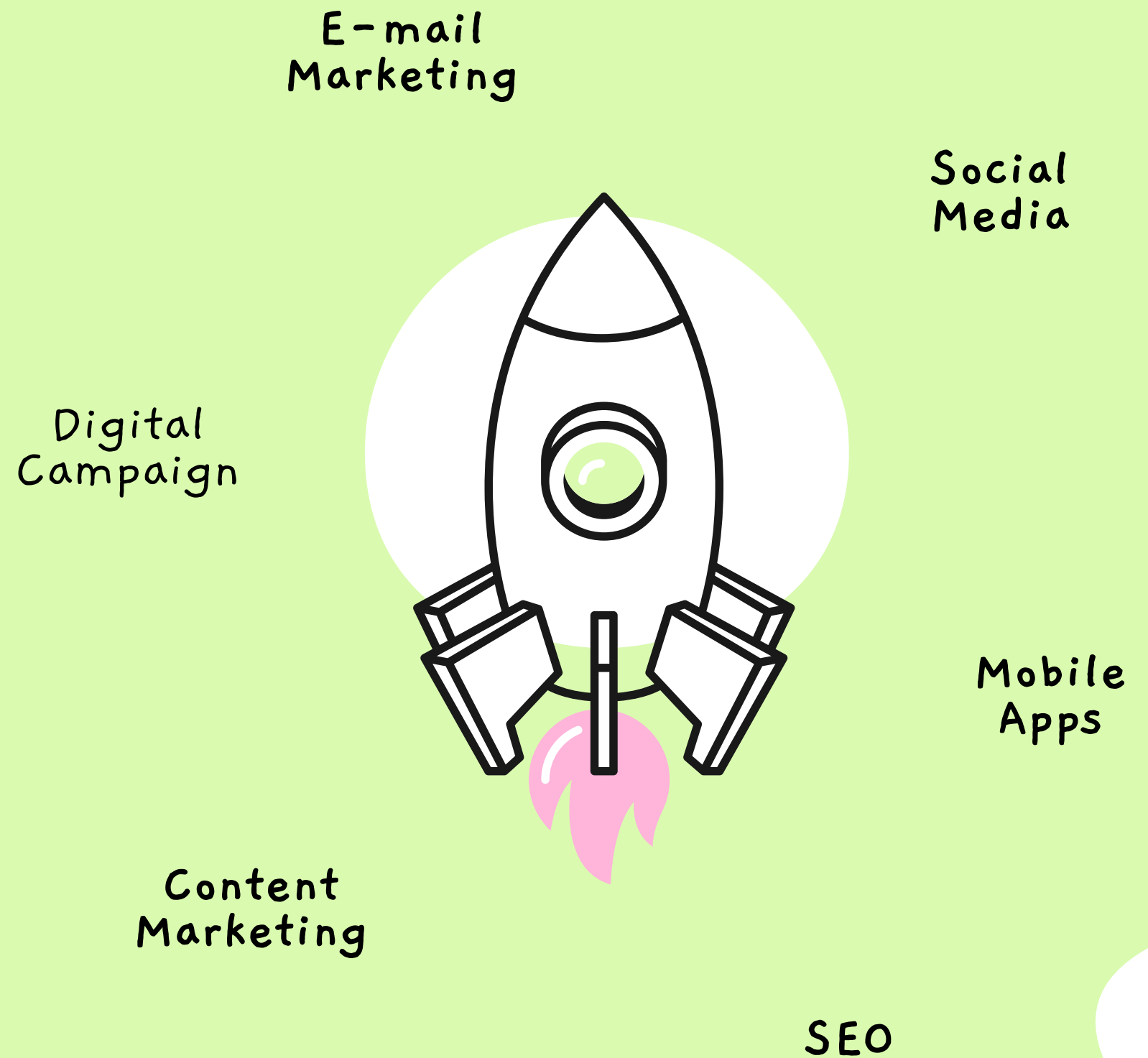
EXAMPLES

1. "Buy now"
2. "Sign up for free"
3. "Download our ebook"
4. "Contact us today"
5. "Subscribe to our newsletter"
6. "Get started now"
7. "Join for free"
8. "Learn more"

LET'S WORK
IDENTIFY USES OF CTAS

5 min

SELECT TWO INFLUENCERS ACCOUNTS

let's use Instagram as a base

Try to identify:
1. What is the CTA they usually use the most and why?

BACK TO THE BASICS
LET'S REVIEW OUR LEARNINGS

PROFESSIONAL USE OF SOCIAL MEDIA

Remember when we talked about the professional use of social media vs. personal use? We talked about the Brand needs and convenience above anything else... that is the **brand guideline**!

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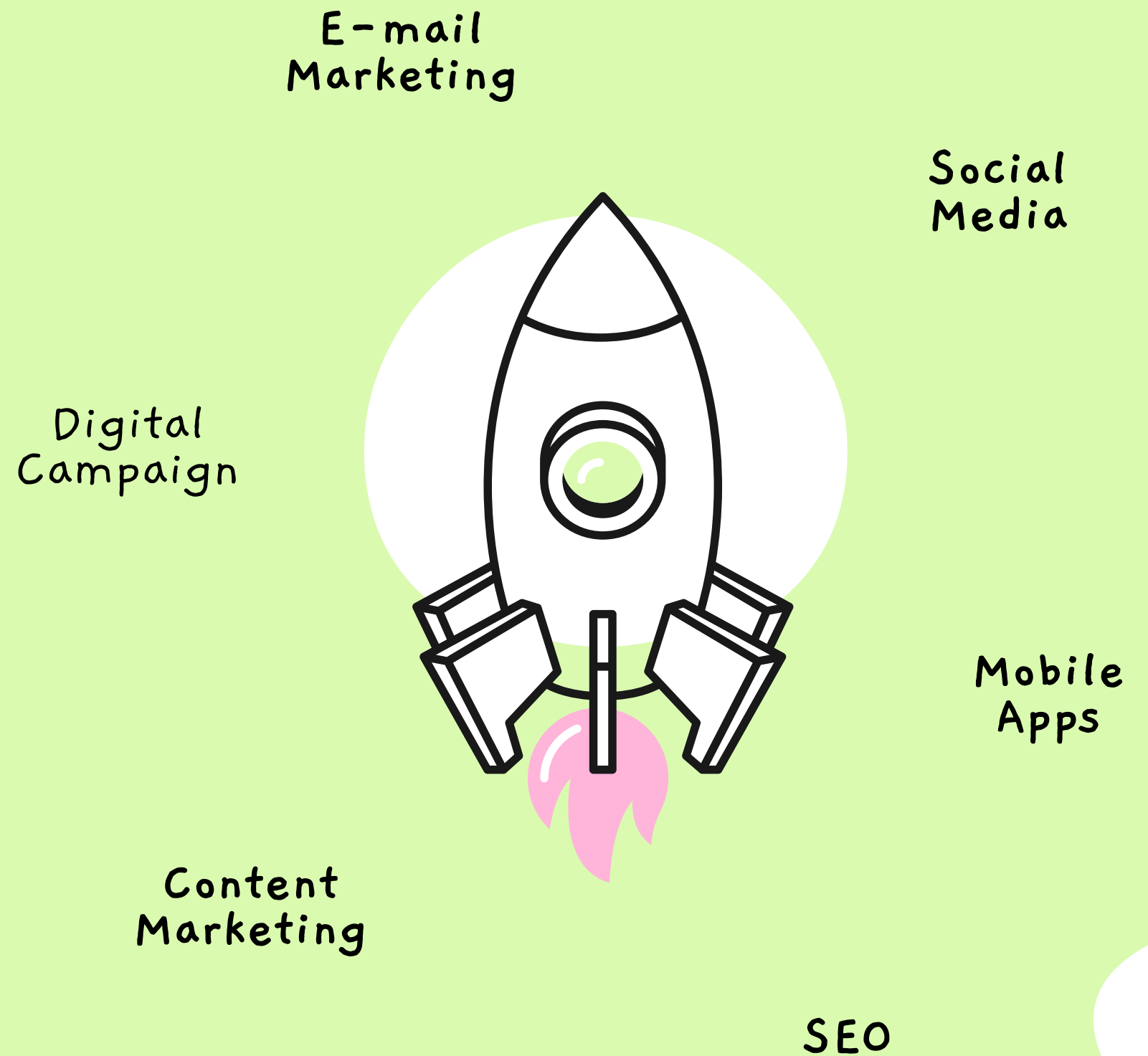
BRAND GUIDELINE
CRAFT YOUR PROFESSIONAL ONLINE PRESENCE

DEFINING A BRAND GUIDELINE

Brand guidelines, also known as brand standards or brand style guides, are a set of rules that explain **how a brand's identity should be communicated**.

They provide clear directions on how to use various brand elements, such as **logos, colors, typography, imagery, and language**. The purpose is to ensure consistency across all platforms and mediums, which helps to build brand **recognition and trust**.

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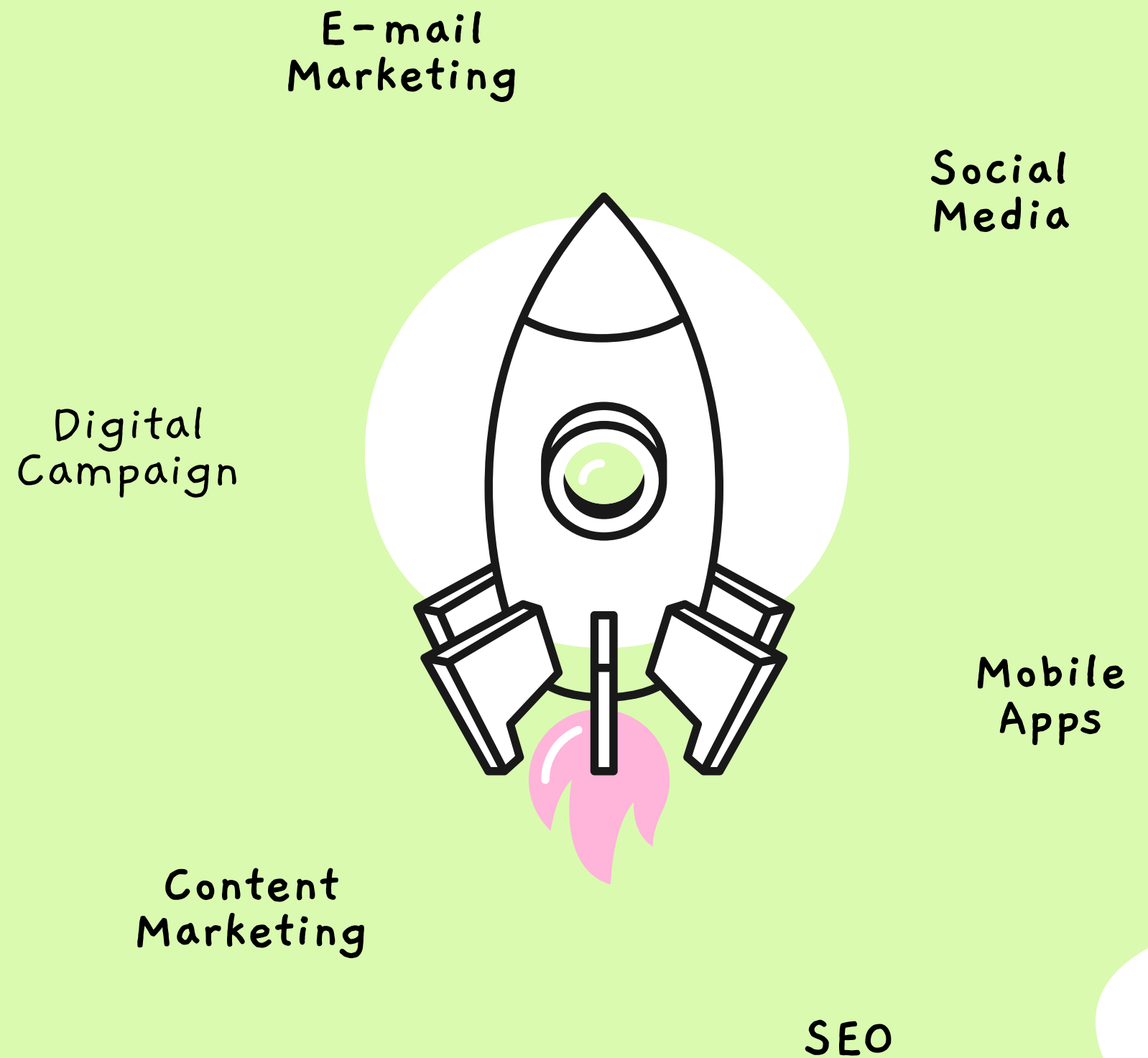
LET'S SEE SOME REAL-LIFE
EXAMPLES USING CANVA

LOGO USAGE
COLOR PALETTE
TYPOGRAPHY
IMAGERY
VOICE AND TONE
ICONOGRAPHY

Build your personal brand
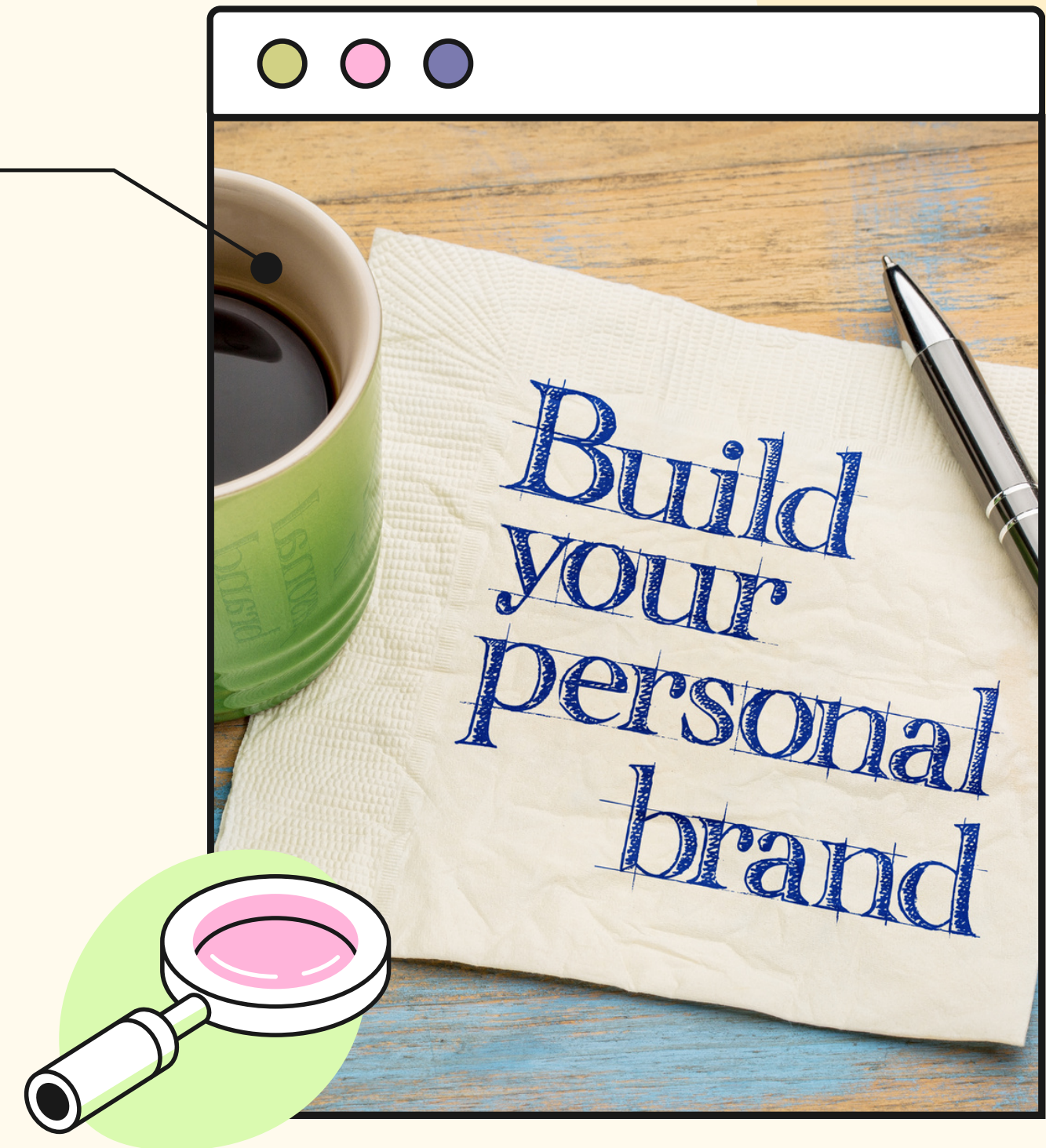
BRAND GUIDELINE
BREACKDOWN OF IMPORTANT COMPONENTS

LOGO USAGE

You need to create the logo for your business. It can be something extremely simple like your business name with a cute font or something elaborated, illustrated, or digitally generated.

Once created, you need to define how it can be used, the colors, and different applications of it (when printed, when online, when on a business card, etc.)

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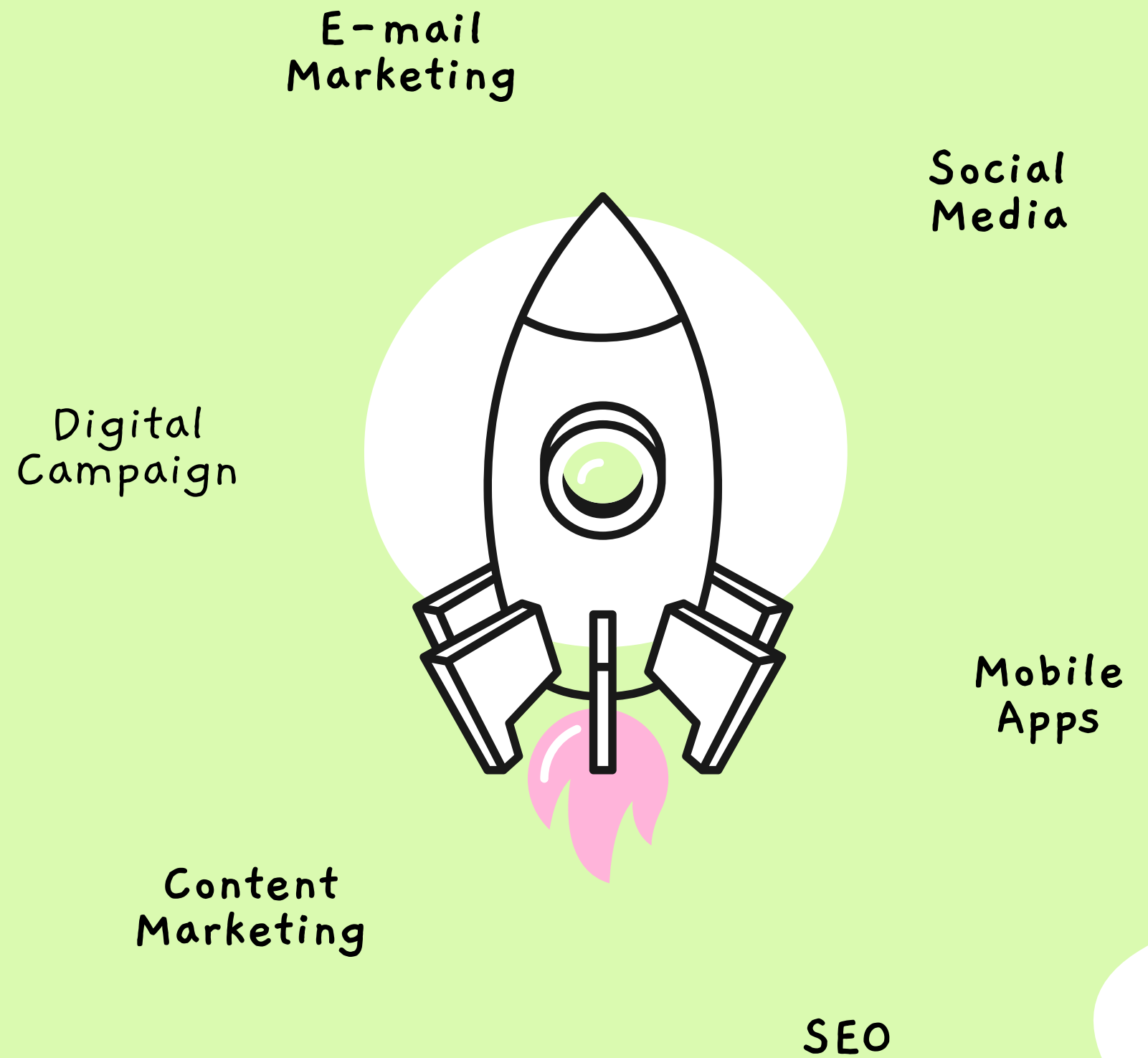
HOW TO

You can create your logo with digital tools if you are not an artist or are not design-oriented and even digitally savvy.

Some free tools include canva.com and brandcrowd.com/s/logo-maker

BrandCrowd Logo Maker ⌄ Business Cards ⌄ Social ⌄ More

Logo Maker

Make a beautiful logo in seconds. Try it for Free!

Enter Your Business Name   CREATE LOGOS
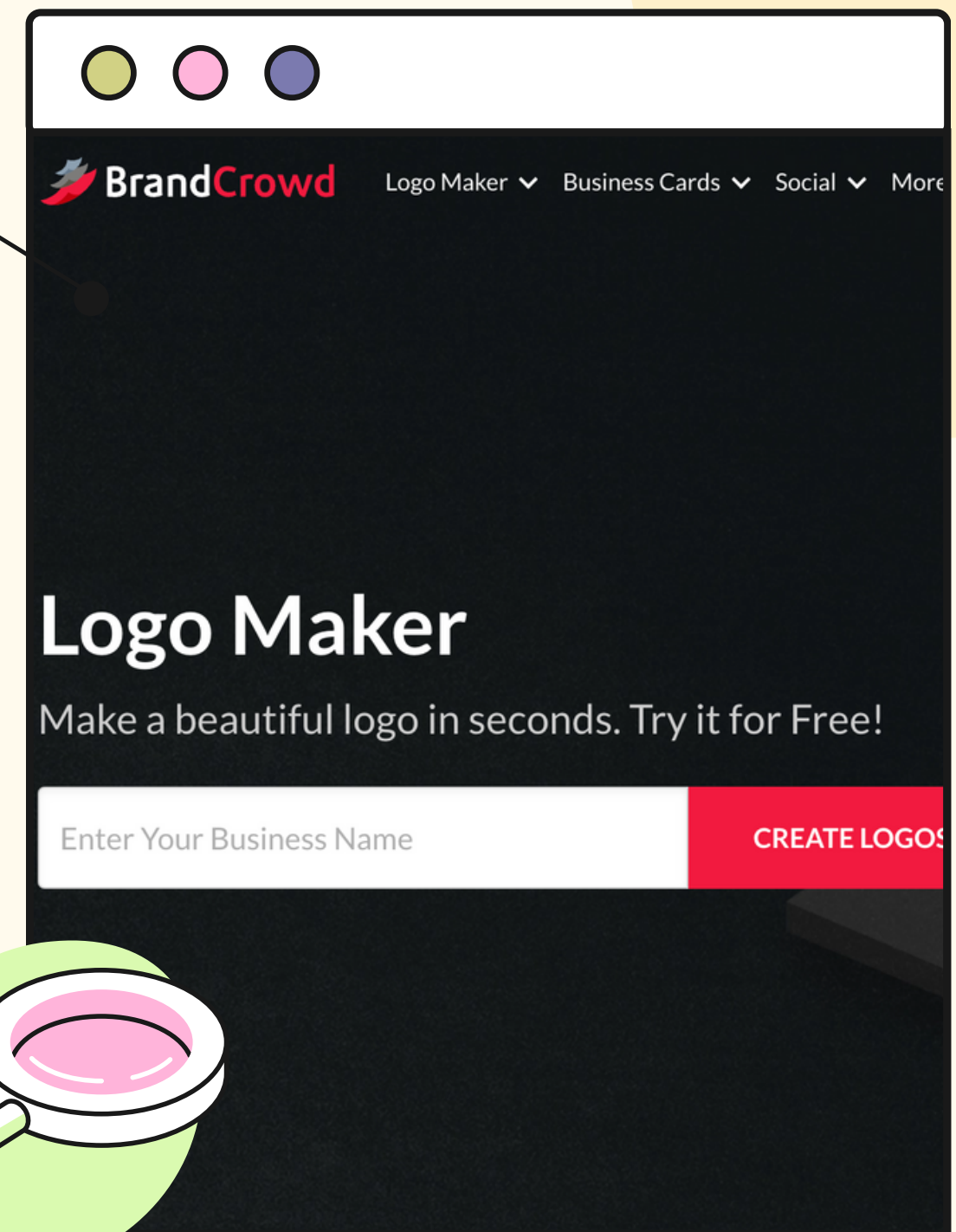
COLOR PALETTE

You are in charge of your own brand, you get to decide the colors associated with it!
However there are some things you would like to know before settling for a definitive brand color palette.

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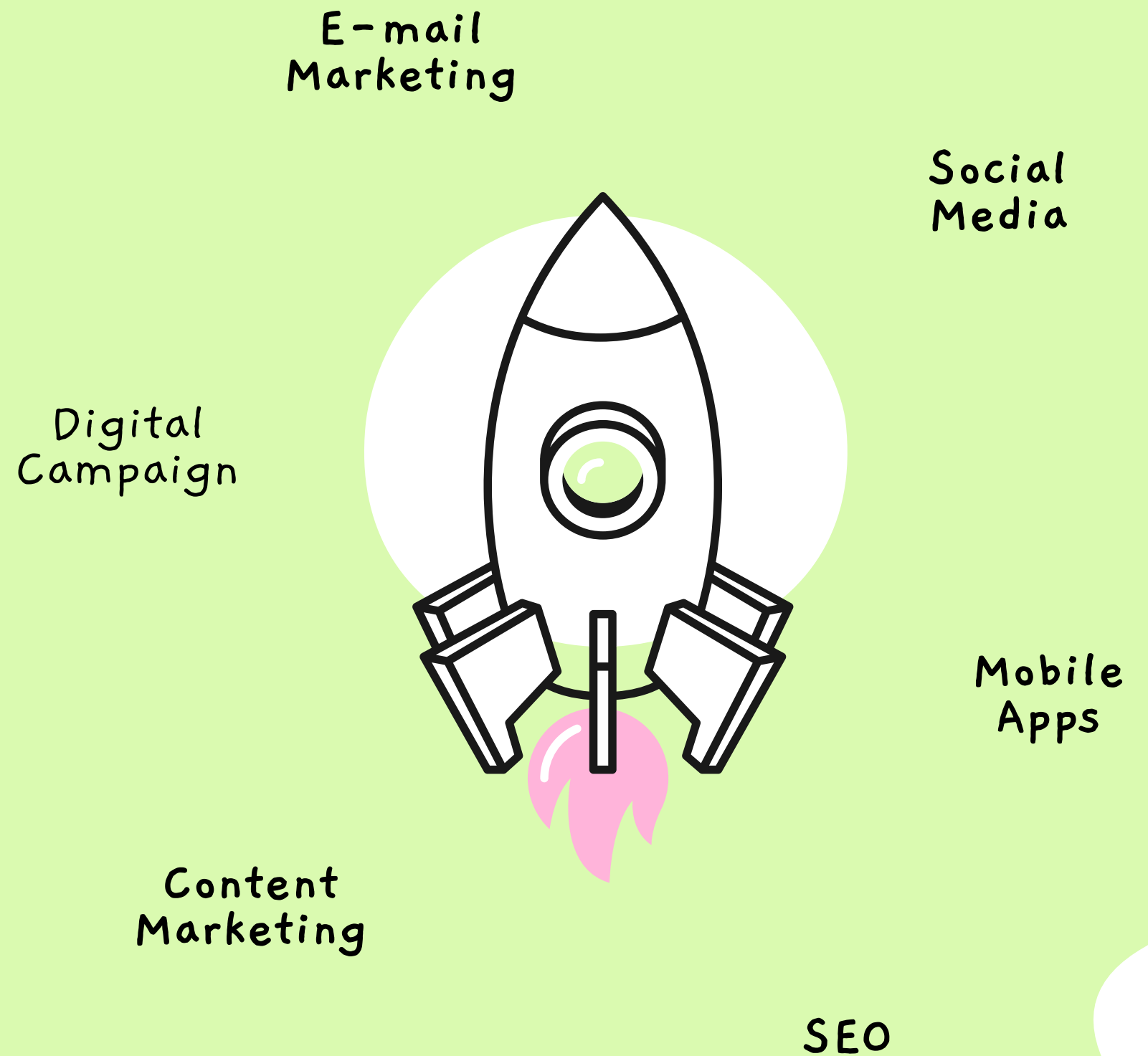
BRAND RECOGNITION

Consistent use of a specific color palette helps increase brand recognition. Over time, people begin to associate certain colors with your brand. For instance, when you see red and yellow, you might think of McDonald's, and blue might remind you of Facebook.

COLOR PALLETTE IMPORTANCE

EMOTION AND PERSONALITY

Different colors evoke different emotions and perceptions. For example, blue often conveys trust and reliability, while red can communicate excitement and passion. Selecting the right colors can help to convey your brand's personality and values to your target audience.

COLOR EMOTION GUIDE

CONSISTENCY

A defined color palette ensures that all your branding and marketing materials, across various platforms (e.g., website, social media, print), have a consistent look and feel. This consistency contributes to a professional appearance and helps reinforce brand identity.
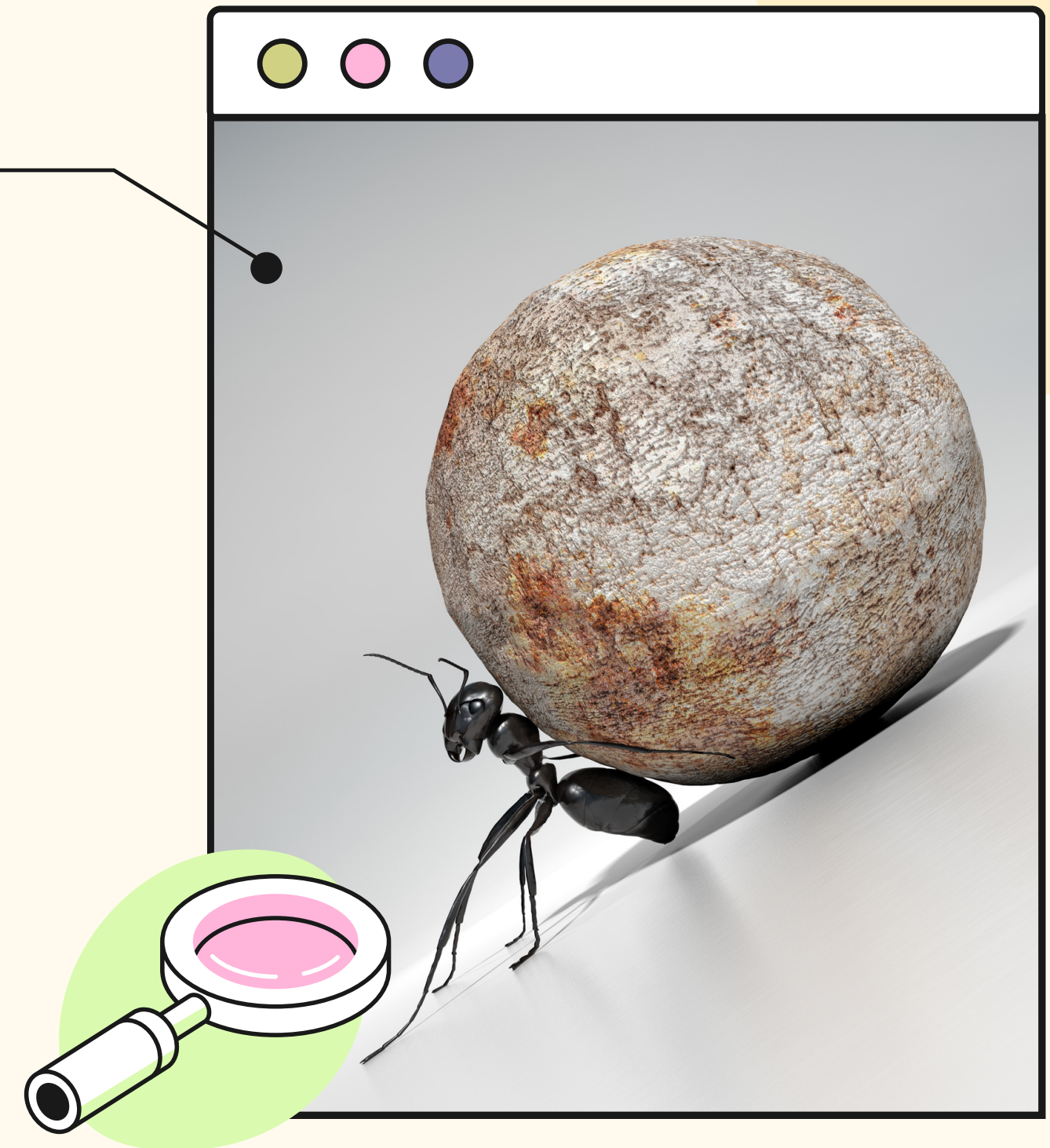
TYPOGRAPHY

Your own brand will have your own imprint on it with your own personality

You get to choose the logo, the colors, and also the type of font it will be used when creating content.

Typography plays a significant role in brand guidelines and overall brand identity since it is a powerful visual tool that can convey a brand's voice, personality, and values, while also influencing user experience and the overall effectiveness of your brand's communications.

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Mobile Apps

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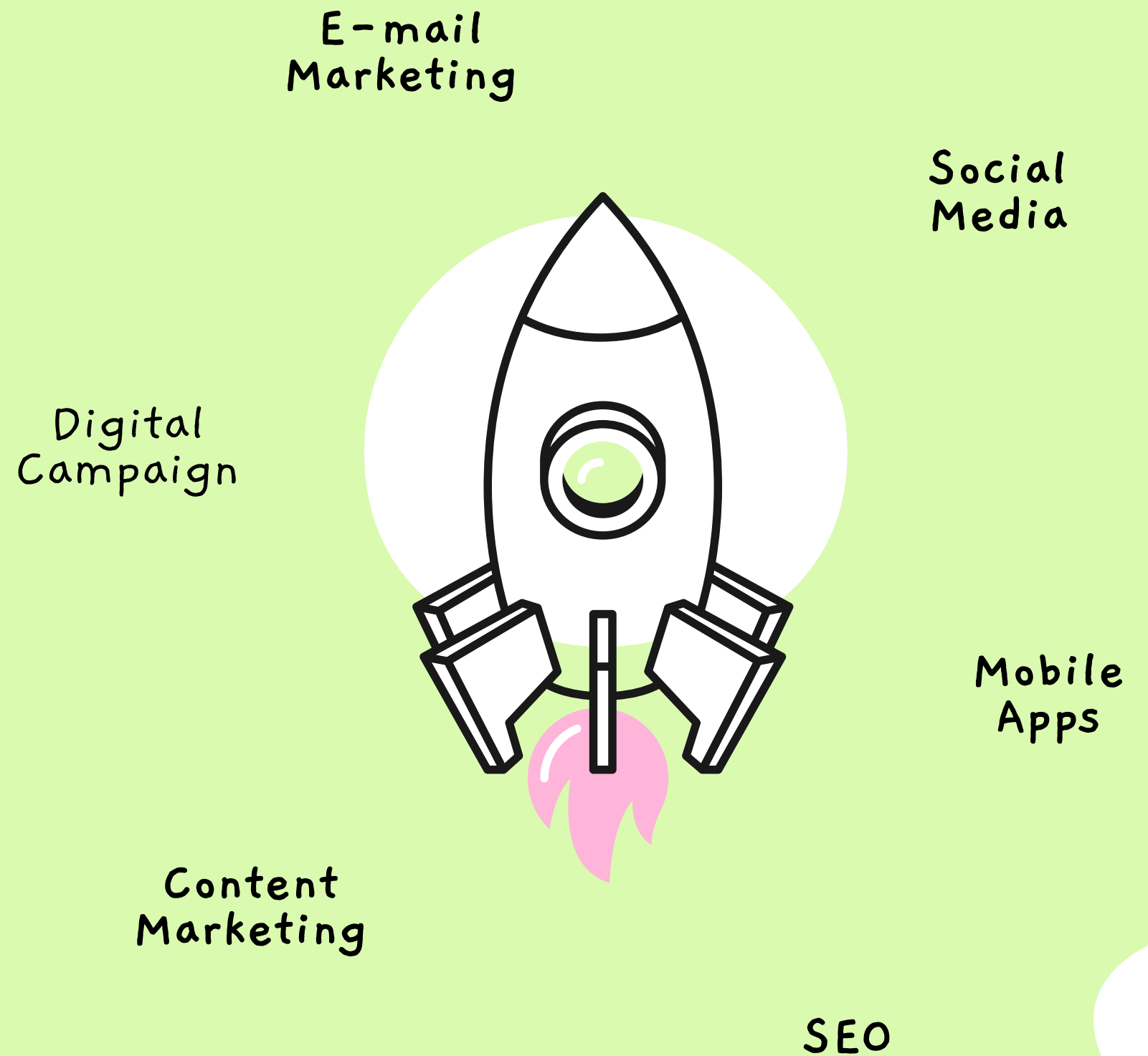
TYPOGRAPHY GUIDE EXAMPLE

Typography

Font choice and typeface

HEADER 1

Font: Lato / Font Size: 72 / Style: Bold

HEADER 2

Font: Montserrat / Font Size: 30 / Style: Bold

HEADER 2

Font: Montserrat / Font Size: 24 / Style: Regular

IMAGERY

Here is where you define the type of images you will use with your brand: will you use a specific filter? color? will you focus on the object with a blurred background? will you have clean white backgrounds?

You define how the images should be used, taken and edited to ensure a streamlined visualization within all your channels.

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Social Media

Digital Campaign

Mobile Apps

Content Marketing

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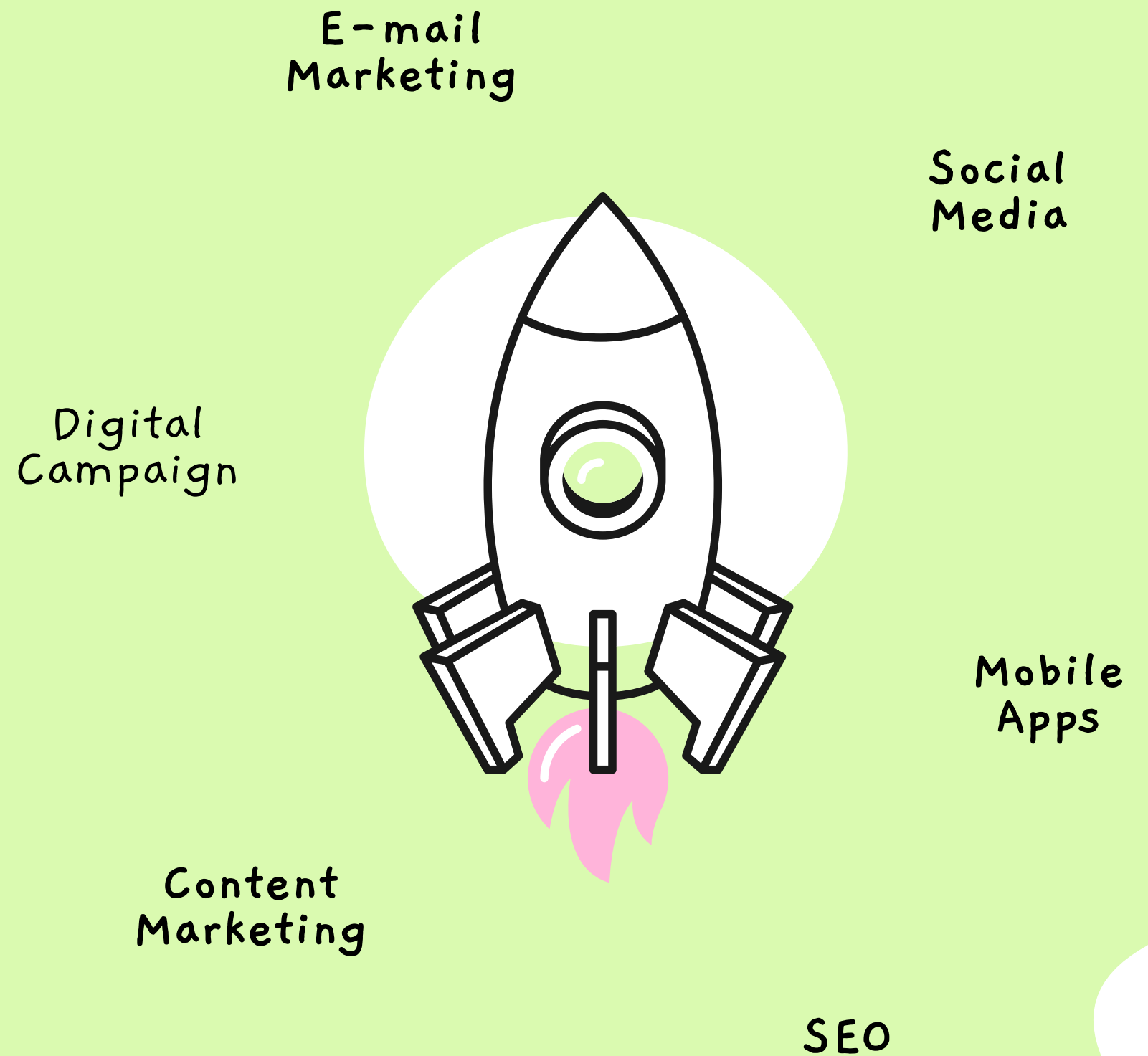
IMAGERY GUIDE EXAMPLE

Imagery

Imagery style and cropping

Mr.Wheeler imagery should always be in keeping with the brand and should portray the brand image at all times. Below are examples of product and lifestyle photography that can be used throughout all communications for Mr.Wheeler.

Lifestyle

Lifestyle images should capture movement, life, happiness and inter activity. The subjects within the image should be 40 Years+ as a minimum. They should always be depicted as happy or thoughtful or contemplative. Images should always have an effect or cast to displace them (one step) from reality and create an aspirational feel to the image overall.

Individuals

Whilst the brand positioning is targeting males 40 Years+, it is important to utilise a range of female and male imagery where appropriate and relevant. The subjects should either be visibly happy, thoughtful or contemplative. They should not be tattooed or have any piercing or extravagant hair. The same cast or effect (as the lifestyle images) should be applied to individuals.

Environment

Images of environments, be that outdoors or indoors, should be well let, clean and tidy (of course) and should (wherever possible) have a depth of field and perspective to the shot. It is not necessary to apply filters, casts or effects to these images providing that the lighting is bright and the images are sharp.

TONE OF VOICE

The tone of voice refers to the overall style, personality, and attitude that a brand or an Influencer communicates through its written or spoken communication posts. It's like the "vibe" or feeling you get from the words they use and the way they present themselves.

For example, a brand might have a casual and friendly tone of voice, using lots of humor and slang in its content. Or, they might have a more professional and formal tone, using industry-specific language and precise grammar.

Why is the tone of voice important in marketing? Well, it helps a brand connect with its audience on a deeper level. When a brand has a consistent and authentic tone of voice, it can build trust with its customers and make them feel like they're part of a community.

E-mail Marketing
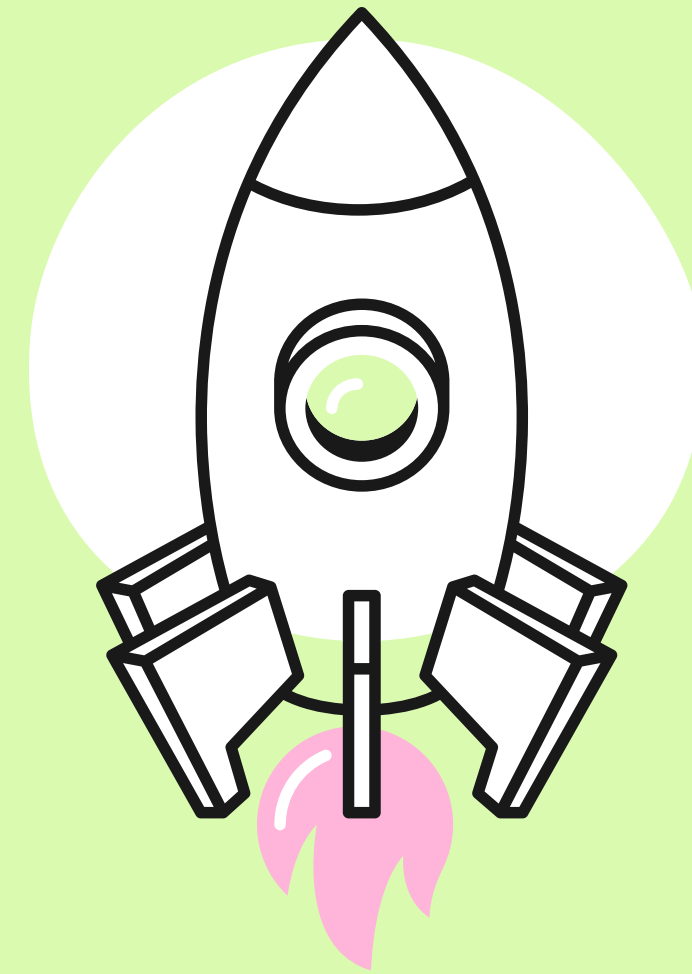
Social Media

Digital Campaign

Mobile Apps

Content Marketing
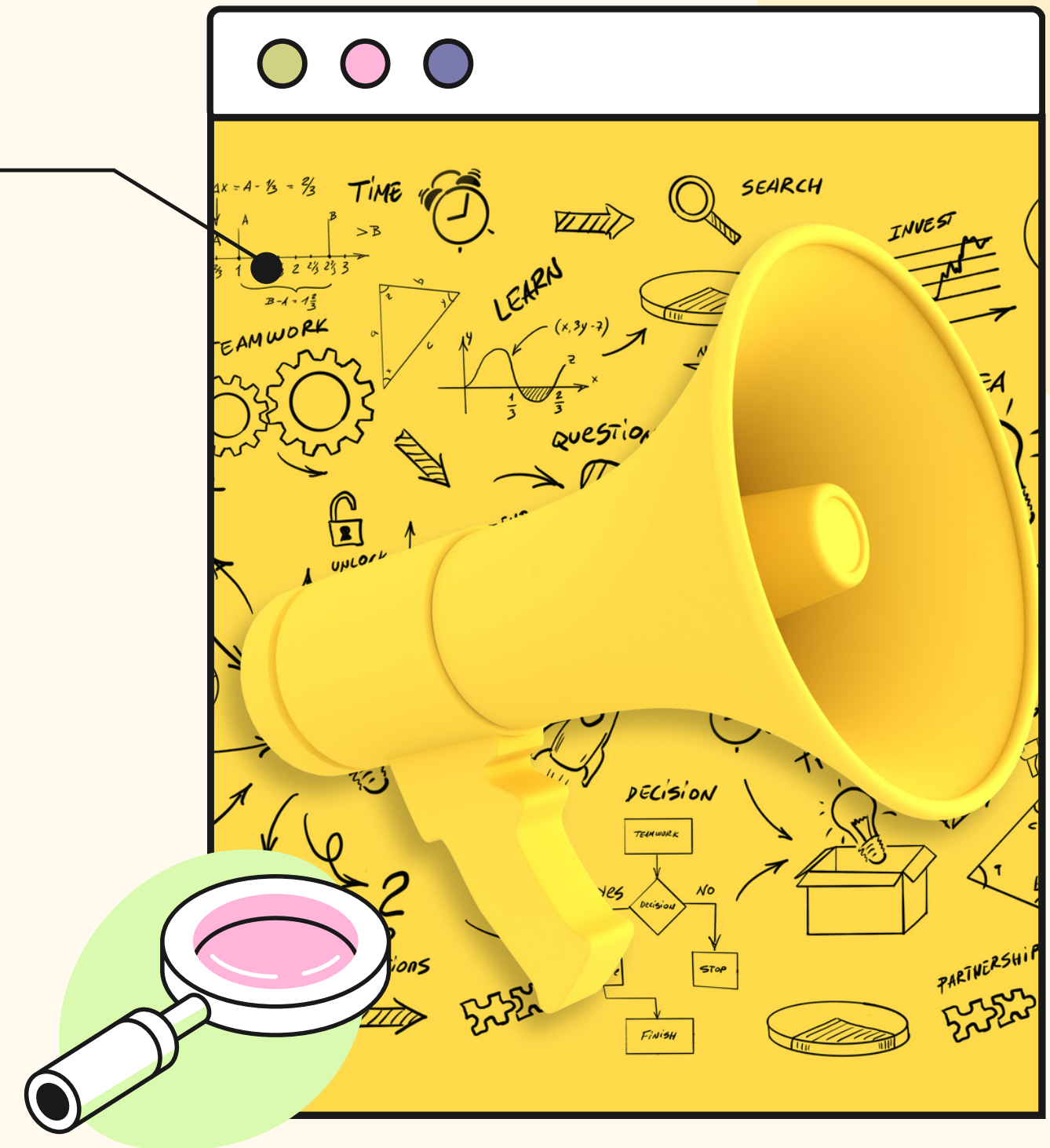
SEO

TYPES OF TONE OF VOICE

- **Casual and friendly**
- Professional and authoritative
- **Inspirational and Motivational**
- Edgy and Bold
- **Empathetic and understanding**
- **Humorous and witty**
- **Nostalgic and sentimental**
- Trendy and modern
- Direct and straightforward
- **Personal and conversational**

ICONOGRAPHY AND DESIGN ELEMENTS

These are the other visual components you can add to your content, a nice example is the image next to this text that has been used for content-dividing purposes.

You can add as many icons and extra graphics as you would like to as long as you keep its use consistent.

E-mail Marketing

Social Media

Digital Campaign

Mobile Apps

Content Marketing

SEO
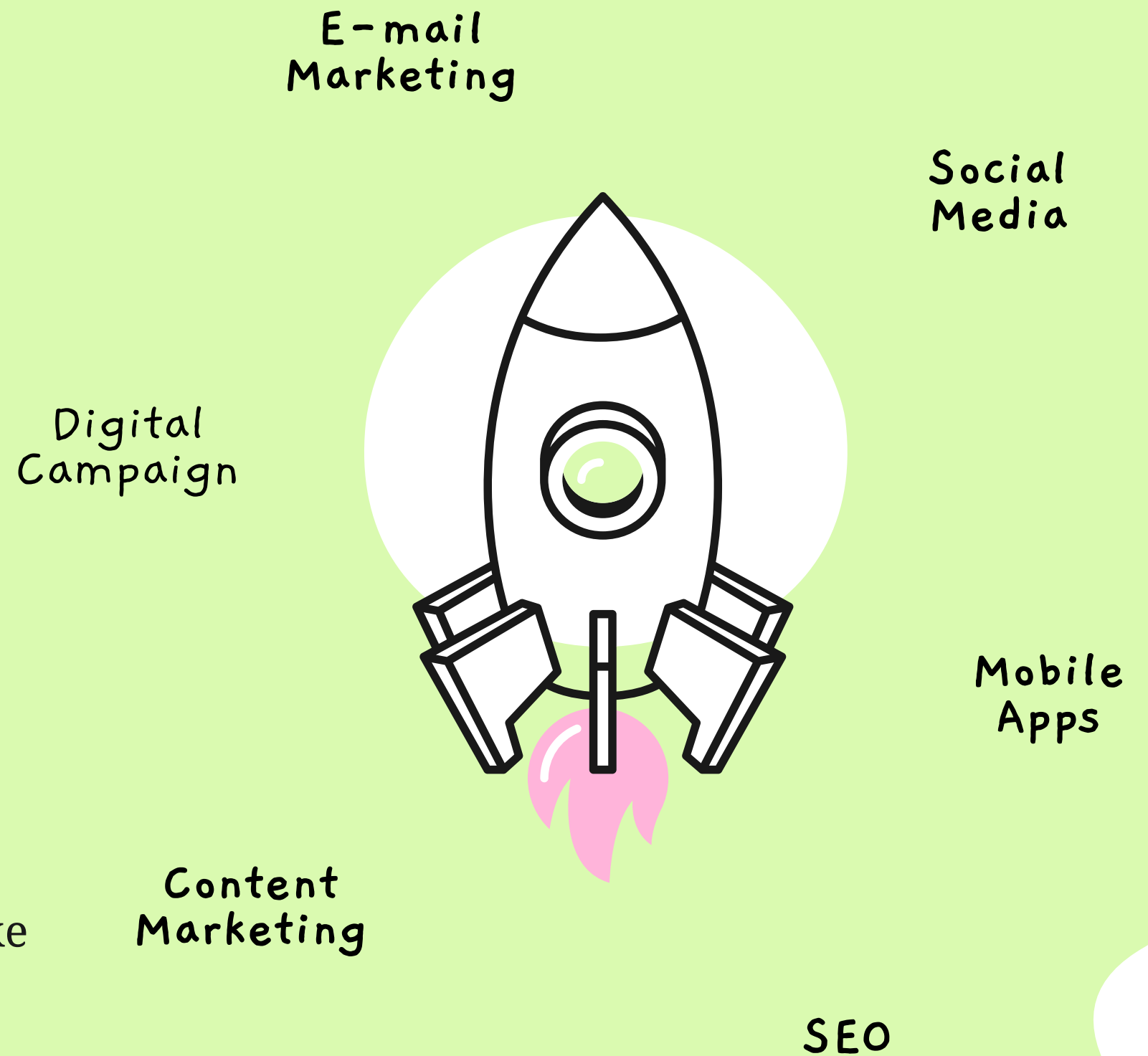
ICONOGRAPHY GUIDE EXAMPLE

Icons

FontAwesome

FontAwesome is the web's most popular icon set and toolkit with over 1200 free icons to choose from. The icons are optimised for accessibility and come in svg format, meaning they will scale to any size on screen and in print without issue. You can download the set at fontawesome.com. Please use the solid versions shown below for consistency.

General Icons

Search
(search.svg)

Telephone
(phone.svg)

My Account
(user-alt.svg)

Online
(mouse-pointer.svg)

Live Help
(comments.svg)

Email
(envelope.svg)

Settings
(cog.svg)

Warehouse
(warehouse.svg)

Basket
(shopping-cart.svg)

Download
(arrow-alt-circle-down.svg)

Sign Out
(sign-out-alt.svg)

Product Categories

Servers
(server.svg)

Processors
(microchip.svg)

Storage
(hdd.svg)

Infrastructure
(sitemap.svg)

Accessories
(keyboard.svg)

Memory
(memory.svg)

Products

Product in stock
(check-circle.svg)

Product Warranty
(screwdriver.svg)

Product out of stock
(times-circle.svg)

Payment
(credit-card.svg)

Product Information
(info-circle.svg)

Product Guides
(book-open.svg)

Product Dimensions
(ruler.svg)

Returns
(reply.svg)

Product Weight
(weight-hanging.svg)

Delivery
(truck.svg)

Technical Specifications
(file-alt.svg)

Global Shipping
(globe-africa.svg)

Product Condition
(stethoscope.svg)

ETB

LET'S WORK
IDENTIFY THE BRAND GUIDELINE

10 min

SELECT TWO BRAND ACCOUNTS
(Instagram and tiktok accounts for each)

Try to identify:
1. how does each brand use its logo?
2. what is their color palette?
3. do they have a clear imagery definition? what is it?
4. what is their tone of voice?

BRAND STRATEGY
SET YOUR PRIORITIES

SOCIAL MEDIA STRATEGY

A social media strategy is like a plan that businesses or individuals make to **use social media platforms in a smart and effective way.**

It involves deciding who they want to reach, which social media platforms to use, what to post and how often, and how to engage with people.

The goal is to use social media to build a strong brand, connect with the audience, and achieve specific goals, like getting more customers or increasing website visits. By having a clear social media strategy, businesses and individuals can make the most out of social media and get the results they want.

E-mail Marketing

Social Media

Digital Campaign

Mobile Apps

Content Marketing

SEO
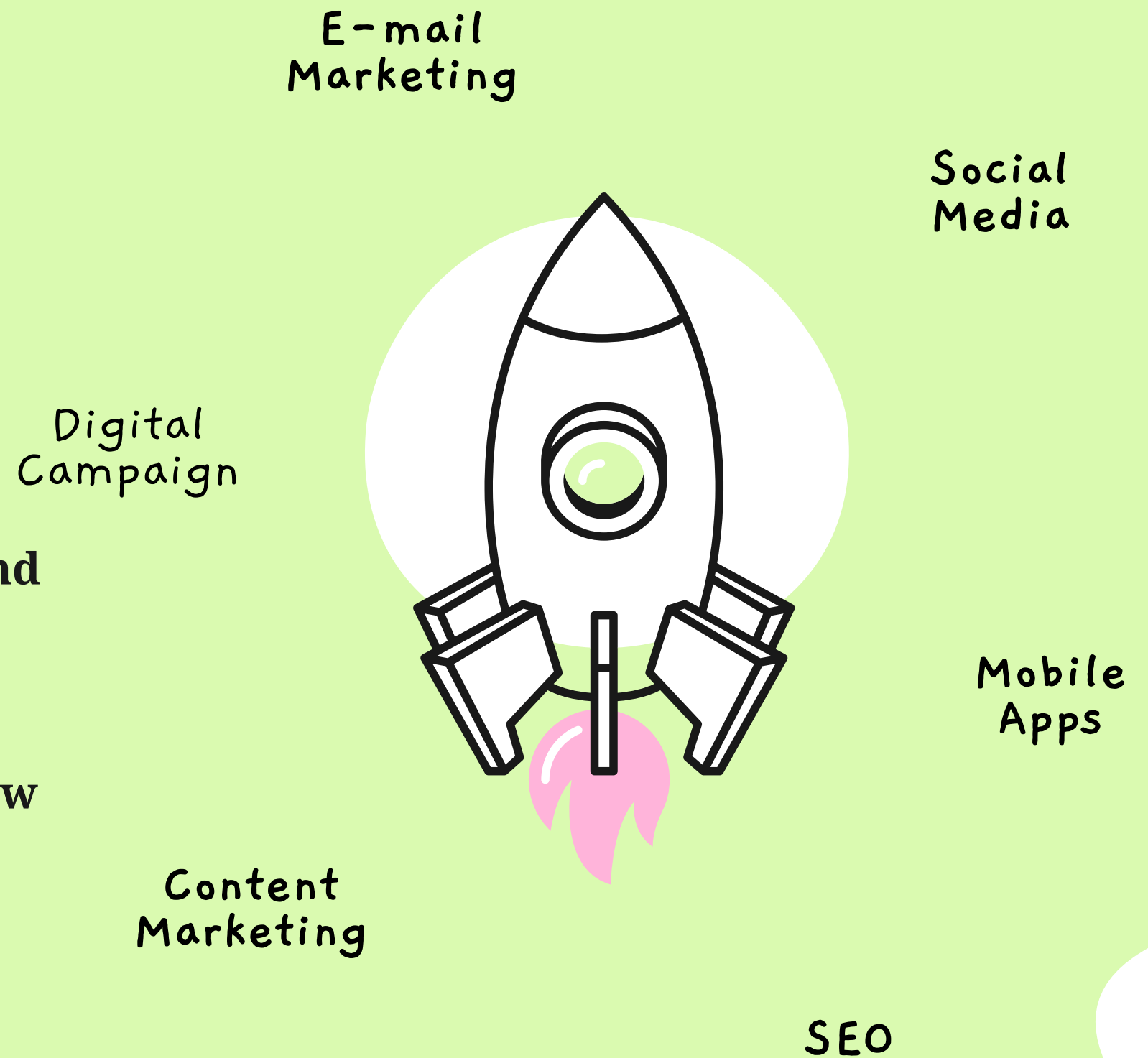
SMART GOALS

S.M.A.R.T. Goals refers to:
- **S**pecific
- **M**easurable
- **A**chievable
- **R**elevant
- **T**ime-Bound

Example: *"I want to acquire three new clients in the healthcare industry per quarter to increase my revenue by 10% this year."* This goal is specific (three new clients in the healthcare industry), measurable (three clients), achievable (based on industry research and current capabilities), relevant (increases revenue), and time-bound (per quarter, this year).

S specific
M measurable
A attainable
R relevant
time - bound
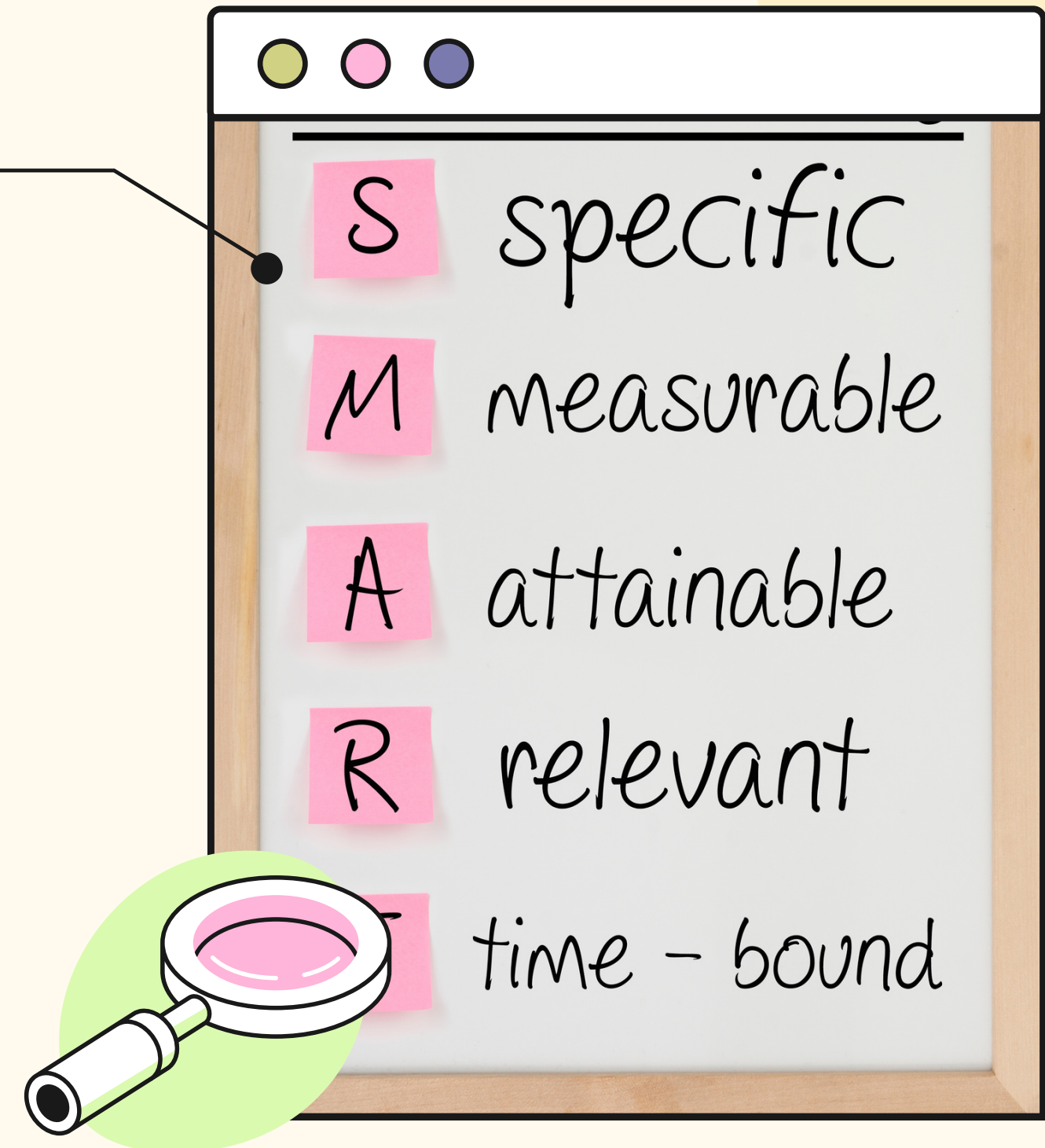
TARGET AUDIENCE

To whom will you be selling or creating your product?

Define your audience's demographics, interests, and behaviors to tailor your content efforts (content marketing), messaging, CTA, and channel of preference.
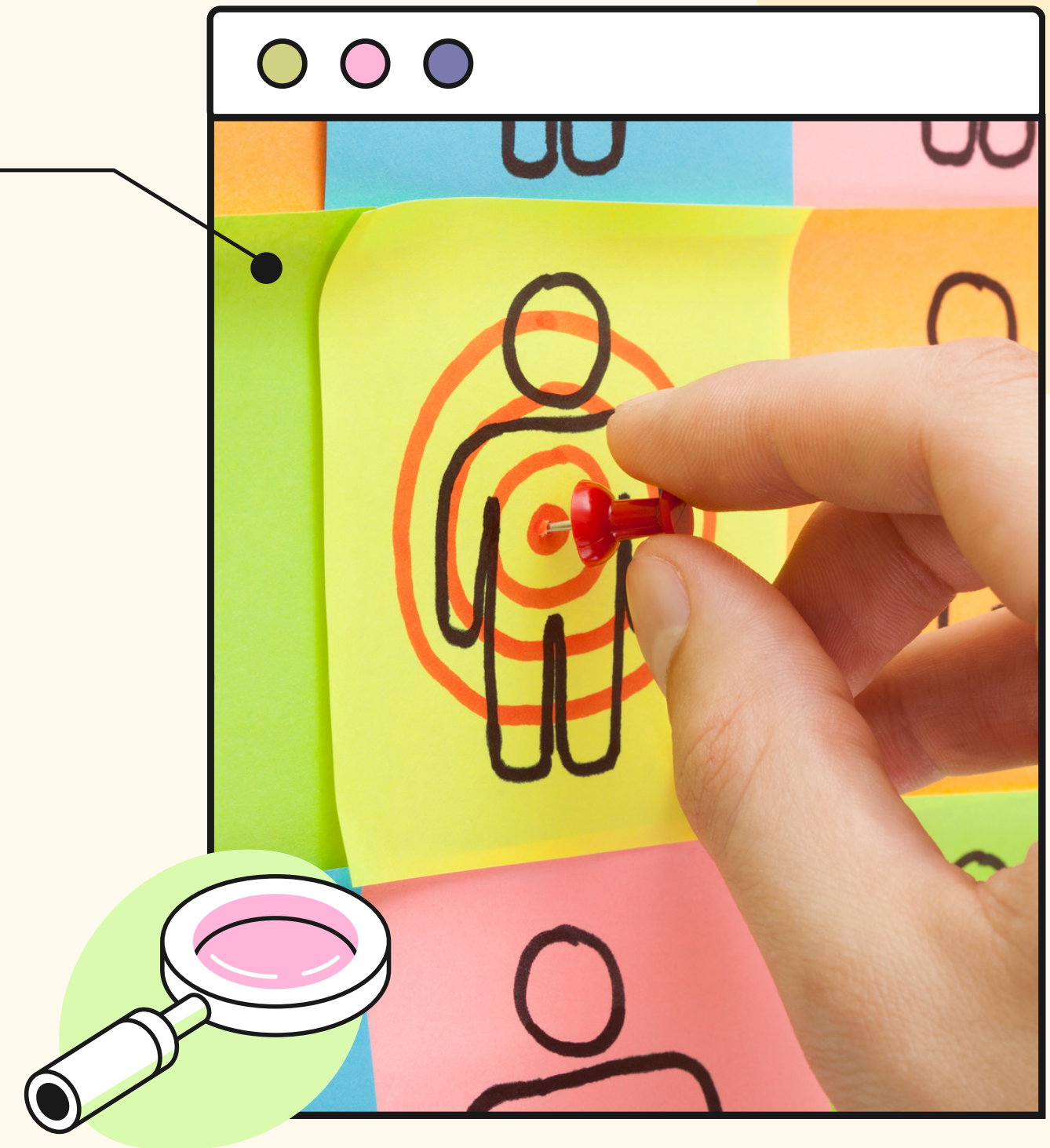
CONTENT CALENDAR

With a strategy in place, you can plan and create content in advance. This allows for a consistent stream of high-quality content that aligns with the brand and resonates with your audience.

It also ensures timely and relevant content that can drive engagement and maintain a consistent presence.

RESOURCES ALLOCATION

With a social media strategy, you can start defining your resources (time, help, and money) effectively.

When you know your objectives, brand guideline, and audience, you can focus on platforms and tactics that best align with your goals and target audience, ensuring efficient use of time, budget, and manpower.
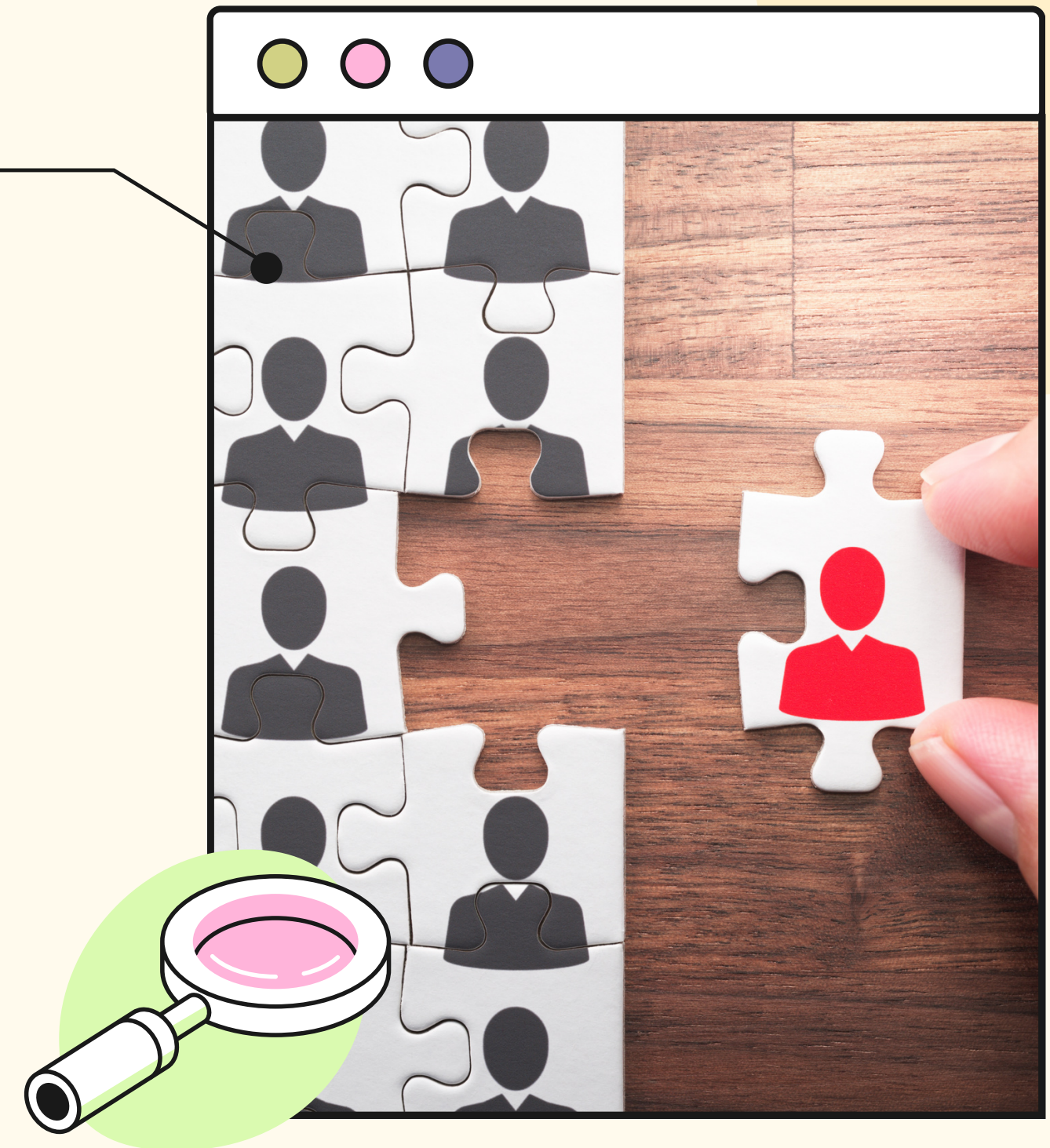
CRISIS MANAGEMENT

Remember to always have a plan to act immediately when a crisis happens.

It should describe steps, content that can be published to minimize the situation and have a template on how to respond politely to solve the issue.

DIGITAL MARKETING

See you!
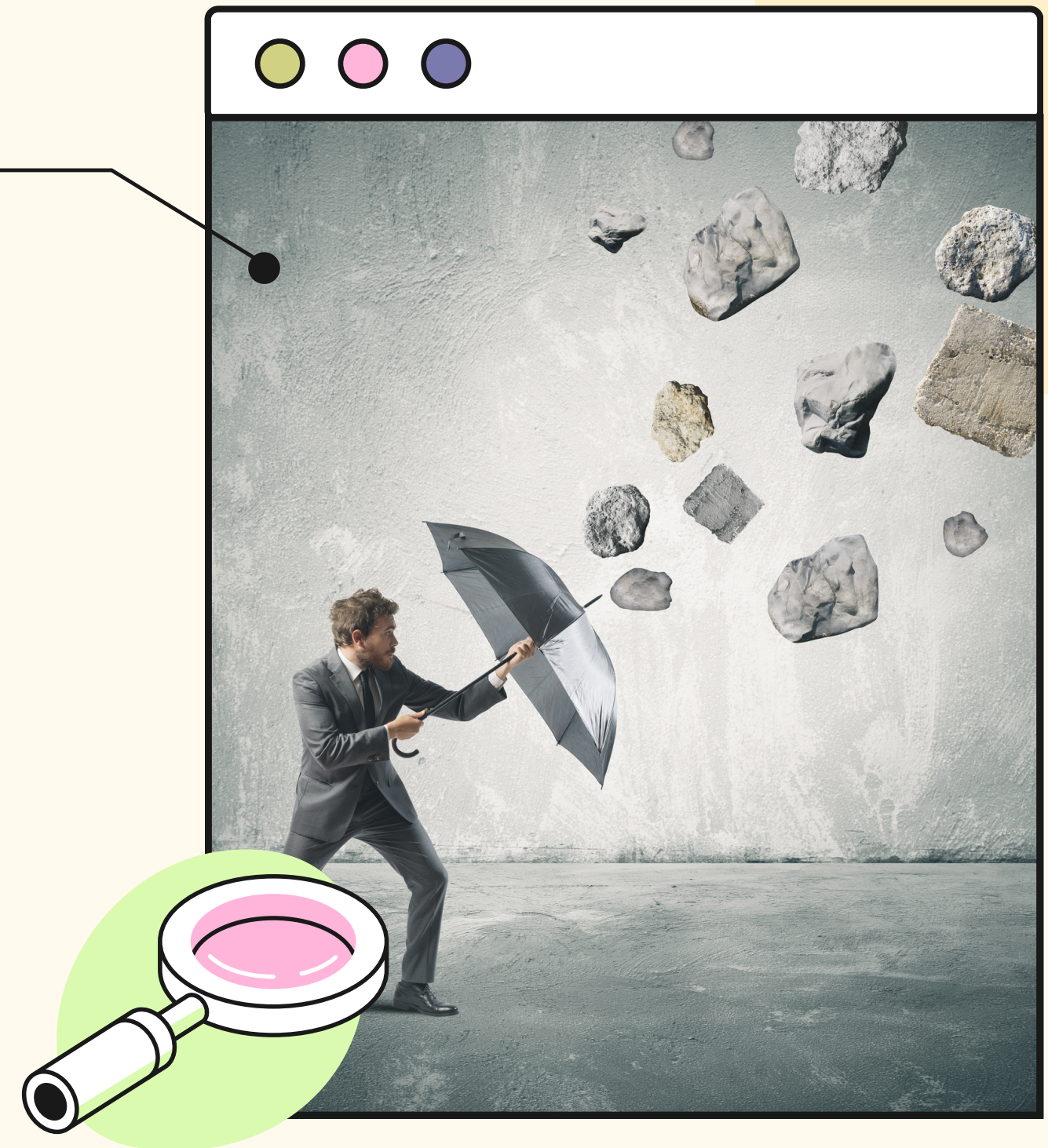
TOMORROW

We will strat talking about your own projects!