

WINNING

IN BRAND IDENTITY

...or in other words,
how the boy wins over the girl

ERIKA MORITZ

contents

01

APPEARANCE

02

AUTHENTICITY

03

BALANCE



contents

04

ENGAGEMENT

05

LONG-TERM

Forward

Of course, we all know the saying...
“Content is King”, but who is the
queen?



Brand Identity is extremely overlooked when building marketing strategies but she is crucial in content development. She is all about perception, appeal and loyalty. This quick guide will show you how brand identity is the most powerful and influential factor all the while relating to something that we have all struggled with...dating!

01



A P P E A R A N C E

01

Picture this. First date. You're excited, you dressed up in something nice (or borrowed hehe..who doesn't love renttherunway.com?). You are always on time and expect everyone else to be. So you wait...and wait..and then he finally shows up, 10 minutes late. You are no longer nervous after seeing his dirty shoes, slightly stained shirt (has he ever heard of a Tide pen?) and his hair is unbrushed. I mean you're all about the bad boy grunge look but he definitely missed the mark. Yes, he goes to the bathroom before you guys sit down at the restaurant and freshen up, but you can't seem to get past the first look. In fact now that you think about it, you can't wait for this date to be over and you're definitely not interested in another date.

Lesson Learned: First impressions are everything. It will only take someone seconds to formulate an opinion of you, yet it takes a lot to change a first time impression. In the digital world, this rings so true. When a user log into instagram to search your company, what they are presented with affects their perception of you. . Social media, when used correctly, has the power to completely captivate an audience and put your brand on the map. However, there can't be any untied shoes or stains visible to your audience. Your goal is to always get a second date with your audience (i.e you want to get them to follow your social media accounts and garner some engagement from them).

There are many things that a first-time user sees when visiting your social media. Your bio will be the first piece of content a user will see and the expectation is set there.

Your bio needs to be clear and concise. A couple of clever words to sum up exactly what your business does. Adding your tagline under that or maybe a more personal statement will also help the user identify your look and feel. The icon that you chose to represent your social media is most important. This icon is how the user will associate and recognize your brand. Usually, it should be your logo and it should be consistent throughout all the platforms. There is also a cover photo on Facebook and Twitter. This can act as a more creative aspect and illustrate your service and solution offerings. These first couple of details should be clean and concise and fully represent what you are as a brand. This first impression, users will carry with them for their duration of their experience with your business.

02



A U T H E N T I C I T Y



02

Trying to be what you are not is the worst thing you can do. Often, males find themselves acting the way they want a female to perceive them. Females can sniff out inauthenticity from a mile away (no pun intended!). There is nothing more unattractive than a guy who doesn't show who he actually is and owns it. The same can be said for social media.

Fairly often I see the same things being shared throughout instagram and twitter, the same quotes, hashtags, stock photos, etc. Personally, I am attracted to instagram business accounts that post things personal, original and humanizing to the brand. I check out their website to view pictures and understand the personality of their staff, and try to get a feeling of their office space and work culture.

Trying to be what you are not is the worst thing you can do. Often, males find themselves acting the way they want a female to perceive them. Females can sniff out inauthenticity from a mile away (no pun intended!). There is nothing more unattractive than a guy who doesn't show who he actually is and owns it. The same can be said for social media.

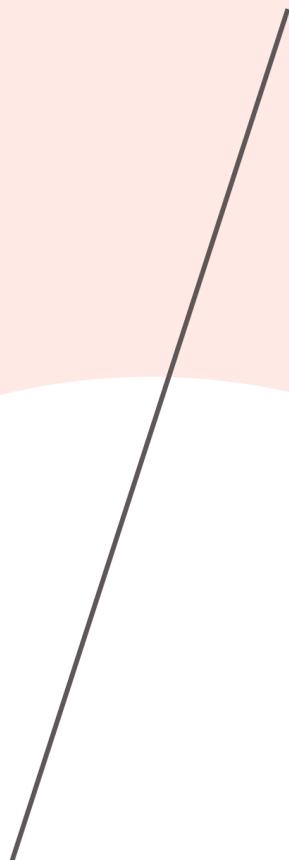
Fairly often I see the same things being shared throughout instagram and twitter, the same quotes, hashtags, stock photos, etc. Personally, I am attracted to instagram business accounts that post things personal, original and humanizing to the brand. I check out their website to view pictures and understand the personality of their staff, and try to get a feeling of their office space and work culture.

Posting original content may seem intimidating, and just like being your natural self on a first date, you can feel vulnerable. What if she doesn't like me? What if my target audience doesn't respond well to my posts? People will appreciate your authenticity no matter what. Staying true to your brand's mission will benefit the brand in the long run.

Your online presence should be built on honesty. Most businesses post similar stock photos (even edited stock photos) which can lack personality. It's okay to use them sometimes but make sure you are mixing those posts with those of your own taking. Photos around the office, employees working at their desk space, a brainstorming meeting being held in a conference room all scream authenticity. Giving your followers a look into your office life will allow them to feel more

connected. Don't always try to imitate what you see other similar accounts doing, but create your own ideas and posts that are completely original to your business.

03



B A L A N C E

03

Now that you are pretty sure that you have the girl interested and are setting up additional dates, balance is very important in this period of your new relationship. You can't completely relax and think now that you have her she will stay. And you can't get too overbearing (no one likes a creeper). A girl doesn't like a guy too clingy or doesn't seem interested enough (I know..I know..we are a bit confusing just like potential consumers). Finding balance in your approach to your relationship is imperative. Sending her one million texts a day and constantly seeing what she is up to isn't going to translate well, same as not texting her all day or communicating with her for days on end. Find the right balance of communication that will let her know you are into her with the right amount of consistency.

Social media communication can be very tricky when it comes to balance. Once you begin to obtain a following on your pages, finding the right balance of engagement will be crucial in growing your audience. There are a couple things you can do to make sure your social media presence is balanced.

1) Figure out how many times a day you want to post on different platforms and try to stick to this number. (For example, on Instagram you can decide that you only want to post two to three times a day. This a great number because it helps your brand stay top of mind with followers by popping up in their newsfeed multiple times a day, however it doesn't overwhelm them.

2) If you were posting five or more times per day on Instagram, this constant posting may drive your followers to unfollow you. Vice versa, if you don't post often or very sporadically this may confuse your follows and they may unfollow or not remember why they followed you in the first place. Showing your audience you consistency on social media will translate to show your dedication to your brand and business.

3) Make sure to spend time on each individual platform. If you were dating a girl, there are many forms of communication such as texting, hanging out, facetimeing, talking on the phone, etc. For a well balanced relationship, using all of these forms of communication is very important. Although, you may not facetime as often as you hang out or text, it is still important to make use of this platform.

If you personally choose to focus more on Instagram that's fine... however, this doesn't mean to completely neglect the other platforms. You can't build a well balanced and satisfied relationship by only texting. Find out what works for your brand. For example, create a content schedule so you can stay on top of everything and make sure you're on track with each platform. On Instagram you want to post two to three times per day. Twitter you want to tweet four times per day and on Facebook you would like to post twice per week, etc. Every company will be different, so find what you're comfortable with and what your followers respond to best.

04



E N G A G E M E N T

04

A relationship can't continue long term if there seems to be nothing in common. It will fizzle out if there doesn't seem to be much for the two of you to discuss or activities you can do together. While getting to know each other on the first dates, pay attention to the things you two have in common and build upon them. If she talks about how she loves going on bike rides and you have a bike sitting in your garage then utilize this commonality and ask her to go on a bike ride for the next date. Once you build upon these common interests than the relationship will be built on a stronger foundation and it will ultimately last longer. The same would go for a brand's online strategy. For instance, if your followers tend to like free stuff (well who doesn't), then hold a contest on Instagram for giveaways!

Building an online presence coupled with engagement can be intimidating. Many people don't even know where to begin. However, with millions of users on social media, finding a niche is not out of reach. Putting relevant hashtags on each of your posts is imperative. Not only does this tell people what you are all about, it will draw people who are actively searching these hashtags to your content.

Remember, hashtags work both ways. You can use them to draw users to your account but hashtags can also help you find other thought leaders and influential voices discussing the same topics. Hashtags are the topics that users have in common. They are similar goals and interests. Search the platforms to see who is tweeting, instagramming, and posting on facebook about the same things you are. From here,

there will be accounts that you can engage with and it's likely they will engage back.

05

L O N G - T E R M

05

So now that you have won over the girl and built a strong foundation for a relationship, how do you make it long-term? Don't forget, you still have to keep her and this can sometimes be the hardest part. How can you make your relationship stand the ever changing future. One thing is for sure... you are going to have to grow with change. No one stays exactly the same for years; people are always going to be changing, along with different expectations. Trying to keep things different and exciting is important! You can't always do the same things over and over again, that will always be expected and thus will be boring (yawn). Relationships are always changing and you have to be prepared to change with them.

You may feel as though you perfected your platforms currently and that's great (insert emoji applause here)! However, to sustain this success on social media you

need to take proper precautions to make sure it will last long-term. Similar to a relationship, things are always changing. People will not be the same they are when they start dating five years prior. However it's all about changing with the times.

Social media trends change rapidly. As soon as you may feel like you have your schedule and groove going on social media, you may experience a loss of followers or a lack of engagement. Similar to having a disagreement in a relationship you may need to take a step back and try to understand why this happens. Lucky for you, there are many analytic platforms that exist and can tell you exactly what people are responding to and what maybe isn't working. Utilize these analytics! Finding out more about your audience can help increase your engagement and following. and following you for awhile.

As stated earlier, in any relationship you need to keep things exciting and fresh. No one wants a boring and stale relationship. The same goes for your audience on social platforms. Changing up your messaging every so often is always a good idea. You never want your followers to get bored with your content, keeping them excited about your messaging will keep them loyal. After all, Brand Identity is all about perception, appeal and loyalty.