

VISUAL MARKETING MADE EASY

Learn to create branded graphics + videos for your business

Module 1

Branding + Visual Marketing



{ WORKSHEET }



What are the core values or beliefs of your brand?

List at least 5.

For example: Collaboration, Integrity, Family, Independence, Freedom, Authenticity?

How does your brand make people feel?

Energized? Happy? Confident? Calm?

What voice does your brand have?

Powerful? Playful? Sensual?

Who is your target audience?

Age, education, gender, what type of car they would drive, where they shop, what magazines do they read, and so on.

Building a “customer avatar” or having a vision of your ideal customer will help you market to them using the right colours, fonts, tone of voice, social networks, etc.

Which social networks would be good to represent your brand?

Pick 1 or 2 and do them well!

Where could you use visual marketing in your regular marketing mix?

Resources

In this course, we only touch briefly on branding. It is assumed that you already have a logo and an idea about your company core values and branding.

If you need help with logo design, or coming up with your brand identity, here are some resources.

Brandgasm 101: online course

<http://www.brandgasm101.com/>

Build a Brand: eBook

<http://buildalittlebiz.com/build-a-brand>

Hey Shenee

<http://heyshenee.com/brand-shop/>