



INSTAGRAM BRANDING GUIDE

BRANDING IS MORE THAN YOUR LOGO. BRANDING ENCOMPASSES ALL OF THE BRAND EXPERIENCES FROM HOW IT LOOKS AND SOUNDS, TO WHAT IT OFFERS, AND HOW IT HANDLES CUSTOMERS.

BRANDING BASICS

Why do you need to define your company's brand? There are a few reasons:

Consistent branding evokes a sense of trust;

Would you trust a person who is clearly confused on what they do, what they believe in and what they stand for? Especially if you meet this person for the first time and they ask for your money? Didn't think so.

It creates a feeling of brand community;

When your branding is strong and evident in everything you do, your brand becomes much more aligned with your audience. Your audience now sees and feels that you do understand them, that you are, in fact, one of them. When they feel they can trust you AND that you understand their needs, they'll happily give you their money.

It makes you a much more effective storyteller;

Again, once you're clear on your branding and your brand story, you become much more effective in telling it and conveying a sense of authenticity.

It helps you navigate through the business world and make better decisions;

When you know what your brand stands for, it becomes that much easier to weed out projects and offers that do not align with your company's goals or values. Anything that will serve as more distraction instead of strengthening your company will be automatically sent to the bin.

It helps you sell more (yup!).

When you know who you serve and how you help them, and are effective in conveying this message, you sell more. People just feel that instant connection with everything you do.



BRANDING BASICS

Defining business

When you know what your core proposition is, it becomes that much easier to weed out projects and offers that do not align with your company's goals or values. Anything that will serve as a distraction instead of strengthening your company will be automatically sent to the bin.

Defining target audience

No product serves any good without an audience. There has to be buyers and consumers for your products or services in order for your business to thrive. Your target audience needs to feel that you understand them and provide them with a solution, This is how they will become truly loyal.



DEFINING BUSINESS

What am I good at?

What do I do better than anyone else?

What are my aspirations with this?

Who are my role models and why?

What am I driven by?

How can I market this?

What should my product (line) be?

What is the common theme underlying all of my products?

What struggles / issues / needs does my product solve?

What's the value that my offerings bring?

DEFINING AUDIENCE

Who are the products for? Who is in my target audience?

What their demographics look like?

Does my product align with their needs and values?

What is their ultimate goal?

What are their blocks in getting there?

How can my product help them overcome these blocks?

How much would they be willing to spend to resolve blocks and issues?

What kind of experience should I provide?

How is this experience different from everyone else in the industry?

BUYER PERSONAS

BUYER A

BUYER B

Age / Gender

Location

Income

Needs

Wants

Aspirations

Blocks

Values

Aesthetics

CREATING POSITIONING

The need in their words

The solution in their words

Messaging mood

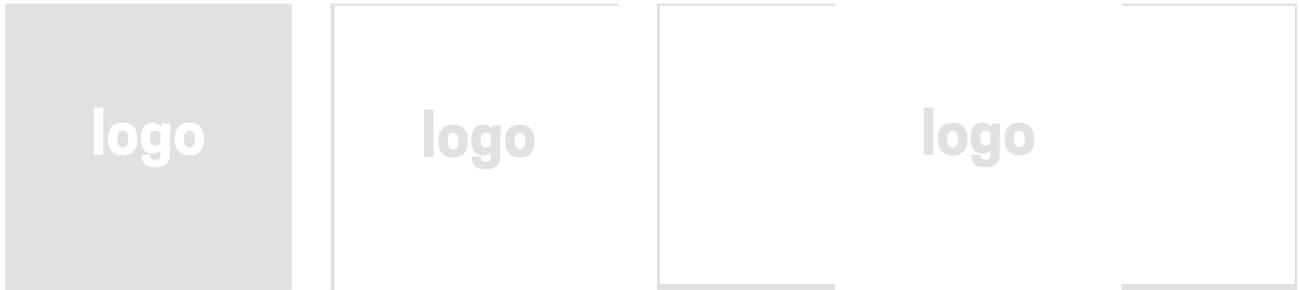
Types of content

What will get their attention? How can I strike up a conversation with them?

What defines their groups?

BRAND IDENTITY

Logo



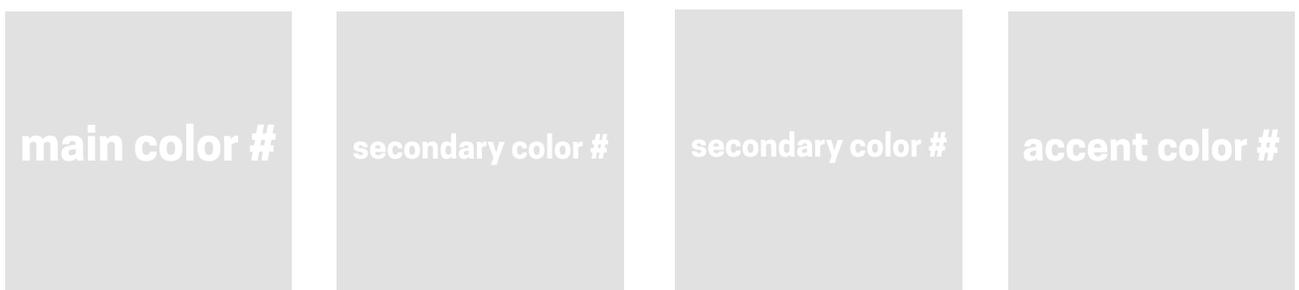
Bio

Can you express your brand in one short sentence?

Links

Are you being strategic about the link in the bio? Where do you send your traffic and what do you want them to do on your website?

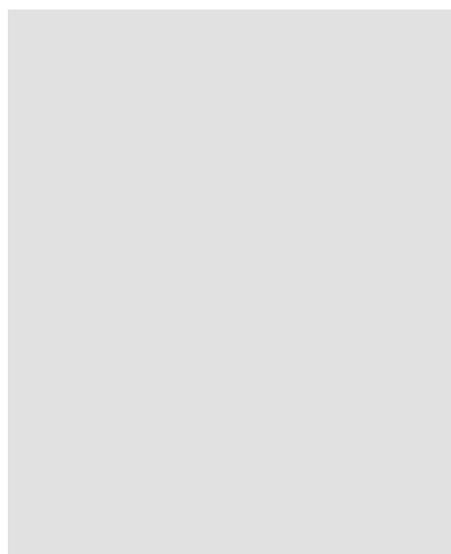
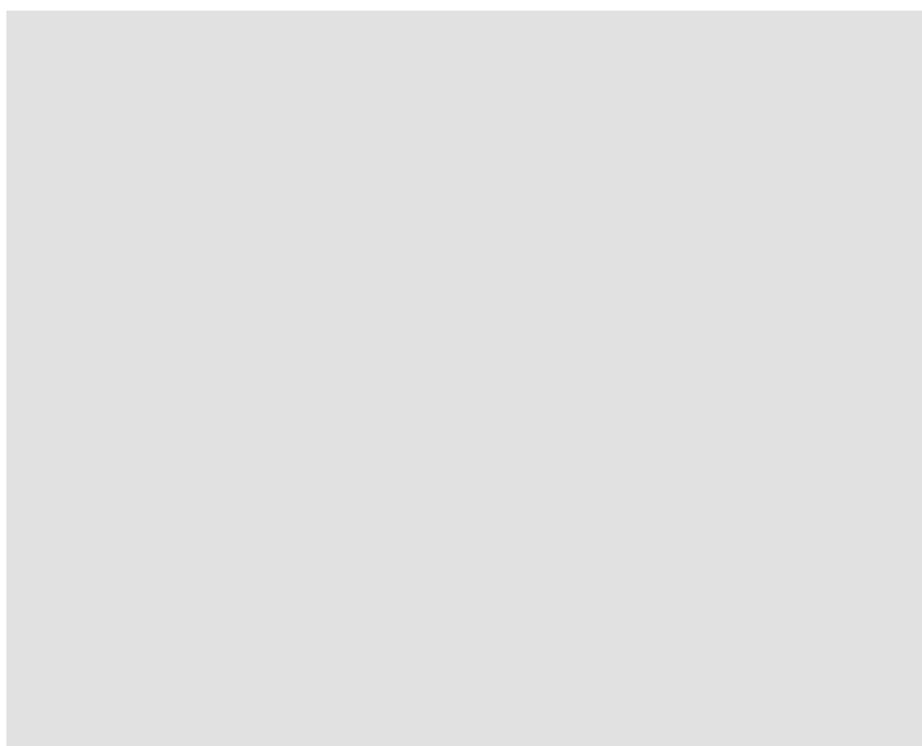
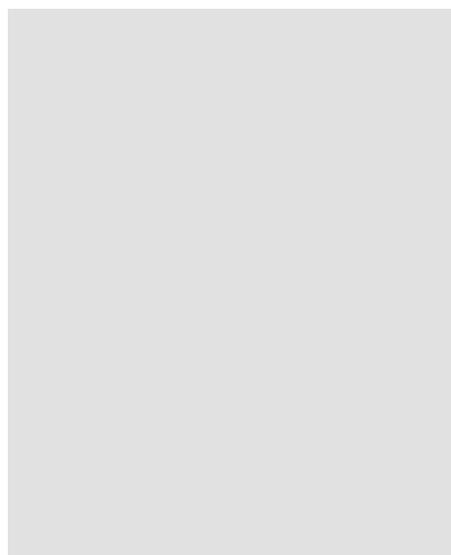
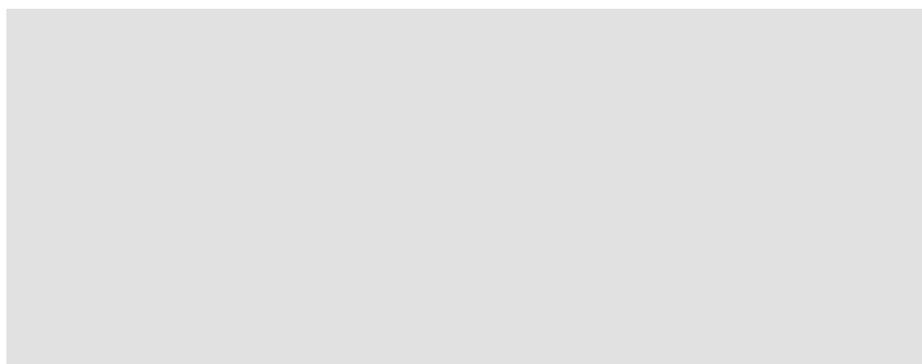
Colors



MOOD BOARD

Aesthetics

Overall feel



“

REMEMBER:

THE MOOD OF
THE BUSINESS
AND ITS TARGET
AUDIENCE WILL
DICTATE
AESTHETICS OF
YOUR BRAND
PRESENCE.

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