



IS YOUR BRAND REFLECTED ON YOUR PLATFORMS?

BOLD.  #1 digital growth partner

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A BRAND IDENTITY IS MADE UP OF WHAT YOUR BRAND SAYS, WHAT YOUR VALUES ARE, HOW YOU COMMUNICATE YOUR PRODUCT OR SERVICE, AND WHAT YOU WANT PEOPLE TO FEEL WHEN THEY INTERACT WITH YOUR COMPANY.

ESSENTIALLY, YOUR BRAND IDENTITY IS THE PERSONALITY OF YOUR BUSINESS AND A PROMISE TO YOUR CUSTOMERS.

IT IDENTIFIES YOU.

**IT'S THE WHY
BEHIND THE
PERCEPTION.**

**IT'S THE WHAT
BEHIND THE
SUBCONSCIOUS.**

SO ULTIMATELY IT'S IMPERATIVE YOUR BRAND IS REFLECTED VISUALLY ON YOUR PLATFORMS, AS MORE OFTEN THAN NOT IT'S THE FIRST TOUCHPOINT IN THE BUYER'S JOURNEY.

YOU'VE GOT THEIR ATTENTION. TIME TO READ.

IN OTHER WORDS IF IT'S VISUALLY IMPACTFUL, THEN WHAT YOU SAY IS JUST AS IMPORTANT.

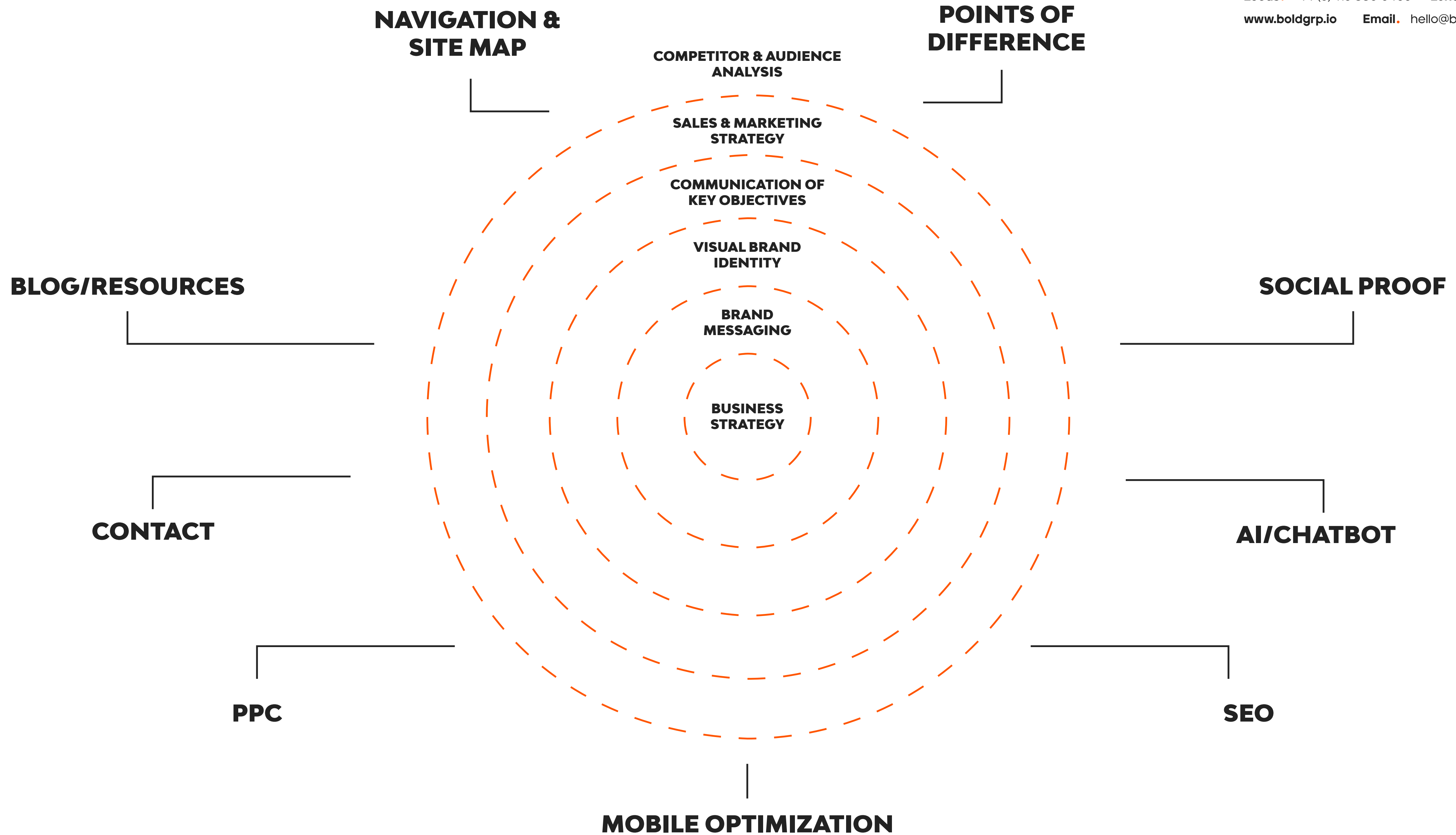
REMEMBER, IT CAN GENERATE REPEAT BUSINESS FOR YEARS TO COME AND GIVE YOU A REAL STRONGHOLD IN YOUR SECTOR LIKE NOTHING ELSE CAN.

**WE'VE TOUCHED ON BRANDING
IN THE 'YOUR WEBSITE PLANNING
CHECKLIST FOR 2022' AND THE 'YOUR
WEBSITE PLANNER & WORKBOOK FOR
2022' GUIDES, BUT HERE WE ARE GOING
TO DIG A LITTLE BIT MORE IN-DEPTH
WITH REGARDS TO YOUR PLATFORMS.**

**FIRSTLY LET US REITERATE THIS DIAGRAM
FROM THOSE GUIDES ON THE NEXT PAGE
TO SIGNIFY ITS IMPORTANCE.**

**WE RECOMMEND
(QUITE EMPHATICALLY)
WORKING FROM THE
INSIDE OUT...**





PRETTY MUCH EVERY BUSINESS NOW DOES THE THINGS ON THE OUTER CIRCLE. THEY ARE THE OBVIOUS, IN YOUR FACE MARKETING EFFORTS THAT WE SEE ALL AROUND US ON A DAILY BASIS.

NOT EVERY COMPANY IS DOING EVERYTHING IN THE INNER CIRCLE AS THEY AREN'T SEEN AS A PRIORITY TO GENERATE SALES.

BUT THEY SHOULD BE. IT'S EVERYTHING UNDER THE BONNET THAT DETERMINES THE PERFORMANCE.

IT'S LIKE WORKING ON A WONDERFUL CAR TO MAKE IT LOOK GOOD THAT DOESN'T HAVE AN ENGINE.

THOSE THAT DO, REAP THE REWARDS IN THEIR ROI LONG TERM, BECAUSE THEY HAVE A STRONGER BRAND PRESENCE AND MORE BUY-IN FROM ALL STAKEHOLDERS INTERNALLY AND EXTERNALLY.

THERE'S A REASON WHY YOUR FAVOURITE BRAND IS YOUR FAVOURITE BRAND. ASK YOURSELF WHY?

IT'S BECAUSE THEY DO EVERYTHING IN THE INNER CIRCLE, WHICH DICTATES THE SUCCESS OF EVERYTHING ON THE OUTER CIRCLE.

THINK OF IT LIKE THIS. EVEN IF THE BITS OF THE OUTER CIRCLE CHANGE, IF THINGS IN THE INNER CIRCLE STAY THE SAME YOU ALREADY HAVE THAT BRAND LOYALTY.



**SO, YOU ALREADY HAVE YOUR BUSINESS STRATEGY
IN PLACE THAT HAS BEEN THE DRIVER BEHIND
EVERYTHING YOU'VE DONE TO THIS POINT.**

BUT IS IT **COHESIVE WITH YOUR BRAND IDENTITY?**

**AND IS THAT BRAND IDENTITY COMMUNICATED
CONSISTENTLY ACROSS YOUR PLATFORMS?**

CHECK YOU HAVE THESE THINGS FIRST...

VERBAL BRANDING.

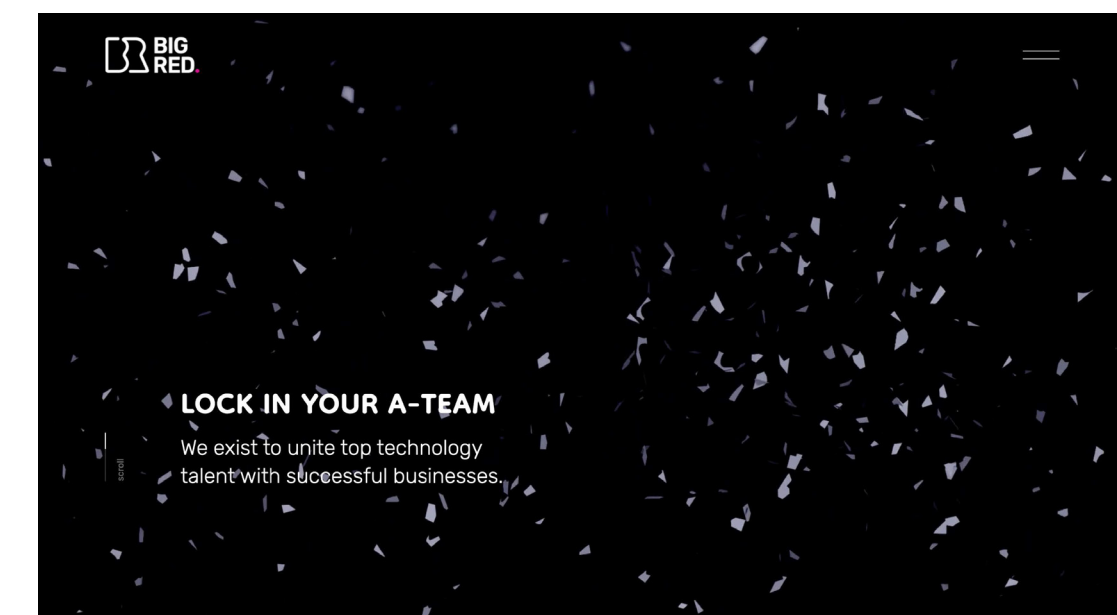
NOTE: THE BRANDS TONE OF VOICE SHOULD BE UNDERLYING ACROSS ALL OF THESE.

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- **BRAND PURPOSE**
- **BRAND VISION & MISSION**
- **BRAND DNA & VALUES**
- **BRAND DIFFERENTIATION**
- **BRAND PROMISES**
- **BRAND CLARITY STATEMENT**
- **BRAND HEADLINES & TAGLINE**



www.bigredrecruitment.co.uk (Big Red)

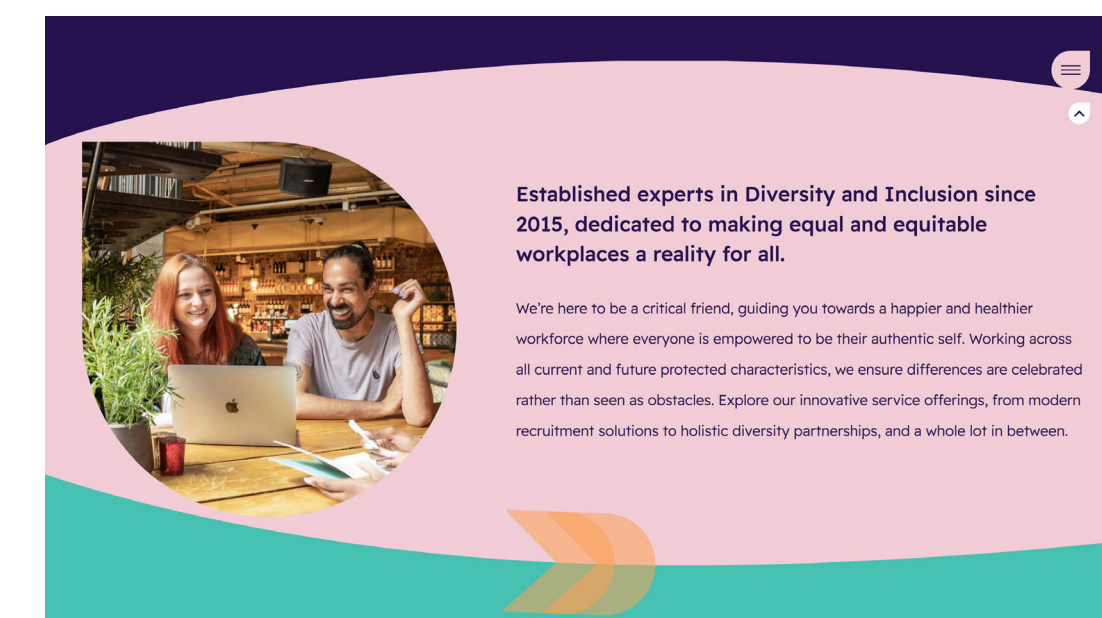
VISUAL BRANDING.

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- LOGO
- COLOUR PALLETE
- FONT & TYPEFACE
- BRAND IMAGERY
- IMAGE APPLICATION
- BRAND GRAPHICS



www.diversifying.com (Diversifying Group)

SO HOW SHOULD YOU IMPLEMENT THIS ACROSS YOUR PLATFORMS?

FOR YOUR WEBSITE, YOUR BRAND MESSAGING SHOULD BE SCATTERED EVERYWHERE. ESPECIALLY ON YOUR HOME PAGE.

MAKE IT ONE OF THE FIRST THINGS THAT THE VISITOR SEES. YOU'VE GENERATED THE INTEREST TO GET THEM THERE. YOUR VERBALS WILL BE THE HOOK TO KEEP THEM ENGAGED.

WHO YOU ARE? WHAT DO YOU DO? WHO DO YOU DO IT FOR? WHAT MAKES YOU DIFFERENT? WHAT MAKES YOU GREAT? BASICALLY, WHY SHOULD THEY CHOOSE YOU.

FOR YOUR SOCIAL MEDIA PLATFORMS THIS IS A LITTLE HARDER AS EVERYTHING ISN'T VISIBLE IN X AMOUNT OF PAGES, SO CONSISTENCY IN OUTPUT, SUCH AS YOUR PROFILE'S VISUAL PRESENCE, THE INFORMATION ON YOUR PROFILES AND THE CONTENT YOU'RE POSTING OUT IS INTEGRAL.

REMEMBER THIS IS A SPACE WHERE SO MANY OF YOUR TARGET AUDIENCES ARE, AND COULD WELL BE THE PIVOTAL TOUCHPOINT BEFORE SOMEONE SEES YOUR WEBSITE OR THE REASON THEY CLICK THROUGH, SO IT NEEDS TO DO THE SAME JOB.

WHETHER IT'S YOUR WEBSITE OR SOCIAL MEDIA PLATFORMS, YOU PROBABLY HAVE 10-20 SECONDS TO GET THEIR ATTENTION.

THIS IS WHY CONTENT IS KING (ENFORCED BY YOUR BRAND) AS THE VISITOR WILL ONLY SCROLL BACK AS RECENT AS YOUR LAST THREE OR FOUR POSTS IF YOU'RE LUCKY.

ON YOUR PLATFORMS...

NOTE: ON AREAS LIMITED WITH CHARACTERS SUCH AS BIOS PUT YOUR BEST FOOT FORWARD!

- **IMPLEMENT VISUAL BRANDING - COLOUR PALETTE, TYPEFACES, BRANDING ASSETS WHERE POSSIBLE ON EACH PLATFORM (PROFILE PICTURE, HEADER)**
- **IMPLEMENT VERBAL BRANDING WHERE POSSIBLE ON EACH PLATFORM - ABOUT, INFO, BIO ETC**
- **ENSURE YOUR TONE OF VOICE AND PERSONALITY IS CONSISTENT IN EACH AND EVERY CAPTION ON ALL OF YOUR POSTS**
- **EMBODY YOUR BRAND VISUALS AND VERBALS WHERE POSSIBLE IN ALL MEDIA CONTENT**
- **USE MARKETING COLLATERAL TO FURTHER ENFORCE YOUR BRAND**

**AND MOST IMPORTANT OF ALL...
CONSISTENCY.**

**YOUR PLATFORMS SHOULD BE A
WALKING, TALKING VERSION OF YOUR
BRAND TOOLKIT. EMBODYING IT AND
BRINGING YOUR BRAND TO LIFE.**

CONSISTENCY IS EVERYTHING.



LET'S USE AN ANALOGY...

IMAGINE YOU SEE SOMEONE FOR THE FIRST TIME IN YOUR LOCAL PUB AND THEY WERE WEARING A FULL HUGO BOSS SUIT WITH A ROLEX WATCH.

THEN YOU SEE THAT SAME PERSON IN YOUR SAME LOCAL PUB AFTER WORK THE DAY AFTER THAT, WEARING PUNK STYLE CLOTHING AND HEAVY EYE MAKEUP.

IF A PERSON IS GIVING OFF VERY DIFFERENT IMPRESSIONS, IT CAN MAKE IT DIFFICULT TO TRUST THEM.

BRANDS ARE NO DIFFERENT.

WHAT YOU SEE IS NOT ALWAYS WHAT YOU GET, BUT OUR PERCEPTION GOES A LONG WAY IN MAKING THAT ASSUMPTION.

FIRST AND FOREMOST THEY HAVE TO BE AWARE OF YOU. A STRONG BRAND BOTH VISUALLY AND VERBALLY WILL ONLY ENHANCE THAT AWARENESS AND PERCEPTION.

THE LIKELIHOOD IS THAT IF POTENTIAL CLIENTS AND CANDIDATES LIKE WHAT THEY SEE, YOU'LL SPRING TO MIND WHEN THEY REQUIRE YOUR SERVICES. ESPECIALLY IF YOU HAVE A STRONG PRESENCE WITH YOUR MARKETING.

**TO ENSURE YOUR MARKETING
(ENFORCED BY YOUR BRAND)
IS GENERATING LEADS, YOUR
BRANDING SHOULD BE **UNIQUE**
AND **IMPACTFUL**.**



IF YOU'RE WONDERING HOW STRONG YOUR BRANDING IS TO THE OUTSIDE, DO A VISUAL ID TEST.

TAKE THE LOGO AND COMPANY INFORMATION OFF SOME ASSETS (BROCHURE, PITCH DECK, SOCIAL POST ETC) AND GET SOMEONE YOU KNOW OUTSIDE OF YOUR COMPANY TO SEND IT TO SOME PEOPLE IN YOUR INDUSTRY.

CAN THEY TELL WHO'S IT IS?

IF NOT, IT SHOULD RING ALARM BELLS, BECAUSE IF THEY DON'T KNOW WHO IT IS, HOW WILL YOUR TARGET MARKET THAT YOU'RE TRYING TO REACH.

**AND YOU MIGHT BE WONDERING HOW
MARKETING COLLATERAL AND THE CONTENT
ON YOUR PLATFORMS ITSELF TIE INTO YOUR BRAND?**

**IT LINKS TO EVERY PART OF THAT INNER CIRCLE
ON THE DIAGRAM.**

**YOUR STRATEGY, DELIVERING ON YOUR VERBALS
AND BEING CONSISTENT VISUALLY AND WITH YOUR
CONTENT ITSELF.**

**IS YOUR
MARKETING
STRATEGY
GIVING VALUE?**

**IS YOUR
MARKETING
STRATEGY TO
OUTRIGHT SELL?**

**WHATEVER IT IS, ASK YOURSELF IS IT
WHAT YOUR AUDIENCE WANTS TO
SEE OR READ ABOUT?**

**IF YOUR RECRUITING IN CONSTRUCTION,
DO YOUR POTENTIAL CANDIDATES IN
YOUR NICHE CARE ABOUT ADVICE ON
INTERVIEW TECHNIQUES COMPARED
TO SPECIFIC ADVICE AROUND THEIR
CURRENT JOB PROSPECTS WITHIN THE
CONSTRUCTION MARKET?**

PROBABLY NOT.

BRAINSTORM CONTENT THEMES THAT ARE MOST APPLICABLE TO YOUR AUDIENCE AND DELIVER ON THEM REGULARLY AMONGST WHAT WORK IS BEING DONE WITHIN THE COMPANY AND THE PEOPLE WITHIN IT.

DON'T FORGET YOUR EMPLOYER BRAND WITHIN THIS. SHOWCASE THE PEOPLE THAT MAKE YOUR COMPANY TICK TO CELEBRATE THEIR WORK, WHILST SHOWING THE OUTSIDE WORLD WHAT ITS LIKE TO BE AN EMPLOYEE OF YOUR COMPANY TO HELP BOLSTER THE ATTRACTION OF TOP TALENT WHILST PROMOTING GREAT OFFICE CULTURE.

ENSURE YOU GET THE BALANCE RIGHT THOUGH, AS YOUR PERSONAL BRAND IS STILL HOW YOU GET BUY IN FROM CLIENTS AND CANDIDATES ALIKE.

BY GIVING VALUE CONSISTENTLY, AGAIN YOU'LL BE FRONT OF MIND.

A TIP OF OURS WE PREACH TIME AND TIME AGAIN IS TO WRITE LONG-FORM CONTENT AND CUT THAT DOWN INTO LOTS OF SHORT-FORM CONTENT THEN REPURPOSE IT FOR MULTIPLE PLATFORMS. IT'LL SAVE YOU A LOT OF TIME - THANK US LATER.

EXAMPLE: HOW MANY POSTS DO YOU THINK WE COULD BREAK THIS GUIDE DOWN INTO?

THIS, PAIRED WITH A STRONG BRAND, IS YOUR RECIPE FOR GENERATING MORE LEADS AND AWARENESS THAN EVER BEFORE.



KEEP AN EYE OUT FOR MORE VALUE PDF'S OVER THE COMING MONTHS.

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