



WDK

WEBSITE DESIGN
KINGSTON

Cody O'Neil
Marketing & Branding Coordinator

Branding: Impact & Influence

In 2019 brands that Create, Compose and Coach will lead.

Branding: What does it Impact?

- Attract and Retain top-tier talent – No one want to work for a company with a bad rep.
- Increasing Branding efforts results in stronger customer loyalty
- Decrease price sensitivity (Apple, Gucci, Lexus)
- Increased Market Share
- Increased Visibility and Profits

Branding: What does it Influence?

In 2019, influence = influencers

- Sales
- Content
- Awareness
- Establishes Trust
- Authority (expert in your field)
- Your audience

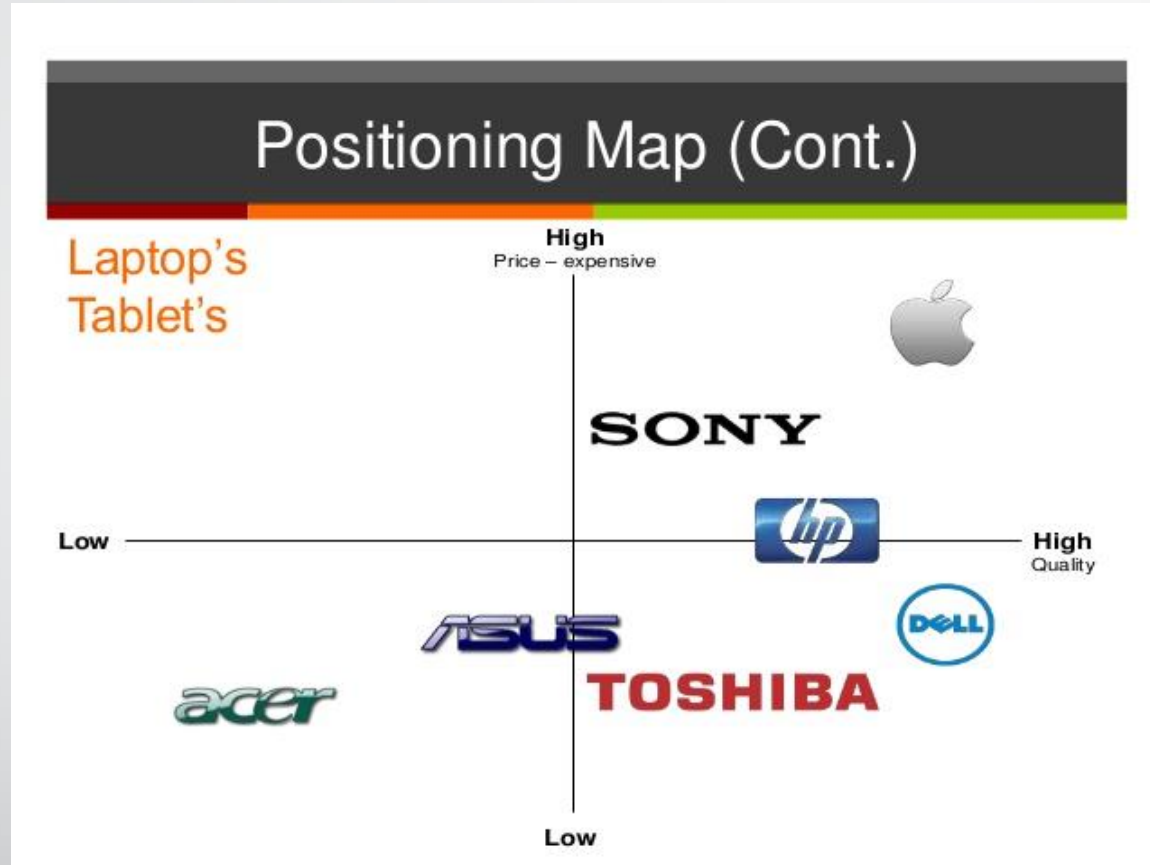
Is your Branding effective?

Does it resonate?

- Do you have established or consistent Logos, Taglines, Calls to Action?
- Does your business occupy Top of Mind Awareness?
- Are you an influencer? Do people reach out to your brand for advice?

Does it convey value?

- Are your profit margins continually shrinking? If so, your branding could be a cause of pricing limitations.
- Where is your business located on the brand perceptual Map?



Take a moment and reflect.

What you should have...

- Branding Guidelines and Usage Document
- Clear short-term and long-term goals
- Extensive knowledge of your customer(s)
- Logos and supporting assets that compliment your business - not degrade it.
- Your Unique Selling Point or USP

What you can do

- Take responsibility and confirm exactly what your brand means to your customers. Ask them.
- Do you have any product or service that no one else does? Locally, Provincially, Nationally, Globally?
- Begin taking small steps to eliminate errors or negative impressions – simple.

Branding: What can I do?



Stop using Gmail and Hotmail as a business email. If you cannot dedicate 30\$ a year for a professional email then people make that connection.



Google Reviews
1. With Google My Business prioritizing Reviews there is now a direct correlation between high amounts of 5 star reviews and trust



Responsive Website. Now that over 50% of internet traffic comes from mobile you have to ensure your mobile experience is 100%



Seek out influencers online. Whether it's Social Media, Blog Writers, Guest Speakers etc.

Influencer Marketing

For the last 4 years we have seen the rise of the Social Media Influencer and as a result, the term: Influencer Marketing.

It is the form of marketing in which the focus is placed on the influential people rather than the target market as a whole, specifically on Social Media. It helps I.D. the individuals who have influence over potential customers and orients marketing activities around these influencers.

Examples are: Review websites – unboxing videos are very popular, Gaming Critics – Live Streams, Athletes are a huge segment as they hold sway (influence) over fans.

Just be careful to do your diligence as the influencers you select can also become representative of your brand.

Why Deviate from Influencing Customers to seeking Influencers?

They do the work for you

- Around 80% of the world's active internet users are on social media.

They already have the relationships

- Trust is essential in acquiring new customers
- Influencers already have invested in dialogue, stories, advice and content
- Most importantly they have INTERACTED with the target audience.

Social E-Commerce

Social Media has become the new StoreFront. Instagram and Pinterest have seamlessly integrated payment options within the apps. You don't have to leave the application to process payment anymore.

People are searching your Social Media page for your offerings rather than linking over to the web-based storefront.

Your social media pages should get as much attention as your website.

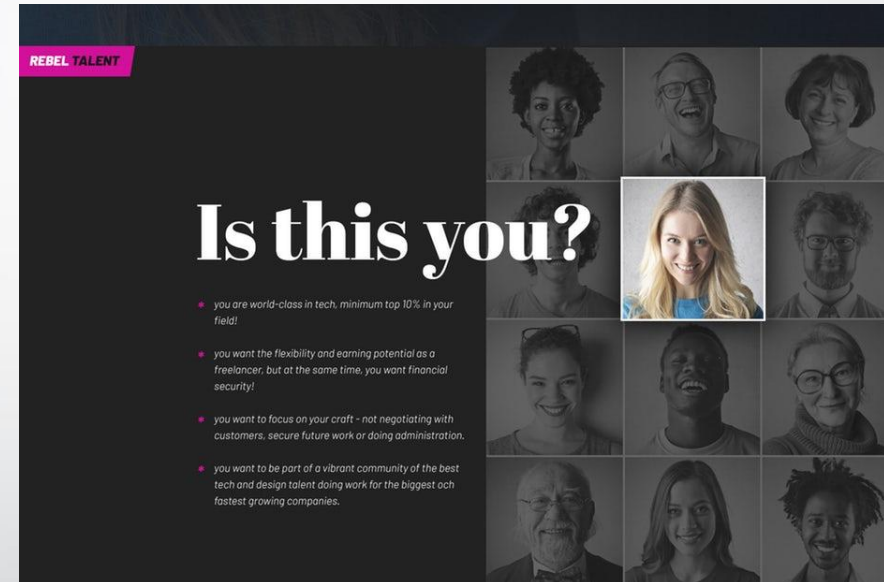


Examples of what Works!

Logos

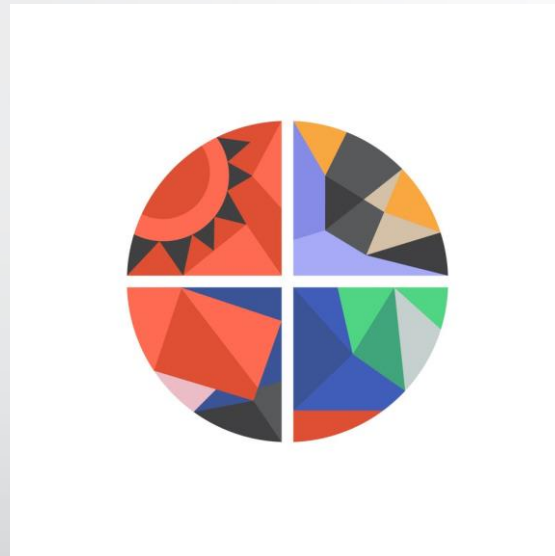


Eye-Catching Fonts



Examples of what Works!

Friendlier GeoMetrics



Vintage is making a comeback



Examples of what Works!

Attention to Details



Pixel Inspired Assets



Examples of What Works!

Negative Space



Conclusion

- Brands that Create, Compose and Coach will lead the pack
- Remove all negative brand impressions
- Google Reviews = \$
- Use professional emails for business
- Responsive Website is essential
- Easier to utilize Influencers than to become one (Influencer Marketing)
- Social Media is now your second website . e-commerce



HAVE AN UPCOMING PROJECT?

LET US DEVELOP YOUR BRAND IDENTITY

Web Design & Marketing Specialists





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Questions?

cody@websitedesignkingston.com