

Consistent Content

Your brand messaging and visibility needs to remain consistent across your social media channels

Your social media visibility is incredibly powerful, but it won't be effective if you're not being consistent across all platforms. You'll just confuse your potential customers. Social media is a platform to connect your brand with your ideal customers in real time. Focus on using these platforms to earn trust and loyalty.

We recommend that you spend some time doing an audit check across your channels. Make sure that all your chosen platforms are telling the same brand message, that you're using the same one-liner (Day 18), that your profile images, about info and headers are all consistent and that all your social media handles are the same (or as close as you can get!).

Your visual identity also needs to be consistent. This includes your typography, patterns, icons, imagery and colour palette.



Create a set of templates for your social graphics so you only need to drop in text or an image when you want to create a new post. Use the same graphics for each social channel that you're on. This keeps you consistent and saves lots of time in the long run. Canva is a great platform if you don't have any other design software.



Don't forget who you are talking to each time you post. Revert back to your ideal client worksheet (Day 4). Keep your brand voice and tone and personality consistent.

THINGS I NEED TO CHANGE on my social media to create consistency

Content posted consistently is so important

Developing a social media plan will help you stay consistent and visible. It will help you plan ahead with what you want to tell your ideal customer such as new products, service launches, events, awareness days and anything else that's coming up.



- Remember to always ensure there is value in your posts
- Ask questions. Remember it's about them and not about you.
- Don't forget your Call To Action. Don't be afraid to tell your readers what to do.
- Don't forget to use story to emotionally connect with your audience.
- Add in relevant awareness days and create content based around them.

TASK: Create a social media plan by setting up an Excel spreadsheet using these headers

Fill the spreadsheet in to create a 3, 6 or 12 month plan. Check back to your PR Plan (Day 28) and your content marketing ideas (Day 29) and add in content created and inspired by those first.

SOCIAL MEDIA CHANNEL	DATE	DAY	TIME	CONTENT TYPE	TOPIC	TEXT TO USE	NOTES
Instagram	04-06-2020	THURS	6pm	Question	Craft Type	Which do you prefer...Papercraft or needlecraft?	Image: Show split graphic depicting both crafts
Facebook	06-06-2020	SAT	11am	Blog	The mental health benefits of crafting	10 ways crafting can help improve your mental health	Link to blog posted online 05-06-2020

Things to consider

1. Take your followers from not knowing who you are, to feeling like you are friends.
This is the know, like and trust factor.
2. Show them that you are an expert in your niche
3. Position your brand as the solution to their problem

...and finally

If you are spreading yourself too thin over multiple social media channels, give yourself a break. Choose the ONE channel which your audience love to use and focus on building up that. Pop a graphic on the other channels telling people where the conversation is. You can go back and build up these other channels one by one at a later date if you wish.

You did it!

Congratulations!

On this journey you have worked hard to define...

Your Why

- Why you do what you do
- Your unique expertise

Your brand's vision

- Where you want your brand to be in the future
- Your brand mission
- Your competitors
- Your differentiator

Your ideal customers & their needs

- Your ideal customer/client
- Their problems and emotions
- How you can help your customers/clients

Your brand's heart

- Your brand values
- Your brand's personality
- Your brand voice

Brand Messaging

- Understood what brand messaging is
- Your brand story
- Your one-line statement
- Created your tagline
- How customers can work with you
- How you call them to action

Your visual brand identity

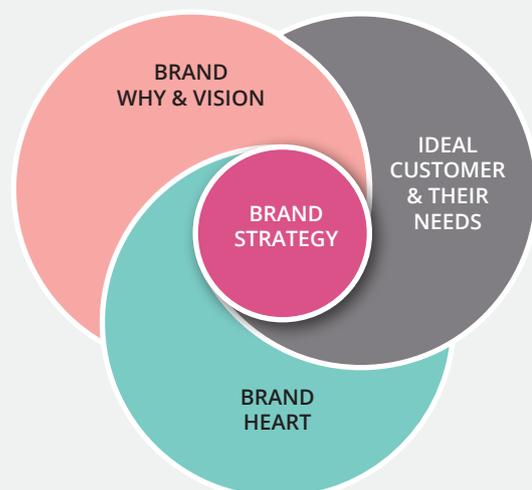
- Created a mood board for your visual identity
- Understood the importance of visual brand consistency

Touchpoints & Visibility

- Researched your target media
- Created a media contact list
- Written a press release
- Learnt how to pitch your story
- Created a PR plan
- Understood what content marketing is
- Created a social media plan

When your **brand's why and vision, brand heart and customer needs** meet, you have found the magic of brand strategy

"But how do I use this information moving forward?"



Every decision, every piece of content you create, every visual you design, every product or service you develop should ALL be run past the following checklist;

1 Does this align with WHY I run my business?

2 Does this help me reach my brand's VISION? If not, I'll be wasting my time and resources.

3 Does this reflect my brand's foundations? Am I being true to my internal brand? If not, you'll end up with mixed brand messaging and cause confusion.

4 Does this help my customer? Does it solve their problem or make them FEEL good?

If you can check all of the above, you're on the right track to keeping things true and consistent to your brand!

Two years ago, we discovered the power of brand clarity. We've invested in endless learning, done our research and cut through the confusion (and there's a lot of it out there!) to find brand clarity and direction. This has changed the way we run our business. We created the Brand Clarity & PR Workbook for YOU. The bite-size tasks to guide you through the process of brand building so you can connect emotionally with your ideal customer, find clarity and confidence and it gives you the tools to make your brand visible.

If you've enjoyed this challenge and would like to dig deeper, why not join the Blossom Lane VIP Brand & PR Lounge where you'll have us on tap to help you with your Brand and PR questions for as little as £9.99 per month. You'll get branding and PR tips, accountability, PR opportunities, regular Q&A and guidance.

Join us here

**www.facebook.com/groups/BlossomLaneCreativesBusinessLounge/
or visit www.blossomlanecreatives.co.uk for other ways we can help you.**

Thank you for taking part in our challenge!

Emma & Jill x

