



BRANDING 101

THE ELOCIN METHOD

*6 tips for creating an
memorable online presence*



6 TIPS for creating an memorable online presence

E NGAGING

Make every ad or promotion an opportunity for an 1-to-1 engagement or lead. The goal is for consumers and other businesses to talk about YOUR Brand.

L IMITED

Make your customers feel like they have limited time, limited access. A vibe that suggest exclusivity sells. Use words in your marketing content that will make your customers want your service/content /product NOW. Give them a reason to believe.

O WN

Own your content. Don't copy and paste what you see on the web or on social. Be original. Make sure your ideas pop!

CONSISTENT

Be consistent & authentic. What do you think of your "friends" who only call you when they need something? You usually start to distance yourself, right? The same thing happens to brands that don't post consistently or that only post to SELL something.

I DENTITY

Combine all components of your visual image including your logo, brand colors and images to make it easy to associate your brand with your industry and to effectively stand out from competitors.

N ICHE

Don't be afraid to be different and find out what YOUR customers want. Home in on your sweet spot and sell YOUR specialty. What makes your brand stand out?

VISUAL IDENTITY

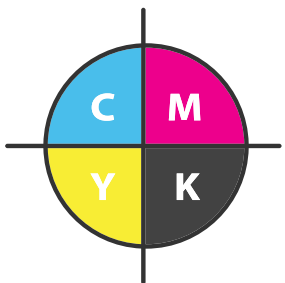


What makes a brand standout?



LOGO

The words, graphic that represents your brand.



BRAND COLORS

Use HEX codes to allow your brand colors to stay consistent from your logo, to website, printed materials and especially on social media..



FONTS

Choose a font (or family of fonts) that represents your brand and that you LOVE. Having consistent fonts makes your brand look legit and adds art direction to all your marketing.

OPPORTUNITIES FOR BRANDING



WEBSITE



EMAIL



SOCIAL



MATERIALS