



## Putting it all together?

### It's all about your customer experience

Your brand is not what you say it is; it is what your customers say it is.

In the eyes of the customer your brand is an experience, good, bad or indifferent. **Nothing more, nothing less.**

The brand experience is much more than a product on a shelf, it is an asset that has to be managed. You have to manage that user experience with great care and sensitivity.

Your brand story starts with the truth about your company or organisation, how it behaves, how it communicates, how it delivers and how it operates.

#### **At the end of the day:**

Consumers want brands to make their life easier. They want brands to inspire them and give them something they didn't have before. They don't want to be manipulated.

### The hard truth!

If you start applying everything I have said over the last 6 modules (*with patience, perseverance and consistency*) you will transform your brand.

You will build a loyal brand following and stand out from your competitors but it will take time.



## Recap: what we have covered so far.

- What you want to do and why
- Decide on your new idea
- Decided what your new idea for a business will be
- Chosen a name for your new business
- Created your powerful new tagline
- Created your logo
- Crafted your positional statement and manifesto
- Setup your chosen social media pages
- Started creating your brand story and audience

## Your website

**Here are some action steps you can take to refocus your existing website if you have one.**

**Or to create a new website that supports and amplifies your new brand if you don't.**

The basic purpose of your website is to increase customer conversion in some way. To accomplish this it must do 3 simple but critical tasks. In turn these create a virtual circle.

- Inspire
- Capture
- Convert



## 1. Inspire

To inspire your audience you need to **KNOW YOUR AUDIENCE** and create content that speaks to them, helps them and informs them. This may sound simplistic but it is critically important

**Content is not king** (it never has been) usefulness is.

Content must engage and inspire your audience. Unfortunately most content is regurgitated and uninspiring.

Create content that is useful and insightful - that shows you understand your audience and what they need. Do that and you're already way out in front of your competition.

## 2. Capture

To build a customer base you must capture their email details when they visit your website, blog, Instagram page etc.

We know our audience will not buy the first time. We have to share our brand story and values over time.

You need to build a trusting relationship. And your mailing list is a powerful brand-building tool. Nurture it.

## 3. Convert

Your website needs to convert browsing visitors into loyal and trusting brand followers and customers 24/7.

It should be the best-unpaid brand ambassador you have.



**To inspire, capture and convert successfully your website must:**

#### **4. Avoid too much information**

You want your visitors to get what you do, who you are and why they should buy from you and not someone else.

**How long does it take a complete stranger browsing your website to:**

1. Understand what you are selling? [*seconds*]
2. Understand what is unique about your product or service? [*seconds*]
3. Spot your number 1 'call to action'? [*seconds*]

#### **5. One clear message** - Don't confuse.

New visitors are often not clear what they are really looking for, so it is your job to tell them.

**Tip:** The key is to inspire them not just describe what you do.

#### **6. A killer headline**

A killer headline reaches out and instantly connects with the customers 'pain point'.

When it comes to your homepage 'less is without a doubt more' so you need a 'killer' headline.

#### **7. One clear path to conversion**

Too many 'calls to action' confuse. Too many choices confuse. Too much detail confuses. Too many words confuse.

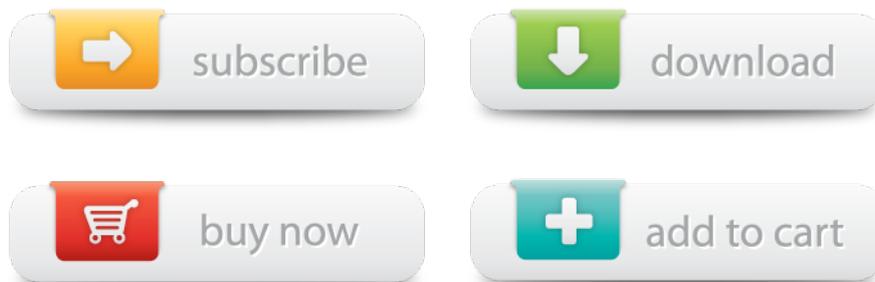
**Keep it simple. Keep it succinct.**

Don't underestimate the power of an irresistible 'call to action' button. This little phrase /button is the key to the next part of the customer journey.

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## 9. Action colours

Colour evokes emotion and action colours convert.

Don't underestimate the role colour (positive and negative) can play in the brand experience.

Here's a simple chart that explains the psychology behind colours.



Courtesy of: gsinfographic



Use the power of action colours on any 'call to action' points such as signup or buy now buttons.

Using an 'action colour' that contrasts with your brand, and the design itself, is just one of many ways you can guide visitors toward successful outcomes.

## 10. Social proof

When you say it is, it's marketing. When others say it is, it's social proof.

Today brands use social media to connect, engage, reinforce and support their brand story by highlighting what their customers are saying about them.

**'When we care, we share'.**

Studies show that over 70% of online consumers check product reviews before making a purchase, and that those product reviews are 12x more trusted than product descriptions from manufacturers.

*"When people are free to do as they please, they usually imitate each other." - Eric Hoffer*

## 11. Use testimonials

Sprinkle testimonials across your site, a few at a time. DON'T have a testimonials page.

According to a Nielsen survey:

- 92% of people trust peer recommendations.
- 70% of people trust a recommendation from a complete stranger.



## Social media

**Truth** - Used strategically over time it is an undeniably powerful marketing channel for building relationships, loyal followers and customers.

**Untruth** - It will transform your brand overnight. Build a page on Facebook, Twitter, Instagram and the customers will come flooding in. They won't.

**It's all about showing up, being consistent and being authentic.**

- Always be consistent and 'on-brand'
- Always brand your posts and updates with your logo.
- Always stay focused on your brand and it's message.
- Don't confuse your followers by posting 'off topic' content unless it relates back to your brand.
- Don't focus on the numbers
- Use selected posts to build your mailing list

I have attached my '**How to make your brand irresistible on Instagram**' ebook pdf download to give you some valuable starter tips.



## Brand guide

I want you to create a simple 5-page brand guide for your business.

Don't panic! I am not here to make things difficult. **Here is what I want you to do.**

Download my 'sample brand guide' (*link is in the masterclass dashboard page*)

You can easily put this together in with Word or Pages and any design software you have.

### **You brand guide will contain the following:**

1. Cover
2. Overview
3. Log and brand mark(s)
4. Photography and graphic style
5. Font(s)