

HOW TO CREATE AWESOME BRAND MESSAGING

WHO + WHAT

Understand who you are and what you stand for.

If someone asked you to describe your company or business - what would you say? Know your mission by heart. Feel it in the soul. And be able to express it in 20 seconds.

ATTRACT + SERVE

Understand who you want to attract and serve.

Know thy audience. Go beyond baseline demographic profiles of age, race, gender and income. Dig deeper to learn about behaviors, emotions and triggers (both positive and negative)!

PLAY IT SMART

Understand the sandbox you should play in.

To be relevant, you must first establish trust. To be trusted, you must demonstrate consistent thought leadership. Find your niche; share your voice.

CONNECT MESSAGING

Connect the dots to deliver awesome brand messaging.

Live your mission and know why that matters to your audience. Find the online space where your voice will resonate. Create messaging mapped against these principles and your brand value will soar!

HELP ME BE AWESOME

Wait. What?

If you're thinking - hey man, I really dig this but I have no earthly idea how to get started. It's okay! Seachange Branding is here to help. Hit me up anytime and together, we'll chart your course to brand awesomeness.