

building your brand: the basics

An introduction to social media marketing techniques so you can develop a brand identity for personal and professional use.

Hello & Welcome

This session will begin shortly.
While you wait, please download the slides for
today's session from the [LevUL up website](#).



LevUL Up

ULs Student Digital Skills Development Programme

In association with:



Recording

- This session will now be recorded. Any further information that you provide during a session is optional and in doing so you give us consent to process this information.
- These recordings will be stored by the University of Limerick for one year and may be published on our website during that time.
- By taking part in a session you give us your consent to process any information you provide during it.

define your brand

What is your purpose?

- Identify the purpose behind your brand - are you a lifestyle blogger, or the creator of a new application?
- What drove you to create your product/service - is there a niche or gap in the market you're addressing?
- What are you selling or providing, and who are you selling or providing it to?
- Are you addressing wants and needs, or creating them?

Telling a Story

We've defined our goals and values and determined our audience. But what is our story? What are we doing?

Vision

What are we standing for?

Value

What issues are our clients facing and what solutions can we offer?

Voice

How are we going to communicate this?

Visuals

Consistent aesthetics equals a complete brand identity.

Background

Young college graduate hoping to freelance or pursue independent education.

Demographic

Female, male and non-gender conforming; 18-25; minimum to entry-level income

Identifiers

Ambitious, TikTok/Instagram users, tech fans, interested in digital tools and self-development

Goals

Improve digital skills for college and work, advance hard skills, engage with others online

Challenges

Bombarded by 'hustle culture,' unsure where to start

psychographics

Whether you're branding your business or yourself, a key aspect of advertising is "what are you selling, who are you selling it to?"

Demographic profile

- Age
- Relationship status
- Income
- Orientation

Psychographic profile

- Behaviours
- Social class
- Interests
- Routines and habits
- Personality traits
- Goals

Compiling these two profiles can help you build your brand's identity and design your advertising strategy. Additionally, you can use psychographics to discern what media channels to use, language to deploy, and imagery to create.



collecting the data

Conduct surveys and focus groups

- Ask your friends and family what they think of your product and service; use any constructive criticism to reshape your brand's identity, assess your goals, and refine your target market.
- Use online web forms from Microsoft or Google to design surveys and visualise data.

Use Google Research Tools

- Market research tools such as Google Trends, Market Finder and Rising Retail Categories give you insights into demand for products and services and ongoing trends.

Try 'social listening'

- Use your time on Twitter, Instagram, TikTok and all social media to explore what's trending - by interacting directly with competitor content, or viewing channels related to your product or industry, you can determine what are the latest trends and understand individual wants and needs.

***Design is not for philosophy,
it's for life.***

- Issey Miyake

Every brand, product, service tells a visual story.

Colours are used to convey moods and messages, textures and patterns to catch the eye and inspire, animations and graphics to grab and engage.

What will your story be?

Visuals

Every brand needs a footprint - make your mark by working with pattern, colour and even texture. Let's test it out!

Resources

- Finding fonts that match
 - fontpair.com
- Making your own graphics
 - canva.com
- Understand colour psychology
 - w3schools.com/colors/colors_psychology.asp
- Making colour palettes
 - colors.co/

your turn!

screenshot me & add your own

Vision

Voice

Value

Visuals

<https://bit.ly/levulupcontest>

Branding checklist

DEFINE YOUR BRAND

- What are your values, beliefs, mottos?

IDENTIFY YOUR STRENGTHS

- What do you have that others don't?

KNOW YOUR TARGET AUDIENCE

- Who are your audience and why do you want to connect with them?

CREATE YOUR BRAND STORY

- What story are you telling and how?

FIND YOUR VOICE

- How are you going to connect with your audience?

DESIGN YOUR LOOK

- What's your aesthetic story and how can you use it to communicate your vision and values?

BE CONSISTENT

- How can we keep our voice, vision and values consistent?

applying our knowledge

Let's pretend that we're about to start up our own lifestyle blog and social media channel.

the theoretical bits

ethos
persona
story
plan

the practical bits

brand kit
website
platforms
organisation

Listen and learn.

This creator makes wellness content.

It may not be easily apparent, but her branding is closely correlated with the overall 'wellness aesthetic' that is now a popular style amongst consumers.

We can learn more about their targeted audience by:

- Viewing the comments.
- Checking tags.
- Checking 'long-tail' keywords on
- Google.

This type of 'influencer' content is most popular on TikTok and Instagram.

The image shows the Instagram profile for 'flourishplanner'. The profile header includes the name 'flourishplanner', a 'Follow' button, and statistics: 303 posts, 42.7k followers, and 131 following. The bio identifies the user as a 'Digital creator' in the 'Planning | Wellness | Routines' space, offering 'plan goals, workouts, reading lists, meals, & more'. It also provides contact information: 'support@theflourishplanner.com' and a link to 'Shop iPad Planners: linktr.ee/flourishplanner'. Below the bio is a grid of seven circular icons representing different content categories: 'vision boa...', 'Planners', 'Books', 'workouts', 'LINKS', '2022', and 'App Short...'. The main content area shows a grid of posts, with one post featuring a desk setup and a clock showing 9:56. A 'Shop the Planners' overlay is visible, displaying three planner products: 'Digital (it)', 'Minimalist Digital Daily Planner' for \$3.00, and 'Undated Yearly Planner (2021 edition)' for \$15.00. A comment from 'flourishplanner' is overlaid on the bottom right, listing various hashtags related to digital planning and wellness.

flourishplanner #digitalplanner #digitalplanning #paperlessplanner #paperlessplanning #ipadplanner #goodnotesplanner #digitalplanners #goodnotes #digitalnotes #goalsetting #girlboss #wellnessblogger #ipadplanners #ipadplanning #ipadpro #studygram #studyinspiration #studymotivation #ipadnotes #ipadaesthetic #ipadapps #ipad #ipadpro2020 #ipadpro2021

2 d Reply

Visuals

There is an online aesthetic associated with wellness. There is a focus on light to warm neutrals, minimalism, natural elements, and soft metallics. You can see this aesthetic diffusing out into marketing and high-street shops today. Online influencers commonly adopt this style, and influencers are moving from a trend to a common marketing tactic. (HubSpot, 2022)

We can use this information to design our brand kit - visuals are just as important as strategy.



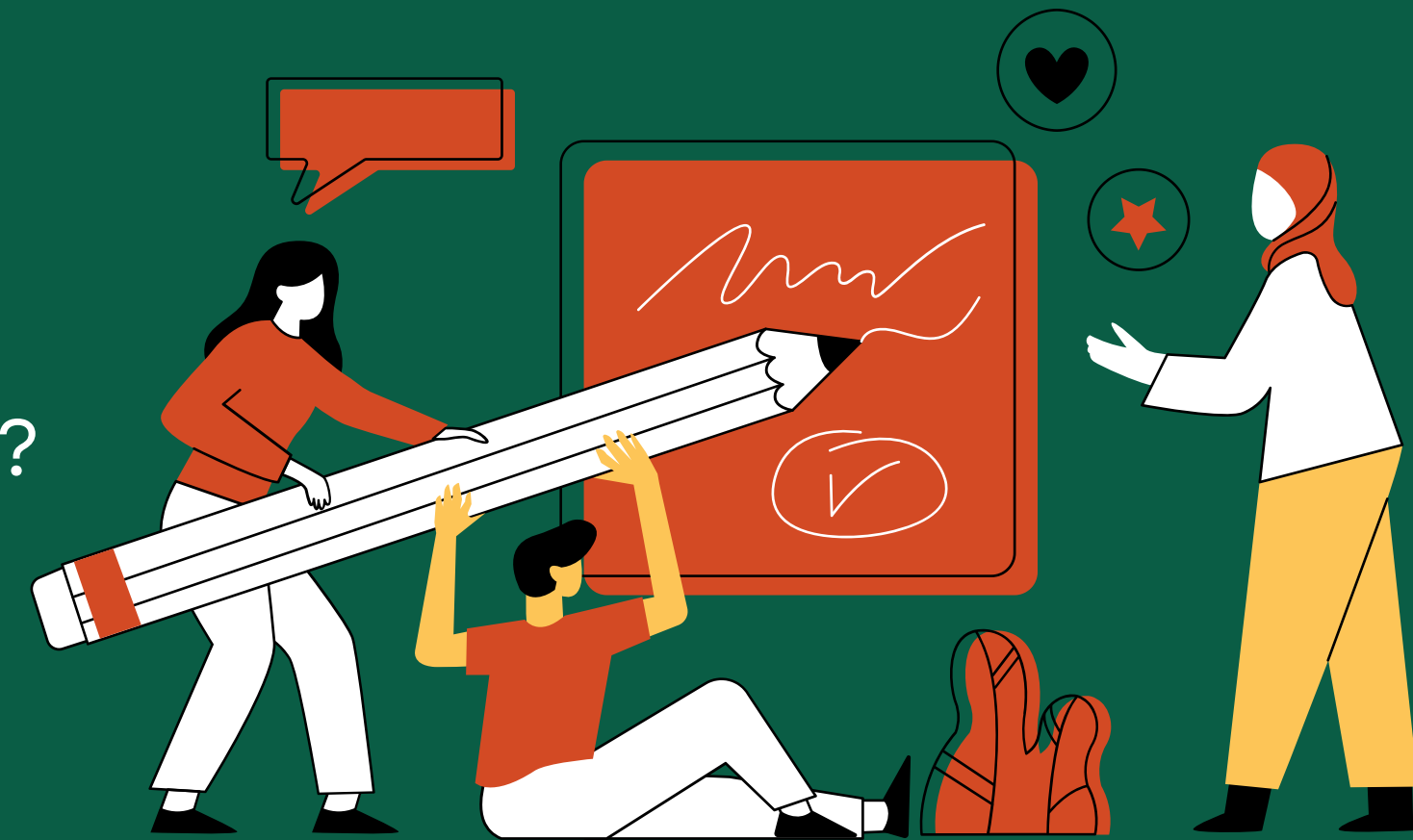
Where have I seen this before?

Start researching.

The internet is awash in social media accounts or websites catering to our 'persona.' The sites are largely about employability and personal development. Refine your search terms and take notes.

How do they make you feel?

- What are the gaps in the content?
- Anything you notice about their stylisation?
- How do they interact with consumers?
- What can you offer - what's your perspective?



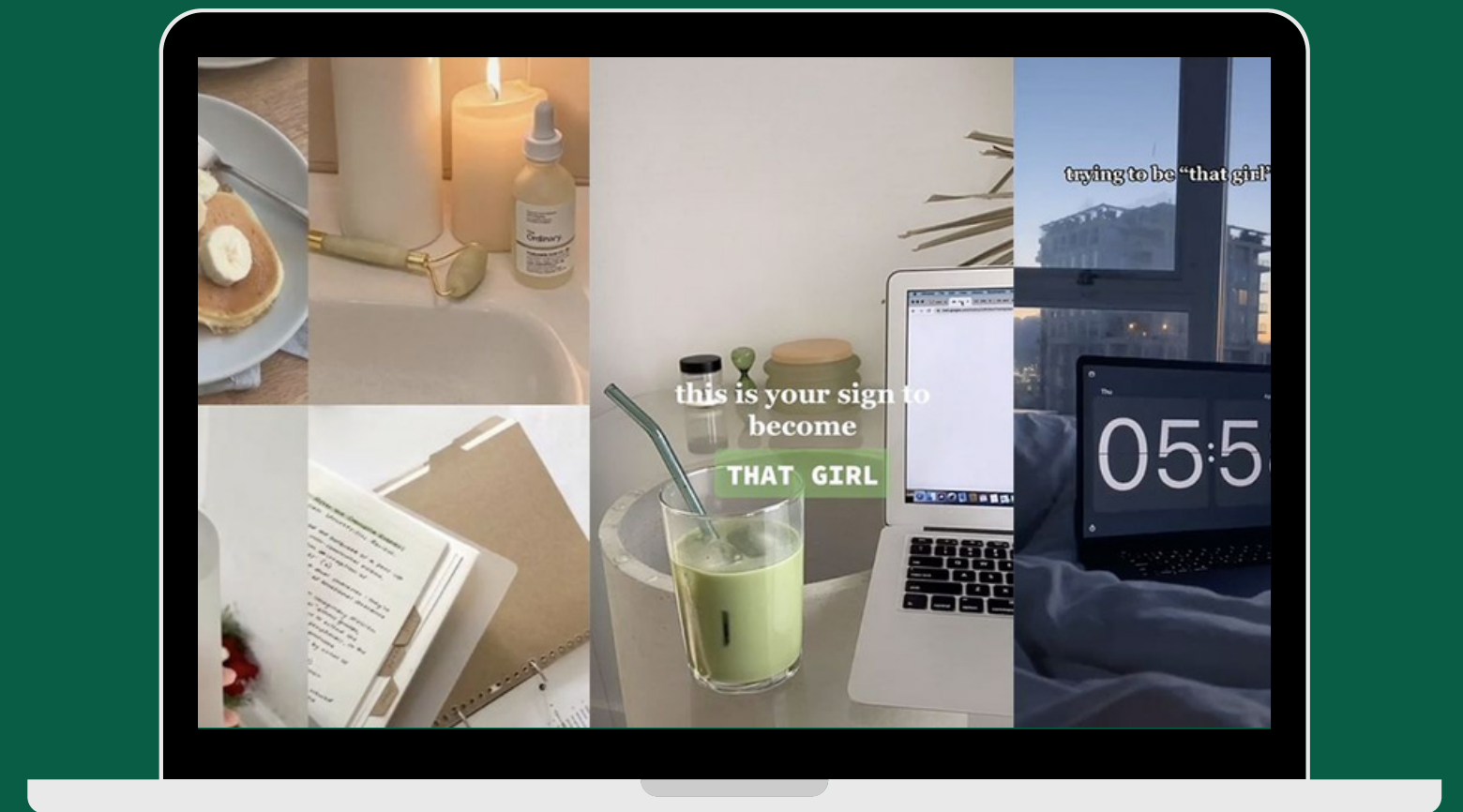
What's popular?

I'm selling a product, or creating a brand as an influencer, that has wellness/lifestyle at its core.

My target demographic is female, 18-25, college to graduate.

This audience is currently interested in

- Health/fitness
- Organisation
- Skincare/makeup



Making the Mark

My vision

- **Delivering health and wellness content that is more 'democratized,' less focused on consumer culture.**

My voice

- **Interactive content on Instagram and TikTok. I'll connect with my audience by being as authentic**

My value

- **Making tutorial videos**
- **Product reviews**
- **General 'day in the life content'**
- **Targeting hash-tags**
- **Social listening by paying attention not only to my followers, but that of similar creators**

What can we use?

Google Sites

- Building a strong presence in search engines through the use of Search Engine Optimization.

HubSpot Academy

- Learning more in-depth about marketing and attaining digital certificates

Social media (of course)

- Instagram Business Suite to track KPIs and demographics
- Reviewing socials to 'social listen,' what are people saying, what's popular?
- Engaging with similar creators
- Pinterest - gives you an insight to the interests and desires of target audience

LinkTree

- One-stop-shop for all of our links

Canva

- Visual content creation

learn more

What else can we learn?

This workshop was built around HubSpot Marketing Academy's resources. On their website, you can do in-depth courses that lead to digital accreditations that you can flaunt on your LinkedIn.





LevUJL up

ULs Student Digital Skills Series



**Enhancing
Digital Teaching
and Learning**

Irish Universities Association



UNIVERSITY OF
LIMERICK
OLLSCOIL LUIMNIGH

Centre for
Transformative
Learning



**UNIVERSITY OF
LIMERICK**
OLLSCOIL LUIMNIGH

University of Limerick,
Limerick, V94 T8PX,
Ireland.
Ollscoil Luimnigh,
Luimneach,
V94 T8PX, Éire.
+353 (0) 61 202020

ul.ie

Thank you!