

# HOW TO **BUILD** YOUR BRAND ONLINE



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# WHAT IS BRANDING?



Branding is the process of creating a unique **identity** for a business or individual. It is the **strategic actions** you take to form a perception in the mind of your customers



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# HOW TO BUILD YOUR BRAND?



Now that you know what the  
**process of branding** is, here are a  
few steps to getting started with  
building your brand online



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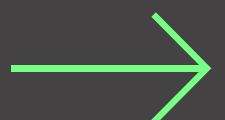
# DEFINE YOUR IDEAL CUSTOMERS



The first step to creating your brand is to identify who are your **ideal customers**. What do they look like, how do they speak, where do they spend their time online



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# CREATE YOUR BRAND'S PERSONALITY & USP

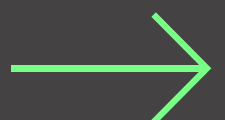


What makes you unique and different from the rest. This is also known as unique selling proposition.

You should write a **positioning statement for your brand**. Example on the next slide



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# BRAND POSITIONING STATEMENT TEMPLATE

We offer [PRODUCT/SERVICE] for  
[TARGET MARKET] to [VALUE  
PROPOSITION].

Unlike [THE ALTERNATIVE], we [KEY  
DIFFERENTIATOR].



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# EXAMPLE

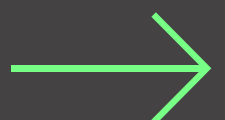


We offer Digital Marketing Services to Business Owners, Entrepreneurs, & Organisations to Boost their Brand Presence and increase sales.

Unlike Other Agencies, we Achieve this without spending a single dollar on ads.



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# PICK YOUR BRAND'S CORE VALUES



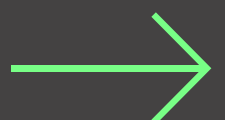
To be a **powerful brand**, you need to have a clear understanding of your core values.

For example: Accountability, Creativity, Transparency, Disciplined, Curious.

Choose **3-5 adjectives** that resonate with your brand



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# CHOOSE YOUR BRAND'S NAME, COLOR, LOGO & FONTS



Your brand name will **impact your logo**, the fonts and design, so be careful of what name you choose.

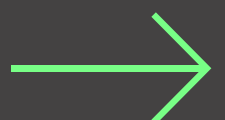
Colors convey the **emotions of your brand**. Keep it inline with your core values.

Pick two fonts, one for the **heading** and the other for the body text

Your logo should be unique, **identifiable** & scalable



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# SHARE YOUR CONTENT ACROSS DIGITAL PLATFORMS



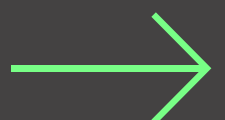
Create **valuable, engaging content** that your target audience will enjoy.

This will increase your **brand visibility, organic reach** and get your customers excited about your content.

Build your email list by providing **downloadable lead magnets**. This will help you expand your brand's reach beyond social media



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# BE CONSISTENT



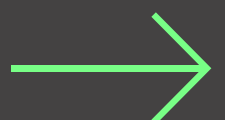
This is by far the most **important factor** to building your brand online.

Be **consistent** with your content, your personality, your colors and theme.

**Consistency & Quality** content is key to building a powerful brand with loyal followers.



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# WANT TO GROW YOUR BRAND ONLINE?



Reach out to me if you need help  
growing your **brand online** using digital  
marketing strategies

