



Things I Learned From Nicole Heymer

Episode 466

You've Defined Your Brand—Now What?


**The big ways to tell the story of your brand
(OTHER than words you write on a website):**

- **Experience:** Dig into your processes and project template to figure out great, on-brand ways to create experiences for your clients
- **Testimonials:** Curate them down to the sentence and use them on social media, in ads, verbally, etc.
- **Stories:** Echo out other people's good experiences and good examples of how you do things in a special way
- **Automation and Onboarding:** Use your email marketing platform (something more robust like ActiveCampaign or ConvertKit can be useful) to welcome them and tell them what to expect in a branded way

Often forgotten opportunities to create surprise, delight and consistency:

- Thank you and 'almost there' pages (when they sign up for email lists, etc.)
- Redirects (after they fill out a form...where are you taking them?)
- Charitable contributions (reflect your worldview!)
- Thank you cards (include inserts like stickers)
- 'What to expect' emails with video! (basically, video for scaredy-cats)
- Scheduling program (is the text in your brand voice, are they told what to expect, is there a pretty digital signature?)
- On-site consultations (what do you bring with you? what questions are you asking? what's the vibe?)
- 404 pages (what happens when they get to a broken link on your site? Is there an image? a bit of text in your brand voice?)
- Out-of-office messages (just another opportunity to insert messaging, brand voice, and visual branding!)
- Your look (like LuAnn with her green...what's your look?)



	Visual Branding?	Messaging?	Voice?	Reviews/Testimonials
Facebook				
Instagram				
Pinterest				
Houzz				
LinkedIn				
Organic Search				
Mailers				
Google Business Page				
Website				
Email List and Automations				
Scheduling program				
Phone				
In-Home Consultations (welcome packet, etc.)				
Email Signature				
Invoicing, quotes, etc.				