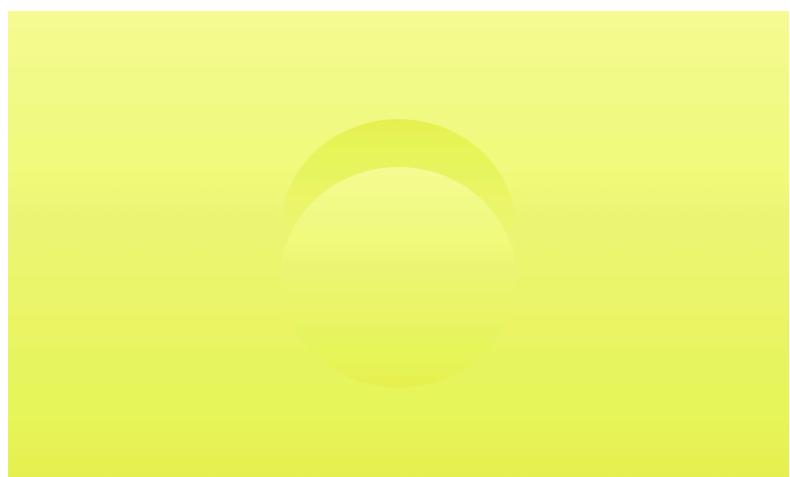
Strategy 101



ANSWER THESE QUESTIONS.

BRAND

PURPOSE

What is the reason for existing?

BRAND

MESSAGING

What is the common theme that you need to express in your content?

MARKET RESEARCH

Know what your audience wants and needs.

CUSTOMER JOURNEY

How do people find you?

Create a story that compels people to listen.

BRAND

VOICE

What are the phrases/words on-brand for your organisation?

BRAND

POSITIONING

How are you different?

Why should people engage with your organisation?

TARGET

AUDIENCE

Define your audience and get inside their heads.

CREATIVE DIRECTION

Gather imagery, fonts, colors and design examples that

embodies your brand.

YOUR ANSWERS ARE YOUR BRAND STRATEGY.