



Cartel Management Australia

E-Book Collection: #1 The Importance of Branding.

Before diving into the world of public relations and strategic marketing, it is very important to understand the importance of branding. All publicity and marketing strategies are devised around a project's brand to ensure that the overall concept or idea has a consistent flow or story. Put very simply, a brand is a promise made by the concept creator that tells the story of what you are, why you are doing what you are doing, and most importantly who you are, communicated in specific ways to the audience you are intending to connect with.

Branding is usually reflected visually via the logo and project designs and other elements such as colour scheming, written content and advertising. According to Fast Company magazine *"The brand is a promise of the value you'll receive."*

If it is done correctly, your brand can help you achieve a very strong hold on your niche market. Knowing your key messages and how you want them to connect with your target audience via social media, advertising etc. is a very powerful tool. A brand's messaging is most effective when it can engage or evoke the audience that has been targeted. Creating a message that creates an emotional response can both build engagement with your audience as well as build trust between your audience and the value you offer.

Brands are often let down by not looking at long term consistency when in creation. It is easy to reference the branding models of other projects in your niche market and adjust their messages to your own concept - in fact it is encouraged - as long as you are not plagiarising. Without proper consideration, your brand is then left open to be exposed with no long-term consistency. Consistency through social media messaging, advertising and communications ensures that trust and rapport that you have built with your audience remains while you continue to find new ways to build to new markets / audiences.

Alongside consistency, subtleties are also often overlooked. In the age where social media content has made it easier to connect your brand to audiences basically anywhere, brands need to be aware of the little parts of their messaging that help to tell the story. For example, it could be that your project puts two full stops at the end of every sentence on a Facebook post, or an emoji symbol being used to bring out the likeness in your post. The little things do matter and it is important to understand that every single part of your project adds to the brand.

Brands are often a reflection of the project's personality. This makes it easier to create meaningful messages to your audience because you are communicating something meaningful and something that provokes creative thoughts in your own head. When committing to a brand it is important to remember that every part of the project needs to fit within the brand you portray, and if it does not then the messaging will not evoke the trust in your project.