



The Ultimate Guide To **Building Your Digital Brand**



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Critical Questions

When Defining Your Digital Brand, You Must Focus On:

- How Will You Present Yourself?
- How Will Your Audience Find You?
- What Will Your Audience Think of You?

Use this document as a foundation for building your digital brand.



1 Your Identity

How Will You Present Yourself?



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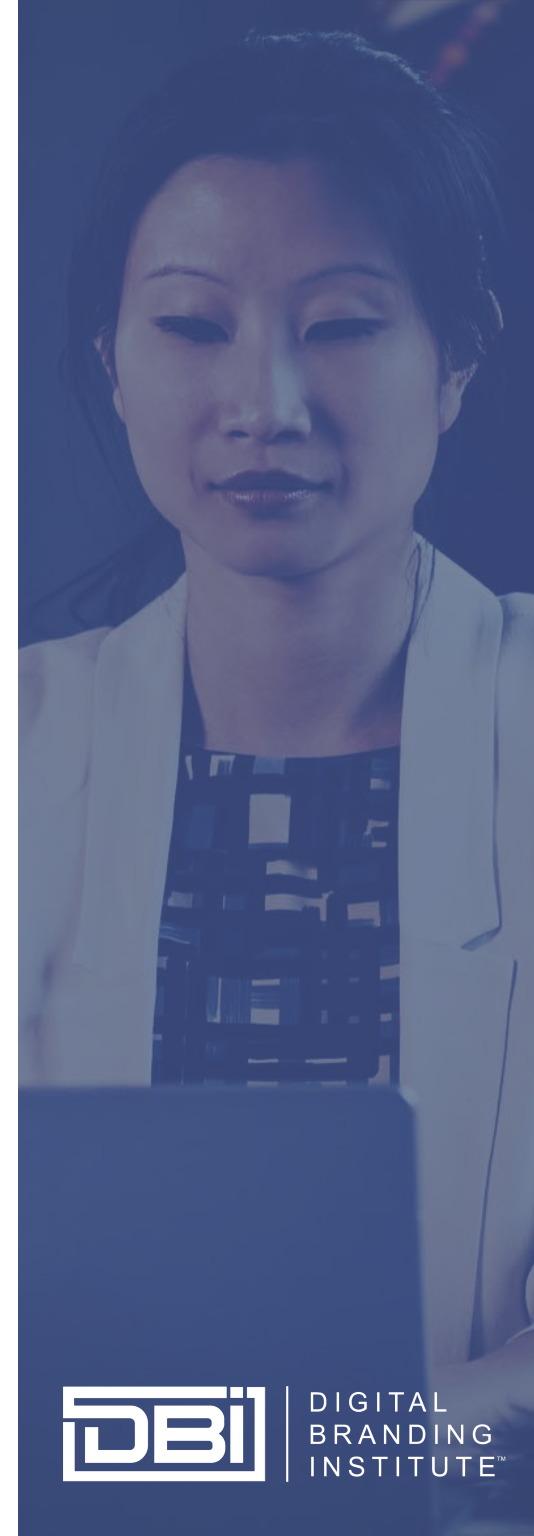
Your Digital Elevator Pitch

Mission: What do you do, for whom, why and how?

Vision: What do you aspire to be as a business?

Core Values: The beliefs and behaviors that are baked into your brand and essential for carrying out your mission and vision.

If your organization had a theme song, what would it be?



Your objectives and timeframe

List your strategic objectives. Make sure each is: specific, achievable, measurable, and with clear accountability.

Product/Service offering definition

What are you selling? i.e., what's your inventory or basic service?
(example: eye shadow)

What are you REALLY selling? (same example: not eye shadow, but beauty & self-confidence)

If you could use one word to describe your product or service, what would that be?

Primary benefit to your customers:

Secondary benefit to your customers (if any):

How do you want people to feel when they encounter your brand?
(Examples: safe, sense of belonging, warm, excited, secure, confident, cutting edge, etc.)



2 Your Visibility

How Will Your Audience Find You?



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What do people see when they Google search your name and/or brand?

What are your marketing vehicles? (Examples: choice of specific media and locations to advertise and promote your products and services)

Distribution points: where your product or service is found and delivered.

Customer service: what should the customer's experience with your staff be like to fit your brand? Does their current experience match this?

Do you have an email marketing program in place?

What are your open rates, click rates, etc. ?

Do you have a presence on social media channels?

Measure potential social media reach:

Total likes: _____

Total followers: _____

Total subscribers: _____

Total channel views: _____

More importantly, measure % effective reach per channel by adding engagement activities such as likes + comments + shares and dividing by potential audience size. **Percentage of Effective Reach:** % _____



3 Your Credibility

What Will Your Audience Think of You?



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With the help of numerous online tools, you will be able to see your brand mentions across the web. Try using **Social Mention**, **Google Search**, **Google Alerts**, and **Mention**.

There are a number of things that you could know by monitoring your brand, such as:

What are people's current perceptions of your brand? And why?

Which are the areas that need improvement?

What the press is saying about you?

THANK YOU!



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