DIGITAL BRAND DEVELOPMENT 101

A GUIDE TO ESTABLISHING YOUR BRAND ONLINE AND THROUGH SOCIAL MEDIA.

INTRODUCTION

Growing your brand online sounds easy, but in actuality there are a-lot of moving parts that have to come together in order to create the digital brand that you want.

If you think just having a website will create a successful digital brand. Think again. If you think that all you need is social media to build a booming digital brand. Think again, because you have let social media fame trick you into believing that all brands experience a huge social media explosion.

At the end of the day, in order to create a successful digital brand and have success online, you are going to need both a website and social media seamlessly integrated into each other and bolstered with valuable content. Remember a machine has all sorts of moving parts that if even one of them is out of line it can throw the whole process off.

This is why it is important for us to establish at the outset what digital branding is.

Digital branding is how you design and build your brand online through websites, apps, social media, video and more. Digital branding consists of a combination of digital marketing and internet branding to develop a brand online.

If this is what you want to learn how to do for your own business and brand or as a brand builder seeking to operate as a work-for-hire building other brands. This book will help jump start you in the right direction. By providing digital branding concepts, tips, and more to ensure you have a solid foundation as you engage in developing your digital brand.

CHAPTER 1: BRAND DEVELOPMENT

In this chapter we will be covering five (5) fundamental branding elements that you want to make sure you have BEFORE taking your brand into the digital world. Let's dive right in.

THE BRAND FOCUS

If you thought this book was going to start off talking about all the creative bells and whistles you see with the leading high-flying brands. You are sadly mistaken. New brands are not born by doing what the leading brands are currently doing. You have to start by doing what they did to become the leader. And these brands were born by having a narrow and singular brand focus which assisted them with opening up new categories in the marketplace and gaining the publicity needed to shape the minds of their target audience.

A brand becomes stronger when you narrow its focus. This way your brand can focus its efforts on dominating the category. KFC, also known as Kentucky Fried Chicken has a singular focus, as they focus primarily on chicken. Just as the old video rental company Blockbusters who created a new category and became its leader with a narrow focus on video rental. Look at the following brands and determine what each brand focuses on.

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*ANSWER KEY: COLA, PIZZA, COFFEE, LUXURY CARS

As you can see. The successful brands that we have come to love and know all started with a singular focus. With out Coca-Cola being introduced in 1886, we wouldn't be able to enjoy Sprite. So there is no need to create multiple brands at the same time when you haven't even established one successfully.

Focus your initial branding efforts on laying the most fundamental groundwork; which is establishing your brand's focus within your own mind because this is where brands begin. From there you will have a good starting point to build on to when you begin to incorporate the other four (4) branding elements.

THE BRAND NAME

In the long run your brand is nothing more than a name. But don't trivialize this profound point. Fundamentally your brand name plays a major role in your brand's growth and perception. So much so that it can completely make or break a company and many brands have died before even getting started for this very reason. For all the successful brand names there are many more that don't properly reflect the essence of the product or service, and the company suffers because of it.

So if you want to avoid taking your brand to an early grave. You'd want to choose the the right name for your brand. This brand name should be a singular word. Of course you can have more words, but the fewer the better. A brand should strive to own a word in the mind of the consumer. This is where all of your branding efforts should be focused while building your brand. The key is to make sure that you own a word in their minds that nobody else owns.

Think about it. When you hear the brand name Starbucks, you think coffee. So quite frankly, Starbucks owns the word coffee in the mind of the consumer. And this is how your brand needs to be positioned in the minds of your target audience.

> The minute a brand begins to stand for something in the mind. Some companies look for ways to broaden the base, to get into other markets and this is a serious error. And a very common branding mistake.

THE BRAND COLORS

Another way to make your brand standout is with color. But color is not an easy attribute to incorporate. There are thousands of words to choose from in order to create a unique brand name, but only a handful of colors.

When selecting a color for a brand or a logo, entrepreneurs and brand builders usually focus on the mood they want to establish rather than the unique identity they want to create. Mood or tone can be important, yes, but other factors should override a choice based solely on mood.

> Colors are not created equal in the eye of the beholder.
> Colors have meanings and alter perception.

Below is a chart that describes the meaning and affects that colors have on human perception.

RED
action, ambition, attention, confidence, danger, energy, love, lively, passion, power, strength, urgency, warmth.

ORANGE
activity, creativity, confidence, energy, enthusiasm, excitement, friendliness, harvest, optimism, warmth, youthfulness.

YELLOW
cheerful, energy, friendliness, freshness, happiness, joy, optimism, positivity, warm, youthfulness.

GREEN
balance, fresh, growth, health, joy, kindness, luck, maturity, nature, prosperity, restoration, soothing, wealth.
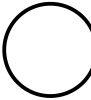
BLUE
calming, clean, conservative, integrity, patience, peaceful, security, serenity, stability, trust, wisdom.

PURPLE
ambition, creative, honor, intuition, luxury, majesty, mystical, royalty, sensitivity, spiritual, success, wealth, wisdom.

WHITE
clean, easy, freshness, goodness, hope, imagination, innocence, light, minimalist, modern, peace, purity, simplicity.

BLACK
classy, dramatic, elegance, exclusivity, formality, glamour, luxury, mystery, power, protection, sophistication.

Lastly, as it pertains to selecting your brand colors, always use a color that is opposite of your major competitors. So if your brand is local, then we're talking about the brand colors of your local competitors, so on and so forth. Think about Coca-Cola and Pepsi. Coca-Cola's primary brand color is red, while Pepsi's primary color is blue.

THE BRAND LOGO

The almighty logo has reared its head! So many entrepreneurs and business owners start right here when they begin developing their brands. You most definitely want to start with understanding your brand's focus. But once you understand its focus, and have developed your brand name and chosen your brand colors. The time has come to create your logo.

A logo is a combination of a trademark, which is a visual symbol of the brand, and the name of the brand set in distinctive type. You want to make sure you follow these key points when having your logo designed:

❶ A horizontally shaped logo will provide the maximum impact for your logotype. This is true wherever the logotype is used: on buildings, brochures, letterheads, advertisements, or calling cards.

❷ Legibility is the most important consideration in selecting a font used in a logotype. Do not choose a font because its "fancy" or "cute" and miss that the font is hard to read.

THE BRAND MESSAGING

A very important branding aspect that is going to help your digital brand development tremendously is your brand messaging. The messaging that your brand projects to its target audience is to help distinguish you from the competition. It gives the customer an idea of your ideas and values, giving them more reason to do business with you.

Brand messaging is any and all communication your brand delivers to your audience across all touch points. Here are some of the main touch points where your audience and brand messaging meet:

1. Website copy
2. Advertisements
3. Blog posts
4. Email marketing
5. Video content
6. Packaging
7. Business cards
8. Brochures
9. Point of sale
10. Customer service reps
11. Social media posts

If your brand message is not strategically developed to shape all of these touch points, then your brand will be misaligned and inconsistent both of which lead to confusion, then distrust. So, a strong brand message can drive future marketing and content-writing decisions that will help enhance connectivity between your brand and its target audience.

Nike's brand message revolves around its "Just do it" slogan and it makes sense for an athletic brand to push an active lifestyle. Nike has established itself as a leading brand in the athletic clothing category so let's read one of their brand messages shall we.

> "Protecting the Future of Sport. We believe in a fair, sustainable future—one where everyone thrives on a healthy planet and level playing field. Learn how Nike is using the power of sport to move the world forward."

Always remember that your brand lives in the mind of your audience so it is a must that you take the time to develop your brand message at every touch point based on what you want your audience to understand about your brand. Without specific messaging strategically crafted for each of these touch points, you will be missing opportunities to shape the minds of your target audience.

One of the main brand messages every entrepreneur and business owner needs to craft at the start of developing their digital brand is their core message. And this key message needs to inform your audience on what is in it for them. Of course no one is going to engage with your brand if they are not going to receive anything. Your core brand message should cover.

1. Why should your audience stop and take notice of your brand?
2. What do you do differently?
3. What's the value of that difference?
4. How will it impact their lives?
5. What pain-point will it resolve?

There are many things you want your audience to understand about your brand though these messages have a natural hierarchy and this will be determined based on what the audience deems important to them. And your answers to the above questions speak directly to what is important to your audience in relation to your brand.

As we close out this section keep in mind that not all brand messages are created equal. Your audience will have a very short attention span and most will dismiss 95% of marketing messages that come their way. So as you can see, a well crafted brand message can go a long way and can be the difference between shaping minds within your target audience or getting closer to that graveyard full of dead brands.

CHAPTER 2: WEBSITE CREATION & DESIGN

As a business owner seeking to establish and maintain your company on the internet. One of the first things you are going to need is a website. This is the easy part. It's easy to know that you need a website for your company. But what is the importance of your website beyond the fact that you want your company to be found online?

The primary importance of your website is to inform your target audience about your brand. People are using the internet to seek out information to solve a problem. This is why search engines themselves are so important. And what is the primary way people use search engines? By typing in a question, right? And if a person has a question, they are looking for answers. Makes sense, right?

So, if you are a business owner who is currently telling people you come across to visit your website to check out the services and products that you offer. And you haven't assessed what their issues are and provided subject matter or industry standard solutions. Then you have just found one of the reasons why your website is not performing.

Therefore, you need to establish an informative website in order to position your brand to provide the answers to the questions that your target audience is perusing the internet in search of. By providing the answers that your target audience is looking for. You are assisting them and developing trust. Without selling anything, but offering information. This primary importance of your website helps to connect your brand with your target audience.

Once your brand or company has established this important foundation. Your target audience will take the trust that has been built by being there to answer all of their questions into consideration and use that to make a decision on whose product or

service they will purchase to officially solve their problem. They are not searching the internet to be sold too. They are searching the internet to be informed and then they will make the decision on whose product and services is worthy of their dollar.

CHOOSING WEB-HOSTING PLATFORMS

The first thing that you are going to do when you are ready to create your website; is determine the best web-hosting platform to use to host your site. Web hosting is when a hosting provider allocates space on a web server for a website to store its files. Web hosting makes the files that comprise a website (code, images, etc.) available for viewing online. Every website you've ever visited is hosted on a server. Below are some of the most well-known brands in the web-hosting category.

When reviewing any of these sites to determine which platform is best to host your brand's website you will need to visit their pricing page. Here you will be able to see all of the plans and features. Understand that you will have to pay a monthly or annual subscription for the plan of your choice. This is typical across all of these platforms. So in order to know what features are best for your company and brand in relation to the plans offered, you have to understand how you want your customers to engage with your brand and how they are going to receive the product or service. You have to already have an understanding of your company's process flow. With this understanding you can gain the necessary insight into how your website needs to function.

When it comes to your website's functionality. I want you to ask yourself, what is going to be the main action taken on your website?

1. You can choose to have your website function as a platform to inform, educate, or entertain your target audience with creative content.

2. Your website can also be used to generate leads via form submissions.

3. You can allow for appointment bookings for services.

4. You can allow customers to purchase products.

5. You may even include all of these aspects in its functionality.

Once you have determined the main action that you want taken on your website. Re view the various web-hosting platforms on the market and its associated plans and features and purchase the monthly or annual subscription that your company requires for your brand.

INCORPORATE YOUR BRANDING ELEMENTS INTO YOUR WEBSITE

In chapter 1, we discussed the five (5) fundamental branding elements that every brand needs to have incorporated into their brand development process. Once these elements are incorporated into your brand you want to make sure that they are reflected onto your website. Every website should include:

1. Brand Focus

2. Brand Name

3. Brand Colors

4. Brand Logo

5. Brand Messaging

Majority of these branding elements are simple to incorporate into your website. The most critical branding element that is going to require your attention is your brand messaging. Remember that your brand messaging is used at every touch point where your brand meets your target audience. At this meeting you are either going to shape the mind of your target audience in a positive or negative way. This is the case each and every time someone engages with your brand.

If you have the correct messaging then you are going to delight your audience. A delighted audience member will cultivate trust, credibility, authenticity, and even covert the visitor to a known lead that can be nurtured or instantly become a paying customer, which is ultimately the end goal for your company.

So no matter what type web-page you will be crafting for your site, if you are including text on that page, that text is apart of your brand messaging. Keep this in mind when it's time to start crafting the proper messaging to inform your target audience on what it is that you offer.

When it comes to incorporating your brand messaging into your website, you want to make sure that you are thinking about the the buyers journey that your target audience will travel through. The buyer's journey is the process buyers go through to become aware of, consider and evaluate, and decide to purchase a new product or service. The journey consists of a three-step process:

① Awareness Stage: The buyer realizes they have a problem.

② Consideration Stage: The buyer defines their problem and researches options to solve it.

③ Decision Stage: The buyer chooses a solution.

It is going to be crucial that you ensure your brand messaging speaks to the various aspects of your audience based on where they are in the buyers journey.

What questions do they need answered? How does your product or service help solve their problem? These are just a few of the questions that you can ask yourself to ensure your messaging is crafted to speak directly to your target audience.

One of the biggest mistakes business owners and even web-designers make when crafting messaging on websites is that they tend to only think about what the company wants to do and say and not what the audience needs to know in order to understand the brand and the product or service that it provides. Your brand is only as good as its audience.

If nobody knows, if nobody is informed, if nobody knows how to engage and given a reason to engage then your brand doesn't exist. Remember your brand lives in the minds of its target audience.

Therefore, your services and products should be clearly defined, and they must go beyond simple excerpts and explanations. Many websites that we assess only provide basic information as it pertains to their products and services. Providing the bare minimum to your target audience in this age of information will count you out of the marketplace before you even get started.

So, I am going to leave you with a few tips to keep in mind when crafting your services page.

① Make sure you speak to the issues that you know your target audience is facing.

② Make sure you provide them tips to improve their situation. Because everyone in your target audience will not become your client or customer, but you can still assist them and become a trusted advisor via your website.

③ Make sure provide social proof and reviews that help build credibility for each specific service if you can.

④ People learn in more than one way. Some learn by reading, some are hands-on learners, while others learn by listening. So, providing information in text, audio, and video format could be of great importance in the way your messaging is received.

WEBSITE CONTENT CREATION

You know that videos are becoming the leader in how information is disseminated. You know that there are millions of videos being uploaded every day to the web and social media. So, it's either now or never to create the quality content that you need to delight your audience.

And LEAD is here to give you the game on how your brand can develop content necessary to begin attracting the attention that your brand needs to be viable online through the creation of 30 and 60 second corporate and promotional videos. But wait, what's the difference?

A promotional video is designed to advertise a good, service, event, or attraction. This is the most popular type of commercial video. The purpose of a promotional video is to showcase how something works, or how it will make the consumer's life easier. Essentially, a promotional video is used to highlight specific product or service facts.

On the other hand, a corporate video, focuses on the business itself, rather than advocating for a product or service. Corporate videos are used to improve a business's brand and transparency. The purpose is to get potential consumers invested in the vision and culture of the company, so that they are more likely to engage with that business.

There are three things that you need to remember when it comes to creating video content.

1. Make sure you understand the audience your brand is speaking too. Every brand should have what is called a Buyer's Persona or Client's Persona, which is basically a fictional character created to represent a user type that might use a site, brand, or product in a similar way. With this tool, you can craft content specifically to this "buyer persona".

❷ Always provide value to that audience. Begin crafting your messaging to speak to their current issues, questions, and concerns.

❸ Do not hold the position of a salesperson in your messaging. If you make majority of your content to focus on telling the customer to buy from you and bombarding them with offer after offer. It will water your brand down. Leaving the audience saying "man, all they care about is money". So, make sure you are talking to your audience, guiding your audience, not talking AT your audience trying to convince them that you're the best and you have what they need.

If you remember these three things you can begin improving upon the video content for your brand. Short informative videos that last 30 to 60 seconds are perfect vessels to disseminate valuable information without taking too much time. You must understand at this point that there is so much data being collected on the internet and social media that it has been revealed that the average video is watched for about 3 seconds. And the highest timeframe that Facebook tracks is about 10 seconds. So, if your content isn't valuable or doesn't speak to the essence of your target audience. Your video won't be seen past the first few words or images being conveyed.

Basic App & Software Integration

In the section, we are going to reveal a few apps that you may want to integrate into your website.

Calendly is an appointment booking app and online platform that is perfect for brands providing services online or in-person.

Shopify Lite is a good application and online platform for brands selling products online on a small scale. Great for service providers that have occasional product offers.

Zoom is a web-conferencing platform great for virtual service providers. You can conduct virtual meetings securely, stream to Facebook Live, and also integrate it into your Calendly appontment booker.

Now that you have learned about the various digital brand development components that go into building out a robust website. You can take the time to seriously development and plan how your brand elements and subject matter expertise will come together in the design and functionality of your website. Always remember that your website is the command center or headquarters for your digital brand presence if structured and set up properly.

CHAPTER 3: DIGITAL BRANDING ON SOCIAL MEDIA

The e-commerce playground for consumers is social media. It is the hub of all the latest trends. With this, brands have been able to gain much exposure, but there are even more brands that have attempted to gain exposure, but instead fell on deaf ears.

There are many strategies that can be implemented for brands to avoid falling on deaf ears. It's all about consistency so that you can determine what works best for your brand with your target audience. But, first you need to determine which social media platform is best for your brand. So let's look at a few, first up, Facebook.

 Facebook has over 1 billion active users every day. So it's no surprise that it's become one of the best ways to find your target audience, build an email list, and get new customers. It's also a great place to interact with your clients once you've caught their attention. Many companies opt to create private groups on the platform where paying customers can join, interact, pose questions, and have a personalized experience with the brand.

Next is Instagram which has grown to over 1 billion users each and every day, making it one of the top social media platforms for business. Instagram started out as a platform for sharing photos and still keeps that as its core use. Thus, Instagram has become an excellent way for brands to literally show, rather than tell, their products, values, and voice. Instagram is a great platform for lead generation.

When it comes to using Twitter for business, you can definitely find ways to monetize the platform. Part of doing that is standing out from your competition, consistently engaging with your audience, and adding valuable content with all of your posts.

Ads see 1 - 3% more success than Facebook, but there is a lot of noise to compete with. Depending on your commitment to social media marketing, Twitter can be a powerful tool for building brand awareness and connecting directly with other customers and influencers. Keep in mind that Twitter needs its own marketing strategy, and you'll need to plan for multiple tweets per day.

LinkedIn is a great platform for brands that are B2B (business to business). One thing to keep in mind about LinkedIn if you are not a B2B brand is that you're more likely to find business partners than new customers. With this platform people tend to use it to learn more about their industry, see what their professional contacts are up to, and look for new career opportunities.

Youtube is a remarkable video-based platform. More than any of its competition (Instagram, Snapchat, TikTok), YouTube has become the platform for sharing information via video. It now boasts 2 billion monthly users and has become a place where people go not only for entertainment but to learn new things. And that's what makes it such a powerful tool for businesses.

With YouTube, you can create a video channel and connect with your users in a totally different way than other social media platforms. You can create video tutorials to back up your text-based content (like blogs), visually show product descriptions, or give personal press releases to your viewers.

These are the main social media platforms that business owners are using to establish and grow their brands online. In order to truly find out which platform works best for your brand, you have to start using one or two of them to start the process of determining your target audience. Because all brands can set up an account on the various social media platforms and say that they have a presence on social media. But to truly have a presence, you need to have consistent posting, messaging, value, and engagement. And that is not established overnight.

CONTENT CREATION FOR SOCIAL MEDIA

Instagram for example, only shows your content to 10% of your followers. You can look at this as a way for Instagram to "fact check" or "verify quality". Essentially the algorithm is seeking to ensure the best experience for users of the platform by showing your content to 10% of your audience for "approval". If your audience likes, comments, shares, or saves the post then the algorithm says, "we have a winner" and starts showing that particular post to more of your audience until in runs out of steam. And to say the least most content runs out of steam very quickly on social media.

So, when we understand that aspect of social media then we know posting 5,10,20 times a day may seem good, but it doesn't automatically equate to the establishment of your brand's presence on social media or its growth. Because brands live in the minds of the audience. That's the only place that your brand exists. It may appear to exist on social media, but in reality, it exists in the minds of your audience first. Your social media can be the PROOF that your brand lives in their minds.

Instead of posting tons of content in the early stages of developing your brand on social media. Focus on strategically creating and posting content that conveys the meaning and purpose of your brand in order to understand if your message and content resonates with your audience. This will actually limit the amount of content that you post each day, each week, each month.

The messaging and content that is resonating should be retained, duplicated creatively, and used to expand the reach of your brand. Once your brand has established itself, meaning you know what messaging and content works and what doesn't work. Then you can go into full content creation mode to maintain your position and scale it.

PLAN YOUR CONTENT

When it comes to social media remember these two things. Proper preparation prevents piss poor performance and Fail to plan, plan to fail. It's quite simple to get started using social media for business purposes. We are all familiar with it to varying degrees because social media has become a powerful tool that we use in our daily lives. It doesn't cost to create social media accounts across multiple platforms so we saw the boom of social media in the business world.

It takes time for brands to develop, plan, and strategize content. It takes a full understanding of your business in relation to your target audience in order to properly plan and strategize. But the number one thing is time. This is not a get popular quick scheme, This is not a get rich quick scheme. But it is a long-term brand development scheme. Now what do you want? A brand with a short life-span or one with longevity?

When planning out your content you want to make sure that you are taking into consideration your target audience. Where are they in the buyers journey. Are they in the awareness phase and need to be made aware of your brand and what it can do for them? Are they in the consideration stage and are informed but still deciding who the best provider is? Or are they in the decision stage and ready to pull the trigger on purchase a brand's product or service? Consider these three phases when developing your content plan for social media. It will surely help improve your content and overall customer experience.

Without planning out your social media content. You have no clear goal for what you're trying to achieve through social media. When you have your goals established then you can determine your Key Performance Indicators. Your KPIs will help you measure the success of your content.

For example, are you trying to drive traffic to your website from social media? If so, one KPI would be tracking link clicks. If you are planning to put out content to increase engagement. Then one KPI would be tracking comments for each post. These are just a few examples. You can always google social media KPIs for more information.

THE BEST CONTENT TYPE FOR SOCIAL MEDIA

As a business and brand establishing and maintaining its presence online. You must create videos to engage and inform your audience on social media. By doing so, you can position your brand as a potential leader in your category. This will further position your company to generate the revenue that we are all in business for in the first place.

Moving forward into the future, video is going to become an even more important medium for attracting your target audience. It's predicted that this year 80% of the world's internet traffic will come from video. So, you are going to want to stay on top of current and future video trends.

By the end of the year there will be 1.9 billion online video users. You heard it right. 1.9 billion online video users. It's also known that there will be over 4.6 billion global internet users this year. That means 40% of the total internet users will be engaging with video content this year. So, if 40% of the total internet users will be engaging with video content this year and you are not using video content on your social media and website. You are missing a vital component in your digital brand development process. Remember its not about selling its about informing.

3 KEYS TO USING SOCIAL MEDIA TO DRIVE TRAFFIC TO YOUR WEBSITE

Alright, so here are 3 keys that you can use to drive traffic to your website from your social media accounts.

#1: Ensure that your social media accounts and website reflect the same brand elements especially messaging.

Your social media accounts are usually the first way your brand is introduced to people online. So, it important that your brand is reflected properly in the messaging used on these platforms. Not only that but you want to make sure that your brand logo and colors are present as well. From there, if anyone clicks the website link contained in your bio, they need to feel as if they are still in the same place, just having a deeper, more unique, and user-friendly experience. This will breed familiarity, trust, and value in the mind of those audience members who have chosen to experience your brand on a deeper level.

#2: Make sure your website is fully functional by first understanding the main action taken on your site.

This is important because you need to know what people are going to be doing when they leave social media and arrive at your website. Will they be filling out forms, watching content, reading articles, or going directly to purchasing products and services? You have to know this first and make sure that your website has this functionality seamlessly incorporated into its processes. Once you have this understood you want to ensure that your products and services are well defined and segmented so that your audience can easily find and digest the information. Remember, leave the sales stuff in the sales department. Your website should be informative, providing answers with your subject matter expertise and industry experience.

#3: Utilize social media advertisement to drive your audience to specific landing pages.

This is the third and final key to using social media to drive traffic to your website. Many of you should be familiar with the "link in bio" call-to-actions that are used on social media. Those are good yes, but to enhance this, social media ads are best. Since we understand now that only 10% of your audience will see your posts initially. You can reach beyond your followers into unconquered waters, reaching new people within your target audience while at the same calling people to click the link to go to your website to learn more, book now, etc. It's a good two for one situation if you ask us here at LEAD.

CONCLUSION

As you can see, the digital brand development process has many layers to it. But it all starts in the mind. Your mind! From there you and your team will have to continually development, established, review, and refine, or rather optimize your brand. This is a continual process of course because brands are built for long-term success. And that long-term success starts with developing the five (5) fundamental branding elements:

① Brand Focus

② Brand Name

③ Brand Colors

④ Brand Logo

⑤ Brand Messaging

It should be understood at this point why the high-flying brands that we love invest so much money and time into developing a robust digital presence. The creative side of social media alone is a full-time job causing companies to hire social media marketers and managers. Many companies have also formed full web-design and development teams to upkeep their websites.

So as an individual running a business and developing its digital brand presence. Planning is going to be your saving grace. Planning is going to allow you to streamline your content creation and posting schedule. Which will make your life much easier day to day. As long as you can keep the fundamentals revealed in this book in the forefront of your digital brand development process. You will have a firm foundation established and you will be able to focus on consistency and analytics to refine your brand and ultimately reach your goals.