

Creating Success Through Consistency

Beginner/Intermediate | Learning Track: Strategy



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Creating Success Through Consistency

What to expect in this session:

- Create a system that promotes success
- Digital presence in email marketing, website, and social media
- Develop internal documentation and resources to create consistency among users



63%

of employees say a **consistent branding experience** has an impact on whether or not a deal is closed.



More Eye-Opening Statistics

50% of companies say their customers expect great design and cross-channel consistency from their brand.

70% of marketers say consistent branding is the most important thing to keep in mind when communicating with customers.

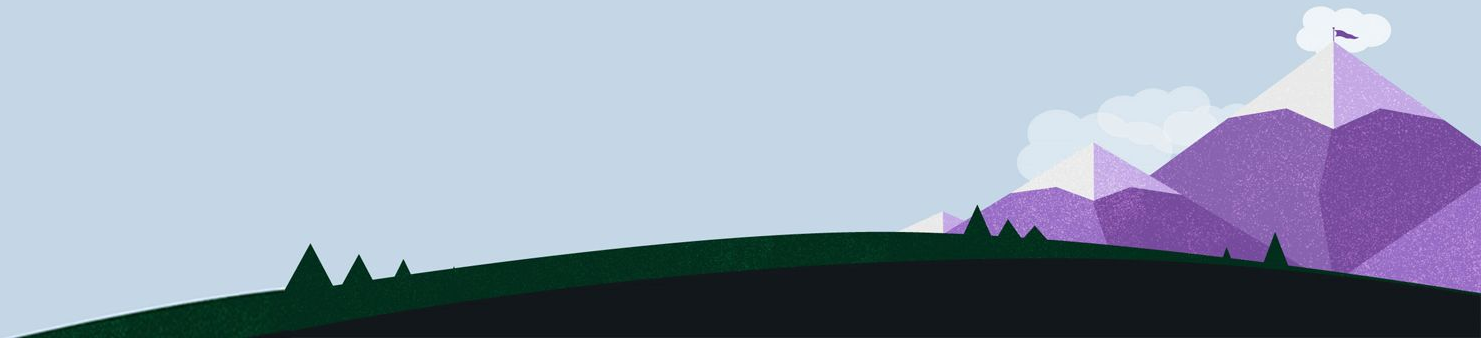
21% of brands say their brand guidelines are not written anywhere and are instead communicated verbally.

39% of companies say they struggle with employees creating off-brand content.



Use Case #1

“We have a global team and everyone does things differently.”



Use Case #2

“I am team of one.
Just me, myself, and I running the marketing show.”



Use Case #3

“I work with a client that needs guidance creating company-wide standardization or documentation.”



Standard Operating Procedures

Be sure to include

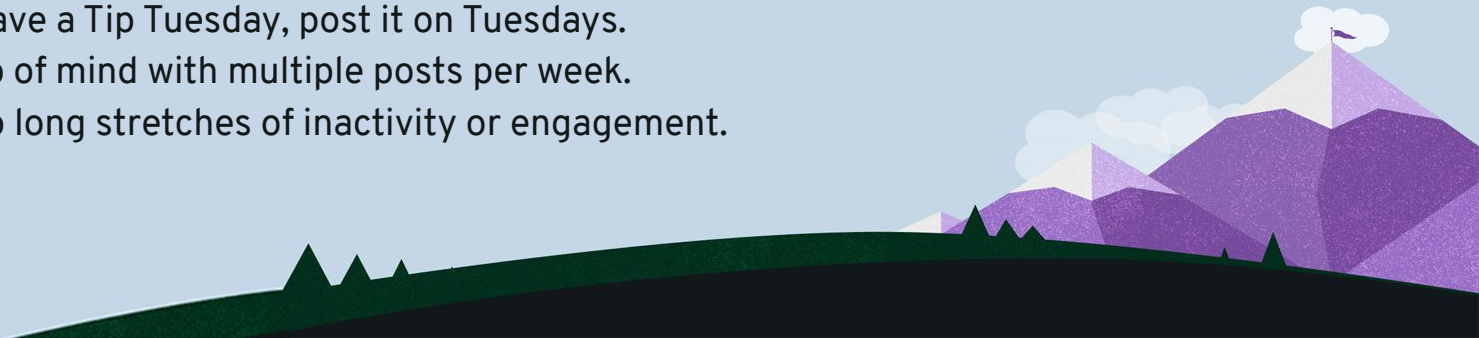
- **Title:** Briefly but fully state the purpose of the document.
- **Identification:** Include any department names, dates, and relevant information.
- **Purpose:** Provide a brief summary of what the SOP explains.
- **Definitions:** Especially helpful with marketing automation tools, include definitions of key terms.
- **Procedure:** Simple step-by-step processes, flow chart, screen shots, etc.



Keepin' it Real. Real Consistent.

Maintain your digital presence

- Email Marketing
 - If you have a weekly newsletter, send it weekly.
 - Subscribers will look forward to receiving it on time.
- Website
 - Keep language and promotions updated on your website.
- Social Media
 - If you have a Tip Tuesday, post it on Tuesdays.
 - Stay top of mind with multiple posts per week.
 - Don't go long stretches of inactivity or engagement.



Reach Goals and Gets Results

Three key areas to maintain your digital presence

- Consistency
 - Messaging
 - Brand
 - Voice
- Persistence
 - Sharing content
 - Posting on social media channels
 - Working toward and adjusting your goals
- Patience
 - Follow your marketing strategy
 - Build your audience.
 - Nurture your leads.



**Every single piece of content
your company puts out should
align with your strategy and
brand guidelines.**

Digital Presence Considerations

Not sure if your brand's digital presence is consistent? Ask yourself:

- Does the company have brand guidelines? If so, does it include
 - Mission, vision, and brand personality
 - Primary, secondary, and additional brand colors
 - Typography guide for fonts, headings, body copy, etc.
 - Logo variations and usage
 - Acceptable imagery and design elements
 - Language style guide
- If so, is the team aware and following them?





**A consistent digital
presence builds trust.**

“

“Change is hard because people overestimate the value of what they have and underestimate the value of what they may gain by giving that up.”

- James Belasco and Ralph Stayer

”



Implementing Standardization

Change Management for the Win

- Communicate strategically
- Be empathetic
- Share ownership
- Execute with flexibility





**Be a dreamer AND a doer.
Don't just plan. Execute.**

What's in my toolkit?

Links to a few handy resources to get you started:

Templates

- [Brand Guidelines](#)
- [Standard Operating Procedures](#)
- [Social Media Kit](#)

Tools

- [Easy-to-use Design Program](#)
- [Social Media Management Platform](#)
- [Email Marketing Platform](#)

Tips

- Create your content in batches
- Reuse existing content by creating different mediums
- Schedule your list emails and social posts a month at a time

ParDreamin' 2020 Session Recording:

- Creating [Content That Converts](#)

Thanks for listening!



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