

Brand Smarter Not Harder

TIPS FOR STRESSLESS BRANDING & MARKETING



PRESENTED BY: SOROR FOSTER-BRASBY, NER EPISTOLEUS

About Me

NAME (AGAIN): TERRIKA FOSTER-BRASBY

SPRING 2016 - THETA ALPHA SIGMA ALUMNAE CHAPTER (HARTFORD, CT)

CHAPTER EPISTOLEUS 2016-2018

INTERNATIONAL GRAND EPISTOLEUS COMMITTEE 2016-17

INTERNATIONAL SOCIAL MEDIA COMMITTEE 2018- PRESENT

NORTHEASTERN REGION EPISTOLEUS

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ORIGINALLY FROM DETROIT, MI

BACHELORS IN POLITICAL SCIENCE FROM SAINT AUGUSTINE'S UNIVERSITY

MASTERS IN NEW MEDIA JOURNALISM FROM FULL SAIL UNIVERSITY

PRODUCER & SOCIAL MEDIA EDITOR FOR ESPN RADIO & ESPN PODCAST

MULTIMEDIA SPORTS JOURNALIST (ESPN, THE UNDEFEATED, THE NEW YORK TIMES)

ENTREPRENEUR: SHE KNOWS SPORTSWEAR & SHE KNOWS SPORTS DIGITAL

MARRIED (4 YEARS), 13 YR OLD STEP-DAUGHTER

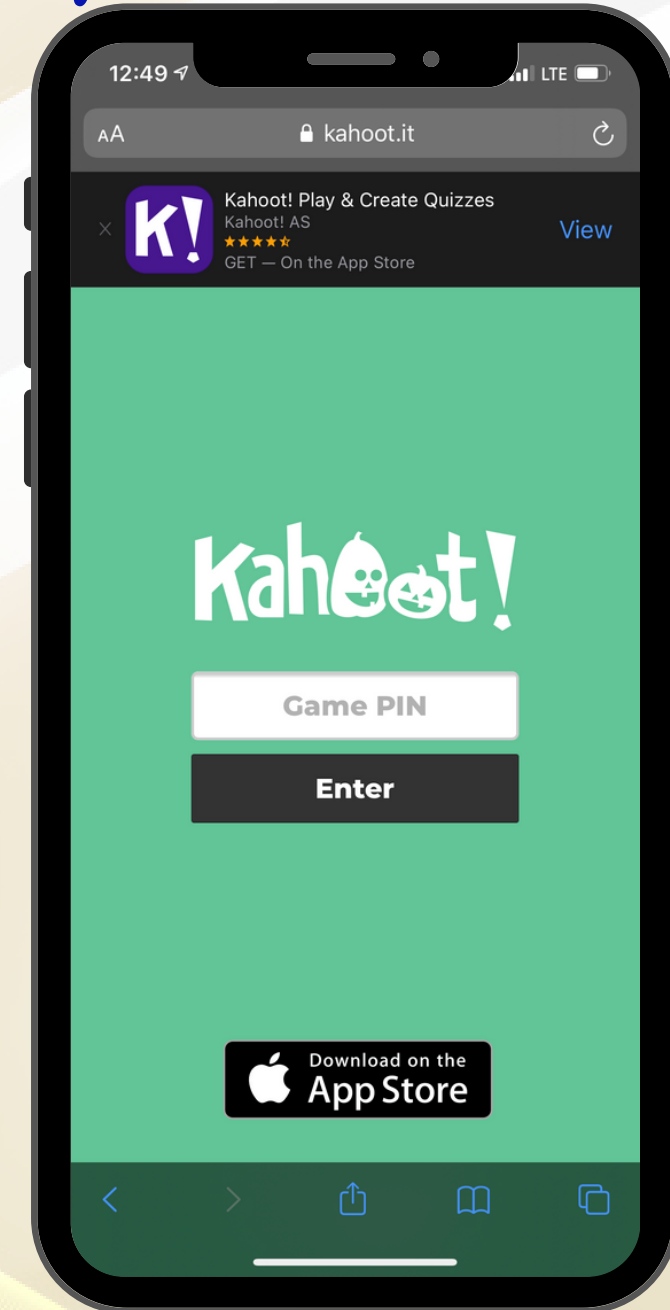


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Let's Play A Little Game

GO TO KAHOOT.IT

(or you can use the Kahoot It App)



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Expected Takeaways

- **BETTER UNDERSTANDING OF WHAT BRANDING IS**
- **HOW TO BEST UTILIZE YOUR TIME WHEN ESTABLISHING A BRAND**
- **HOW TO MAKE A GRAPHIC THAT IS AESTHETICALLY PLEASING**
- **THE IMPORTANCE OF PRESS RELEASES**
- **HOW TO USE SOCIAL MEDIA TOOLS TO YOUR ADVANTAGE**



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What is Branding & Marketing?

MARKETING = the set of processes and tools promoting your business. This includes SEO, social media, PPC, local search, mobile, and traditional promotional methods and tools.

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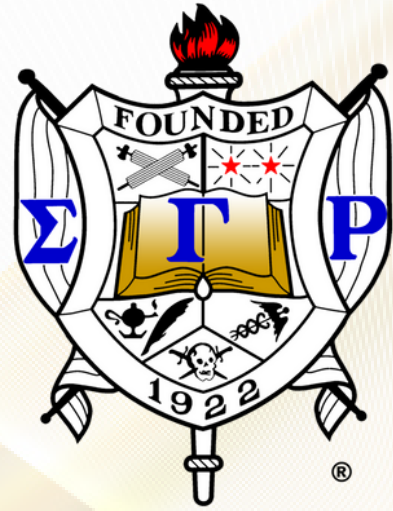
BRANDING = the culture itself, the message that permeates and rules all the process of your business.

BRANDING IS WHO YOU ARE. MARKETING IS HOW YOU PROMOTE WHO YOU ARE.



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How Do We Brand Ourselves?



LOGOS / CRESTS

CLOTHING/ATTIRE

GRAPHICS/IMAGES



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So Who Are You?


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Graphics & Flyers

1. START WITH A CHAPTER BRAND GUIDE





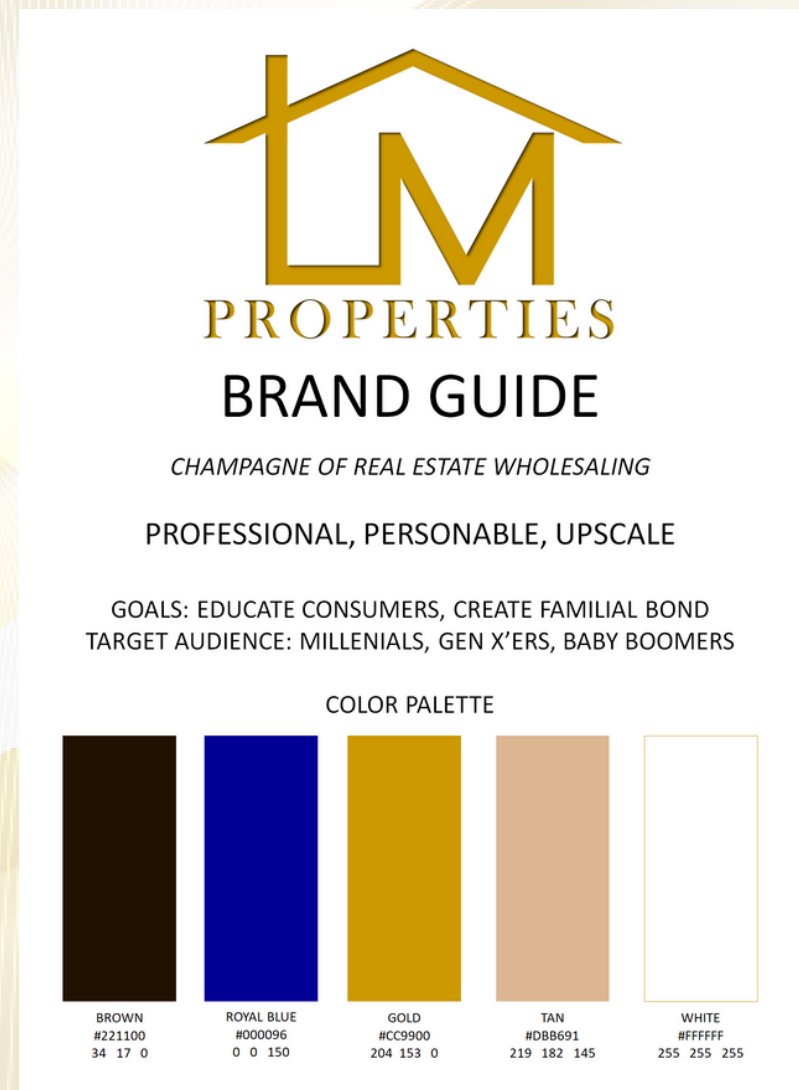
Terrika FOSTER-BRASBY
MULTIMEDIA JOURNALIST | ON-AIR HOST | PRODUCER

BRAND GUIDE

FONTS
Dharius Signature Italic
BEBAS NEUE
Calibri

COLOR PALETTE

			
PURPLE #B934E1 185 52 225	BLACK #000000 0 0 0	HIGHLIGHTER YELLOW #DBFF2D 219 255 45	WHITE #FFFFFF 255 255 255



LM PROPERTIES






BRAND GUIDE

CHAMPAGNE OF REAL ESTATE WHOLESALING

PROFESSIONAL, PERSONABLE, UPSCALE

GOALS: EDUCATE CONSUMERS, CREATE FAMILIAL BOND
TARGET AUDIENCE: MILLENIALS, GEN X'ERS, BABY BOOMERS

COLOR PALETTE

				
BROWN #221100 34 17 0	ROYAL BLUE #000096 0 0 150	GOLD #CC9900 204 153 0	TAN #DDB691 219 182 145	WHITE #FFFFFF 255 255 255



Divine Legacy PUBLISHING, LLC.

TAGLINE/SLOGAN
Creative Control with Self-Publishing



#FFBF00 #E31C23 #00843E #000000 #FFFFFF

DEFINE YOUR FONTS

MAIN FONT
Bodoni FLF

SUB FONT
Mulled Wine Season

TEXT FONT
Bodoni FLF

TEXTURES & BACKGROUNDS






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2. CREATE A FLYER TEMPLATE (usually with a banner)



(FLYERS SHOULD BE 1:1 RATIO TO FIT BOTH FACEBOOK & IG)

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Graphics & Flyers

3. CHOOSE 2 FONTS (3 IS THE MAX)

FONTS MUST BALANCE EACH OTHER

Don't Use Script in paragraphs because it's hard to read

CHOOSE YOUR COLOR FONT OPPOSITE OF YOUR BACKGROUND



Solway
Paragraph

Open Sans Extra Bold
HEADER

Open Sans Light
CORPORATE

Great Vibes
Script

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Graphics & Flyers

4. PHOTOS ARE EVERYTHING, SO PICK GOOD ONES!



(When you increase the size on a high-rez photo, it won't look like that)



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Graphics & Flyers

5. YOU DON'T HAVE TO PUT EVERYTHING ON THE FLYER.



(Simply Put, less is more.)

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So.... Let's Make One

We're going over to Canva. com

You should also download the app!



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Let's Socialize! (Social Media)



How Are You Using Social Media To Market Your Chapter?



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You Should Have These

At The Very Least Every Chapter Should Have:




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Utilizing Social Media

 Facebook

3/wk low	1 suggested	2 high
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 Twitter

3 low	15 suggested	30 high
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 Instagram

1 low	1-2 suggested	3 high
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Let Me Introduce You To:

FACEBOOK BUSINESS SUITE!



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Let Me Introduce You To:

TWEET DECK & TWITTER DIRECT SCHEDULER



TweetDeck



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Let Me Introduce You To:

LATER

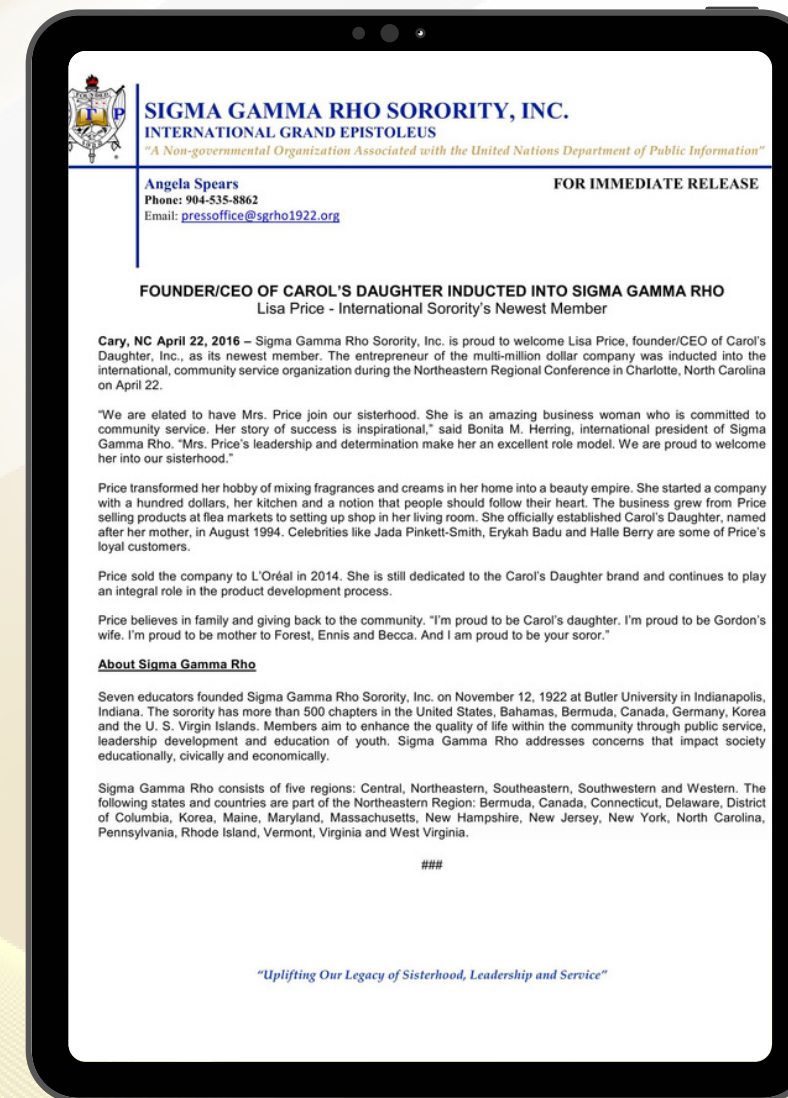
Later



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Social Media Can't Be It

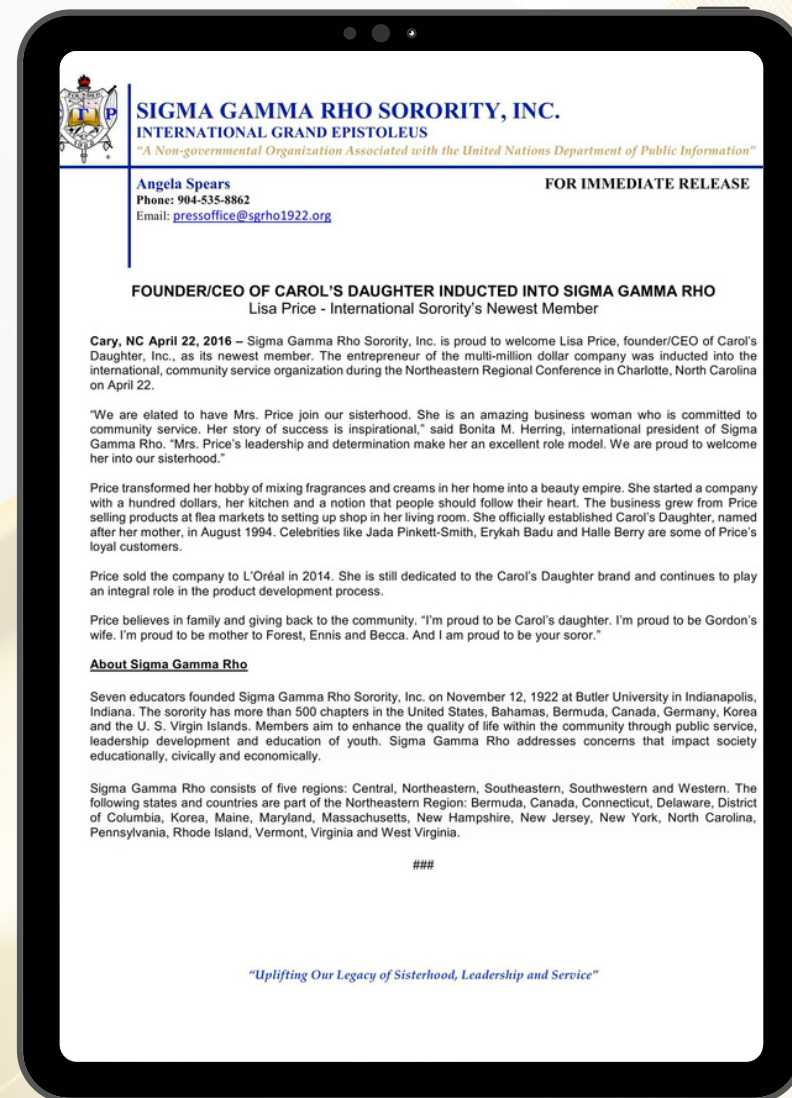
THERE ARE OTHER WAYS TO MARKET YOUR CHAPTER



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Write A Press Release

6 Must Haves In Every Press Release



1. HEADER (What's Happening)

2. SUMMARY (5W's)

3. DATE & LOCATION (Cary, NC April 26, 2020 -)

4. BODY (Main Paragraph; Include a quote)

5. BOILERPLATE (About Us)

6. END/CLOSE (-###-)



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Where Do I Send It

EVERYWHERE... SERIOUSLY

EMAIL YOUR PRESS RELEASE (QUICKER); ALWAYS PASTE RELEASE INFO IN BODY OF EMAIL (ADD AS AN ATTACHMENT IS OPTIONAL)

1. LOCAL NEWS EDITORS
2. JOURNALIST
3. NEWSPAPER
4. SHARE ON TWITTER
5. PASTE ON WEBSITE
6. SCREENSHOT FOR LINKEDIN OR FACEBOOK



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Questions?

THAT WAS A LOT OF INFO... SO IT'S OKAY IF YOU HAVE QUESTIONS



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Contact Info

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