

BRAND GUIDE

Brandamentals Academy™

Content Guide

~ Workbook ~

Triple E

Execute, Engage and Excite

1. Execute with original and curated content
2. Engage and be a part of the conversation
3. Excite your fans and influencers to do the talking

Helpful Questions to Get You Started

1. What does your fan base like most about your brand?

2. Describe your current fan demographics and psychographics? Male, female, age, interests, etc.

3. Who are your competitors and are they successful with their content and using platforms such as Instagram & Facebook and their email newsletter?

4. With your current content what topics and promotions get the most engagement?

5. Beyond the product, what type of content (written words, visuals, video, inspiration, education, partnerships, etc.) do your fans expect from you?

6. What are your biggest challenges with content planning and execution right now?

Content Vision, Strategy, Objectives and Tactics

Brand Vision & Goal: WHY

The goal and passion for the COMPANY?

Examples:

- Inspire a more conscious and sustainable world by being an authentic force for positive change
- Change the behavior of consumers to help make an impact on climate change
- To bring inspiration and innovation to every athlete in the world

Strategy: HOW

Your plan to attain the vision and goal through content.

Examples:

- Build a social community for (insert brand passion - not product passion)
- Educate fan base on (insert brand passion - not product)
- Strengthen engagement with your target consumer
- Build the COMPANY as a leader in your category
- Convert followers

Content Vision, Strategy, Objectives and Tactics

Objectives: PROOF

Objectives help to set metrics for results and expectations. Objectives are realistic, specific and actionable.

Examples:

- Increase fan base and engagement by X%
- Convert followers to purchasers with X\$ from social media
- Connect with X# of influencers

Tactics: SPECIFIC ACTIONS

Specific efforts that will drive awareness and engagement

Examples:

- Content calendar
- Influencer partnerships
- Consumer-generated content

30 - 60 - 10 Content Strategy

30% - owned content to engage

- Fresh, meaningful content that is brand strong
- Edutainment = Education + Entertainment
- Build your fan base

Examples:

- Story messaging - about COMPANY
- Lifestyle connectors to your products - not your products
- How to's
- Video of behind the scenes of your COMPANY

Action - What content do you have available now and what can you develop?

60% - curated content to share and gain new tribe members

- Content created by others but relevant to your brand and category
- News-jacking, recipe sharing, influencer storytelling
- Lead the conversation with your brand spin - you need to connect it

Examples:

- Trend stories - related to your category
- Influencers talking about your COMPANY and/or your products
- Recipes from partners using your products

Action - What influencers, news stories, or like-minded brands can you tap into to share content and storytelling?

30 - 60 - 10 Content Strategy

10% - promotional content to sell your “stuff”

- Your call to action
- Sell services or products
- Too much selling turns people off

Examples:

- Promoting new offerings
- Offering a discount
- Product sweepstakes

Action - How can you tie together your product and special promotions with trend stories? What like-minded brands can you partner with to cross-promote?

Content Calendar

Spreadsheet templates included

Annual Calendar

Brand Guide: Content Calendar Template						
Month	Influencer Collaborations	Themes/Monthly Topics	Brand Promotions/Events	Blog Topic Ideas	Brand Collaborations	30% Original 60% Curated 10% Promotional
January	Rachael's Good Eats, Breakfast Criminals, Rachel Mansfield	NY Resolutions	New Years Power Promotion, Partner Giveaway w/ TBD	New Year, New You.	Like-Minded Brand Collaborations	Lifestyle Conversation News Hacking
February	Dr. Axe, The WellEssentials, The Healthy Apple, Wellness Mama	Valentine's Day	Instagram Sweepstakes/Giveaway	Valentines Day Date Night Ideas	Well + Good	Inspiring fans Fan stories
March	Holistic Rendezvous, Eat Clean with B	World Water Day, St. Patrick's Day	Facebook Sweepstakes/Giveaway	DIY Easter Treats	Mind Body Green	Product info and uses Promotions Education that is entertaining
April	Amanda Fit Life, Little Family Adventure	Earth Day, Easter, Wedding Season, Spring Beauty	Health Challenge Power Promotion	Wedding Guest Gifts Ideas	Hello Wellness	
May		Mother's Day, Memorial Day	Mother's Day Promo	Mother's Day Gift Basket Ideas, Memorial Day BBQ Hacks	Prana, Kind, Suja, Gaiam, Garden of Life, Clif Bar	
June		World Environment Day, Father's Day	Father's Day Promo	Garden Party Essentials	Key Retailer's	
July		July 4th, Summer Fun	Qtrly Power Promotion	Summer Skin and Hair Guide, 4th of July Celebration Ideas		
August		Summer Vacation				

Monthly Calendar

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5	6
Facebook, Instagram							
Instagram Stories							
Contests/Collabs							
Notes		Weekly Motivation	Weekly Recipe	Weekly Life Hack	Weekly News Hack	Inspiring Fan	
	7	8	9	10	11	12	13
Facebook, Instagram							
Instagram Stories							
Contests/Collabs							
Notes		Weekly Motivation	Weekly Recipe	Weekly Life Hack	Weekly News Hack	Inspiring Fan	
	14	15	16	17	18	19	20
Facebook, Instagram							
Instagram Stories							
Contests/Collabs							
Notes		Weekly Motivation	Weekly Recipe	Weekly Life Hack	Weekly News Hack	Inspiring Fan	
	21	22	23	24	25	26	27
Facebook, Instagram							
Instagram Stories							
Contests/Collabs							
Notes		Weekly Motivation	Weekly Recipe	Weekly Life Hack	Weekly News Hack	Inspiring Fan	
	28	29	30	31			
Facebook, Instagram							
Instagram Stories							
Contests/Collabs							
Notes		Weekly Motivation	Weekly Recipe	Weekly Life Hack			

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Where will you focus?



Find your biggest contribution to sales and focus efforts in that area. Where will you focus?

Owned Assets: website, email database, blog

Social Assets: Instagram, Facebook, YouTube, etc.

#Hashtags

Hashtags are a great way to connect your social media content to specific events, topics, ideas, and conversations. They make it easier to discover the content of key topics for your fans, new fans, and you personally.

Why Use Hashtags

- Increase engagement of followers
- Build your brand with a corporate hashtag - it helps people find you and new people discover you
- Show your support of social issues or other brands by sharing hashtags

Specs for Hashtags

- Always start with a #, do not use space or punctuation
- Simple and short is always best
- Limit the number of hashtags you use so it doesn't look like spam
- Your account must be public for the hashtags to be seen

Action - What hashtags relate to your products, category experience, lifestyle connections or fan stories?

#HashTag Ideas

Foodies	Beverages	Smoothies	Organic
#lunch	#drinkstagram	#banana	#plantbased
#eat	#mixology	#coffee	#foodrevolution
#healthyfood	#instagood	#detox	#organic
#foodpics	#cafe	#fitness	#organicfarming
#yummy	#foodporn	#foodie	#wellness
#cooking	#yummy	#protein	#cannabis
#instagood	#wine	#fruit	#glutenfree
#foodgram	#delicious	#fruits	#cleaneating
#foodblog	#dessert	#greensmoothie	#foodie
#homemade	#instafood	#health	#handmade
#foodpic	#mixology	#healthyeating	#chooseorganic
#love	#restaurant	#instafood	#crueltyfree
#foodlovers	#beer	#juice	#organicfood
#foods	#foodphotography	#nutrition	#sustainable
#tasty	#refreshing	#organic	#nongmo
#delicious	#alcohol	#smoothie	#vegetarian
#foodiesofinstagram	#cocktail	#smoothierecipes	#homemade
#culinary	#minuman	#veganfood	#USDAOrganic
#restaurant	#foodstagram	#weightloss	#growyourown
#dinner	#bartender	#yummy	#healthyliving

#HashTag Ideas

Healthy Lifestyle	CBD	Outside	Yoga
#healthyeating	#cbdlife	#landscape	#namaste
#fit	#cbdproducts	#follow	#yogalove
#wellness	#weedporn	#explore	#pilates
#lifestyle	#sativa	#smile	#yogaeveryday
#nutrition	#indica	#outdoor	#mindfulness
#food	#cbdmovement	#beautiful	#workout
#gym	#hightimes	#tree	#gym
#vegan	#weedstagram	#model	#yogagirl
#love	#cbdheals	#trees	#wellness
#weightlossjourney	#vape	#instagram	#health
#fitfam	#wellness	#sunset	#motivation
#instagood	#organic	#family	#yogaeverywhere
#foodie	#health	#dogs	#yogachallenge
#foodporn	#hempoil	#green	#yogini
#diet	#cbdcommunity	#summer	#yogapose
#exercise	#wellness	#lake	#healthylifestyle
#healthylife	#kush	#inside	#nature
#training	#stoner	#adventure	#fitnessmotivation
#bodybuilding	#life	#germany	#asana

Consistent Brand Voice - The Brand Fundamentals

Your brand voice is layered with key brand fundamentals that bring focus, understanding, and true meaning to who you are.

- Brand voice can differentiate you from the competition
- Consistency makes a brand seem more dependable
- Consumers trust brands they recognize
- Brand voice portrays what your company stands for, its values and personality traits
- *Use these fundamentals as guides for consistent messaging*

What is your Brand Ethos? Describe your brand.

Vision - Brand Goal

Mission - What a company does and how it does it in an effort to achieve the vision.

Reasons to Believe - Compelling evidence that your brand delivers on its brand promise. Relevance.

Brand Character - Brand Personality, tone, voice, how you share your story.

Pillars of Strength - Key attributes, values, and principles that you want to communicate.
