



Branding, Social Media & Confidence Workshop

www.the-contentcollective.com

What is Branding?

**BRANDING IS THE VIBE AND VOICE OF YOUR
BUSINESSES MARKETING STRATEGY.**



Branding is personality...

It's the foundation on which you create
your content on which to speak to your
and attract YOUR people.

**Branding
is more
than just a
pretty logo**

... as a designer, you know
I LOVE a pretty logo...

In the era of social media you are your brand...

As the brains behind your business you are one of the most important aspects of your social media strategy. Not just because you have to physically implement it...

but because you are also content!



Branding is consistency



It's more than just your logo, some leaflets, your website and some photos. It's combination of these and how you speak to your audience, how you engage with your clients.

When you see the Golden Arches... you think of those delicious, greasy fries after a night out... Or chocolate wrapped in purple, must be Cadbury's.

The companies consistently use their colours, imagery and a certain voice in their marketing so you recognise them instantly.

#BeYourBrand

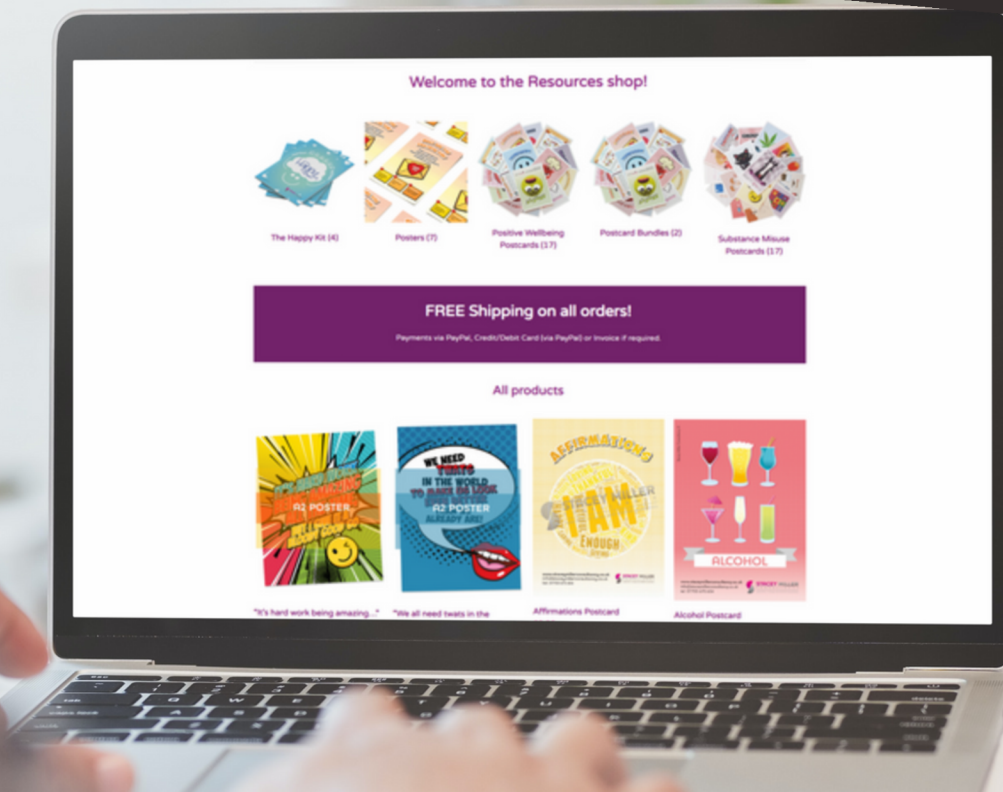


- ✦ BE YOURSELF
- ✦ BE AUTHENTIC
- ✦ BE CONSISTENT
- ✦ BE A STORYTELLER
- ✦ BE A LEADER
- ✦ BE INSPIRING
- ✦ BE YOU!

Ways to create content

While stepping in front of the camera can be daunting, yet rewarding.

However, there are other ways in which you can utilise yourself and your day-to-day habits and turn them into content.





Document your day

Make it a habit to document your day and processes.

Taking photo and videos as you carry out a service/consultation.

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Use photos/ videos of the local area to talk about your location, where you live and shout out local businesses.



Don't want to be on camera?

Document from your Point of View.

Create photos/videos of your location, showing how your stock is stored or your desk set up.

Record your tools of the trade being prepared for the day or opening up of your location.

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Maybe a photo like the one to the left..? It has context, and still a little bit of human connection.



Collaboration!

Don't be scared of other businesses!

Our peers can be our biggest assets and biggest cheerleaders.

We all win if we work together.

Why not team up and take each others photos, it'll help you step away from the selfie and our friends and peers often see the great things about us that we criticise.

Shout out your collaborations on social!

Do you struggle with camera confidence?

You're not alone! Many of us, myself included, feel nervous and self-conscious when in front of a camera.

I'm not pretty/smart/good enough to be on camera...

"Hmm, is that really me?"

(especially when you're used to seeing yourself from a selfie POV).

Posting contextual image and photos without your face are a good stepping stone... but people buy people and at some point you'll need to **step up to stand out**.



HAPPINESS
& CONFIDENCE
are the PRETTIEST THINGS
you can WEAR

Taylor Swift



CONFIDENCE



Remember, our audience doesn't notice every little imperfection or insecurity we may have.

They're focused on the value we're providing and the authenticity in our messaging.

SMILE! A genuine smile will always shine through and connect with your audience.

POSTURE! Good posture not only looks great in photos but also boosts your mood and self-esteem.

CLOTHES! Wear clothes that make you feel good about yourself and reflect your personal style.

When you feel comfortable in what you're wearing, it's easier to relax and be yourself in front of the camera.

Focus on your message

Remember that your content is what truly matters. Instead of fixating on how you look, shift your focus to what you're saying and the value you're providing to your audience.

Confidence comes from within and shines through when you're passionate about your message.

Remember

Photos freeze a moment in time; they don't define who you are.

Feeling good about yourselves in photos is a journey of self-love and acceptance.
It's about realizing that your worth goes way beyond appearances and is tied to
our unique qualities and experiences.

A woman in a grey coat is taking a photo of a woman in a black coat who is standing against a brick wall on a city street. The woman in the grey coat is holding a camera and looking at the woman in the black coat. The woman in the black coat is smiling and looking at the camera. The background shows a city street with parked cars and buildings.

**YOU ARE
AMAZING**

