

Branding your Center

STEP 1 | DETERMINE YOUR TARGET AUDIENCE

To understand how to market your program, you must first understand your customers. Develop three personas that represent your target audience. Give them first names and ages. Describe their interests and what they're looking for in a program. Include information about their family situation as well. Three to five bullet points work best. Search online to find a picture that matches your persona's description.

	Description/interests:
Name:	
Age:	

	Description/interests:
Name:	
Age:	

	Description/interests:
Name:	
Age:	

Revised: 10/17/2018

STEP 2 | DESCRIBE YOUR BRAND

Now that you've determined who your target audience is, use your personas to develop your brand attributes. These are 3-5 words that represent your brand and how you'd like to be perceived by your target audience. Avoid using words that mean the same thing and stick to words that are positive.

Below are some suggestions, circle the ones that stand out to you or add your own in the lines below:

Bright	Gentle	Innovative	Moral
Clever	Genuine	Insightful	Motivated
Disciplined	Giving	Inspiring	Natural
Empowering	Graceful	Intelligent	Nurturing
Energetic	Healthy	Joyful	Open-minded
Enthusiastic	Helpful	Kind	Patient
Flexible	Honest	Knowledgeable	Peaceful
Friendly	Hopeful	Magical	Perceptive
Fun	Influential	Mindful	Scholarly

Brand Attributes:

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STEP 3 | DEVELOP YOUR VISUAL BRAND

Choose 5-10 images that represent the words you chose for your brand. Try to keep them focused on early childhood. Paste your images below to create a mood board that represents your unique brand.

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PUTTING YOUR BRANDING INTO ACTION

Now that you've determined your brand, it's time to put it into action. Keep these files on hand for others involved in your business and for whomever will handle social media to reference.

These will become your "Brand Guidelines." They will be helpful if you ever go through the process of having a new logo and branding system designed for you.

Next steps

- Develop your social media presence
 - Determine content
 - Determine schedule
 - Create content
 - Schedule posts

Revised: 10/17/2018

Defining Your Voice

Is your brand:

- Formal or informal?
- Humorous or serious?

Other things to consider:

- What are your social media goals?
- Is your voice consistent?
- How does your voice extend to imagery, colors, and fonts?

Branding Checklist

- Logo as icon all social media accounts
- Same cover photo on all accounts
- Name is the same or similar on all accounts
- Similar voice is used on all posts (includes writing style, fonts, colors, image styles)

Revised: 5/10/2019

Crafting an Effective Social Media Presence

Planning and scheduling posts ahead of time allows you to stay in control of your social media presence in a few ways:

1. By consistently posting, you are staying in your audience's feeds and therefore on their minds.
2. By creating a schedule, you don't have to struggle to find content or come up with something to post.
3. You ensure that you are consistently posting and don't have to worry about forgetting.

DETERMINING YOUR CONTENT

Determine a few content areas about which you'd like to post. The key is to get a good amount of variety within a week, but not too much that it's overwhelming to execute.

Think of social media as a way to inform, rather than as a sales pitch. Do you like to constantly see ads on your newsfeed? Probably not. All content should be positioned as a way to share information with your target audience, and the pitch should come second.

Posts about holidays are a great way to engage your audience but should stay neutral and not be written as a sales pitch. For instance, "Happy Holidays from [Program name]" with a picture of your program is a fun and effective way to engage with your audience.

Three posts a week is a great start. But, if you'd like to engage even more, 5-7 times a week are even better. Consistency is a key. So, even if you are only posting once a week—and making sure that you're posting every week—once a week is better than nothing at all.

For instance, let's say you're a new program and you'd also like to start a blog. Below are some examples of a week of posts:

- **Monday:** New blog post
- **Tuesday:** Article from reputable source (early childhood outlet or news) that relates to your blog post
- **Wednesday:** Quote or fact from your blog post with link to post
- **Thursday:** Post about program's curriculum
- **Friday:** Post about blog post again

Revised: 10/17/2018

PLANNING AHEAD

Use the calendar below to create a schedule for the upcoming month using the principles of social media posting.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday

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Social media resources

SCHEDULING

- **Buffer** <https://buffer.com/>
 - Allows you to schedule for posts for multiple social media outlets (Facebook, Instagram, Twitter, LinkedIn). This runs about \$144 a year at the lowest paid level. There is a free tier but with less ability to customize and control the schedule.
- **Hootsuite** <https://hootsuite.com/>
 - Similar to Buffer, allows you to schedule posts for multiple social media outlets. This service also has a free and paid tier. To learn more about the differences, visit their website.
- **Planoly** <https://www.planoly.com/>
 - A tool for Instagram only. It allows you to schedule posts in advance and view them as a grid so that you can make sure that all of the photos in your “grid” are cohesive.
- **Tailwind** <https://www.tailwindapp.com/>
 - A tool for Pinterest and Instagram, but most commonly used for Pinterest, which allows you to schedule pins and posts in advance.

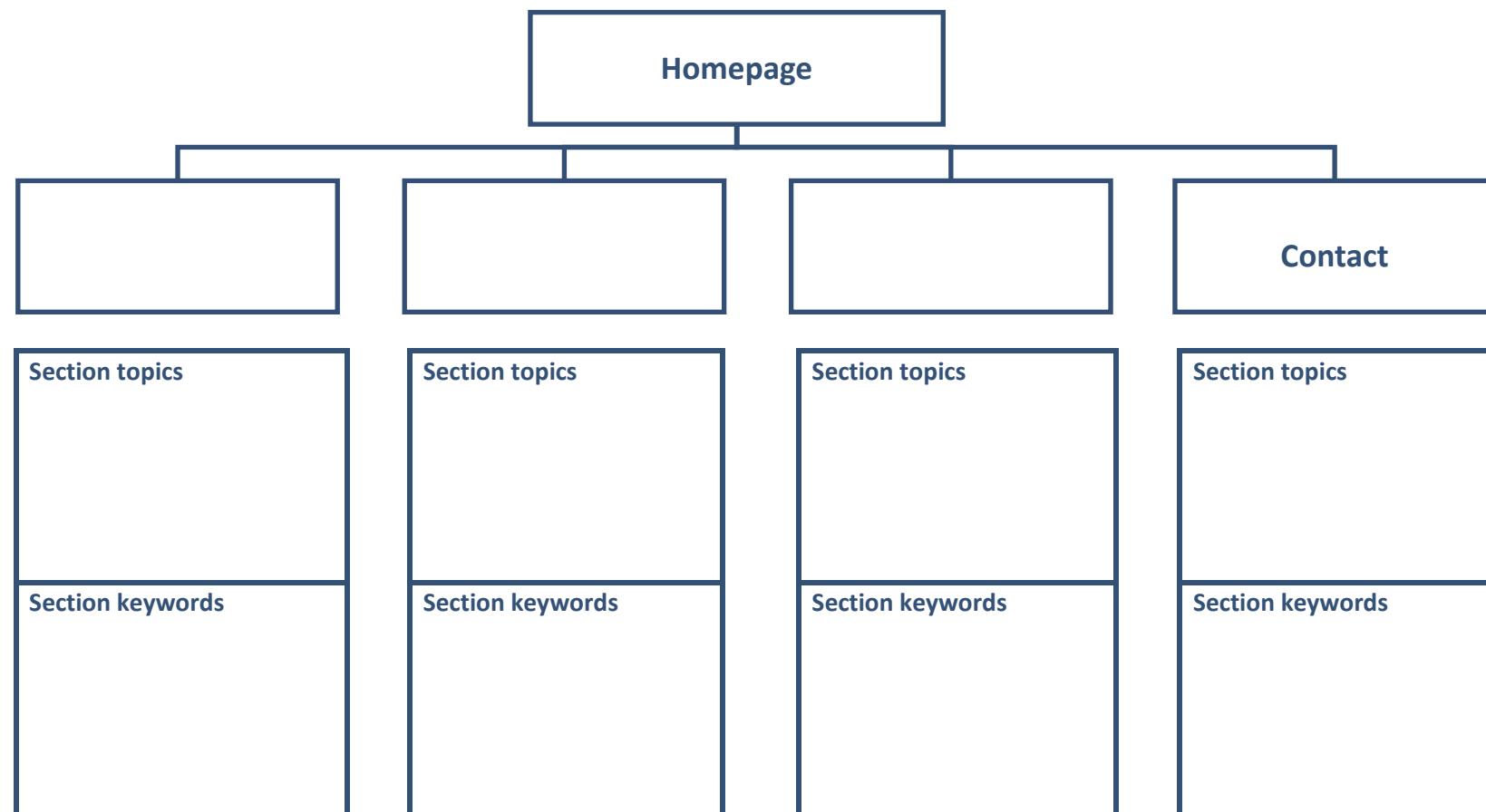
CONTENT CREATION TOOLS

- **Canva** <https://canva.com/>
 - Create images perfectly sized and optimized for social media and collaborate easily with your team with this tool.
- **Pablo** <https://pablo.buffer.com/>
 - This tool does not require an account and integrates with Buffer for easy posting. Create custom images with ease using this tool.
- **PicMonkey** <https://picmonkey.com/>
 - Edit photos and download them in different file types and sizes.

Planning and Organizing Your Website

WORKSHEET: CREATE A SITEMAP

In this exercise, you will create a basic site map for your website. What are the main menu categories you should include in your site? What information do you want to include in each section? Please fill out the sitemap according to you and your business's needs.



Further Defining your Sections, Pages, and Topics

List each section (also known as a menu item) and define which topics and essential information included for your websites visitors. Then, define if each topic should be on its own content page or if topics can be combined onto a single content page.

Section #1:		
Content topic	Information to include	Content page

Section #2:		
Content topic	Information to include	Content page

Section #3:		
Content topic	Information to include	Content page

Website Planner & Questionnaire

Complete this document to help outline and gather the essential information necessary to build your website. Use this as a website planner and an aid in the process of articulating your needs.

PROJECT INFORMATION

DOMAIN | Have you registered your Domain? If so, what is it?

If not, what service are you going to use to register?

Popular Domain Registrars:

Domain Registrar	Website
Squarespace	www.squarespace.com
Wix	www.wix.com
GoDaddy	www.godaddy.com
BlueHost	www.bluehost.com
HostGator	www.hostgator.com

HOSTING | Do you currently have web hosting? If so, what hosting service are you using?

If not, What service are you going to use to host your website?

Popular Website Hosting Services:

Domain Registrar	Website
Squarespace	www.squarespace.com
Wix	www.wix.com
BlueHost	www.bluehost.com
HostGator	www.hostgator.com
SiteGround	www.siteground.com

TIMELINE | What is the date you want to launch your website?

BUDGET | What is the budget range for this project?

BRANDING | Do you have a logo? Have you selected a color scheme?

WEBSITE GOALS AND OBJECTIVES

What purpose are you looking for your website to serve?

- Establish a web presence for your Business
- Generate sales for services and products
- Create a knowledgebase for customers and employees
- Build an online community
- Provide customer service information for clients
- Communicate your businesses policies and procedures
- Provide contact information for customers
- Express your business and brand's voice
- Other: _____

RESEARCH YOUR COMPETITION

Review three other websites that are in the same field as your business:

Website #1

Name: _____

Website Address: _____

What do you like about this site?

What would you do differently or improve?

Website #2

Name: _____

Website Address: _____

What do you like about this site?

What would you do differently or improve?

Website #3

Name: _____

Website Address: _____

What do you like about this site?

What would you do differently or improve?

What will set you apart from your competition? What do you offer that they don't? Why should someone hire you instead of your competitors?

WEBSITE MESSAGE AND AUDIENCE

What is the central message you want to communicate about your business?

Who is the ideal audience or target market for your message?

If you were visiting your own website, what information would you want to first see?

A “Call to Action” provides direction to your site’s visitors. Where do you want visitors to most frequently visit and how are you going to draw attention to this page on your site?

PLANNING YOUR WEBSITE

A solid outline will lead to successful website development. The following tools and questions will aid in creating your website structure, page elements, and content:

SITEMAP | A sitemap creates a visual outline for your website. A quality sitemap will lay out your content sections, content pages, and content topics. *Reference the included worksheet for a sitemap example.*

Free Online Sitemap Tool

WriteMaps www.writemaps.com

DEFINING YOUR PAGES | How many Pages will your website have? List them below:

How many different page layouts will you need and what are they?

DEFINING YOUR FEATURES | What features would you like your website to have?

(Examples: Blog, Webstore, Community Forum, Service Scheduling, Image Gallery, etc)

CREATE PAGE COPY | Now that you have defined all of your websites sections, pages, and topics, you need to write the copy for each. Use all the information you gathered throughout this questionnaire to create a document for every page/topic you want visitors to navigate.

Congratulations! You are now ready to start building your website!