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# Top Marketing / Branding Questions

Q1

I want to start a business, where do I start?

Have you created your business plan and know your mission and who your target audience is? Branding is more than pretty colors and fonts. Once you establish what you want to do and who you want to serve, then you can dive in to your brand personality and designing!

Q2

What is a brand board and why should I have one?

A brand / "vision or mood" board is an organizational tool to keep all of your brand elements in one place for easy access and reference. It consists of your go to brand colors, typography/ fonts, logos and alternative logos as well as anything that helps represent your branding style.

Q3

Ok so I have my brand board, now what? How do I use it?

We cannot stress the importance of staying consistent with your branding enough. Now that you have your branding established, it is vital stay consistent across all platforms to build trust with your audience and brand awareness. We offer One-on Three consulting with our team if you want to learn more or have any questions!

Q4

What type of fonts should I have?

Different font styles have meanings behind them and intended uses. Your branding should include a Serif type font (straight) at the least and depending on your brand can have a Script (handwriting) or Decorative (Unique) font as well. Check out our Font/ Typography Freebie for more information on where and when to use various font styles.

Q5

DIY Canva logo or a professional one, what's the difference?

Canva is a great tool to mock up a desired logo but is only able to download basic file formats and raster images (made up of pixels and cannot be enlarged without becoming pixelated). Canva logos cannot be trademarked. - Adobe Illustrator is the industry standard, providing vector files (higher resolution images that can be enlarged). Logos created in Adobe can be trademarked.

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Q6

Which is more important, digital or traditional marketing?

**BOTH!** Traditional marketing such as printed designs like business cards and flyers are never a bad idea. Digital marketing is becoming more and more of the norm as well. Social media accounts, email / mailing lists, websites, etc. should be a priority as well!

Q7

Do I really need to stay consistent with my posting schedule?

**YES!** Consistent and frequent posting on your business social media accounts will build trust with your followers and your potential clients. They are reminded you are there and you will be at the forefront of their mind when they need your services or have a friend who does!

Q8

How often should I post?

How many times can you commit to posting a week? Post the amount of times that works for **YOU!** ... But stay consistent! You can always add in more posts down the road.

Q9

What apps are helpful with DIY posting graphics?

**CANVA** is a great resource for creating content and graphics and has many free options. **Pinterest** is awesome for inspiration and to gather posting ideas. **Inshot** and **Video leap** are great for editing videos.

Q10

What if I brand and don't like certain elements 6 months in?

You can always **REBRAND!** In fact, we have already rebranded twice (Subtle changes to fonts and shades of our colors). You want to be happy with your branding so do not be afraid to go back to the drawing board. The sooner the better.