

HELLO, WE ARE TIMEZONEONE

Building Your Brand

DECEMBER 2020





your brand

This workbook is designed to help you think about the fundamentals of your organisation's brand, and how you share that with the audiences that matter to you.

It covers distilling down your brand essence, creating personas of your key audiences, optimising your social media, and optimising your website.

For best results, look at it with your team, or with people who know your organisation that you can bounce some ideas off.

WHY ARE YOU IN BUSINESS?

When we know this, we can connect more effectively with our audiences. We can show them why they should choose us.

It may be that you're in it to make money, or to pass the time—and that's fine! But think about why it's this business, or this organisation. And if you can, frame that within a context of your audience, customers or community.

When you're coming up with content for your audiences, think about how you can inject this into your marketing material.

I'm in this venture because:

WHAT MATTERS TO YOU?

Effective marketing is about more than just the rational. Think about how what's important to you and your team, and consider how this might align with what your audience is looking for. Is it customer service? Showing people a good time? Giving back to your community? Creating a good team culture? Showcasing your region? Championing and protecting the environment? Sharing your passions? Use your values to guide what you share in your marketing, and how.

Think about your values, vision, purpose, mission, beliefs. These need to be a realistic reflection of you, but they can be aspirational—what you're striving to become.



Your story

WHAT'S YOUR STORY?

You've probably got an elevator pitch, of sorts. It might be the about section on your website, or what you'd put on to a brochure.

Having a few versions of this on hand can be useful both to apply it in different areas, and to help you really distil what's important about you. So if you were describing your venture to someone you'd never met, what would you say?

What would you say if you had 200 words?

100 words?

50 words?

10 words?



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visitor personas

Understanding Your Audience

“A persona is a fictitious person who embodies all of your research and is used in design.”

– RICHARD DOUGLASS, OPTIMAL USABILITY, 2012

“The main benefit of a user profile is as a reminder that you are not the user. A persona helps you make detailed decisions based on validated research.”

– THEA MYERS, OPTIMAL, 2012

Different visitors will use your website, social channels and offering differently. They have different dreams, needs, knowledge and levels of experience.

To do:

- | | |
|---|--|
| <input type="checkbox"/> Talk about your audience/customers/visitors (both existing and desirable) with your team. | <input type="checkbox"/> What's their motivation? |
| <input type="checkbox"/> Group your audience into categories based on the experience they are seeking. | <input type="checkbox"/> What's important to them? |
| <input type="checkbox"/> Consider what experiences you offer that fulfil each group's desires. | <input type="checkbox"/> What kind of experience are they seeking? |
| <input type="checkbox"/> Find examples of their authentic voice on review sites and social media. | <input type="checkbox"/> What are their reasons to interact with your organisation? |
| <input type="checkbox"/> Breathe life into your data. | <input type="checkbox"/> Decision-making. Is it rational or emotional? |
| <input type="checkbox"/> What can we do to help our persona achieve their goals? | <input type="checkbox"/> Experience. Is it organised for them or by them? |

Source: Xtensio.com

User Persona Creator

KEYWORDS

What keywords/attributes would describe this person?

BACKGROUND

Age:

Gender:

Income:

Location:

Job:

Family:

PERSONALITY

Introvert

Extrovert

Thinking

Feeling

Sensing

Intuition

Judging

Perceiving

PREFERRED CHANNELS

Traditional Ads

Online & Social Media

Referral

Guerrilla Efforts & PR

GOALS

A task that the user needs to complete, a life goal to be reached or an experience to be felt.

Primary:

Secondary:

CHALLENGES

The challenges this user would like to avoid, an obstacle that prevents this user from achieving their goals or problems with the available solutions.

Primary:

Secondary:

COMMON OBJECTION

Why wouldn't they use your organisation, service or product?

MOTIVATIONS

What's their motivation?

What's important?

What kind of experience are they seeking?

What are their reasons to come to/interact with your organisation?

Decision-making. Is it rational or emotional?

Experience. Is it organised for them or by them?

ELEVATOR PITCH

Sell this persona on your product/service/experience



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#4 The Explorer

Seeks meaningful relationships, self-discovery and a slice of raw New Zealand



Michael & Katie

Travelling with: Partner or friends (duo or trio) – often meet and travel with other backpackers

Planning structure: Detailed advance planning or loose entry/exit ports

Age: 18-35

Knowledge of Area: Minimal

Travel style: Packaged tours or independent

Travel experience: Minimal-medium

Research preference: Instagram, social media, TripAdvisor, mobile maps, brochures, on-the-ground, website, word-of-mouth, local insight

Length of stay: 1-2 nights (tours) or months in casual employment

Accommodation/transport: Hostel, Contiki, freedom camp, van

Keywords:

Social media, follow-the-pack, adventurous, carefree, openness, confident, globally minded, explore, minimalist, easy going.

Identifier:

Backpackers

Attributes:

The Explorer travels New Zealand or the South Island with an allocated budget, but is price conscious as to how they will spend it. Will fleetingly visit or stay for an extended period of time and work. Is socially swayed by peers and travel companions gathered along the journey. Values social experiences over activities. Potential to return as an independent professional or family, so have long-term value.

I'm looking for a travel experience that:

Gives me life experience, shows me culture and humanity, connects me with new friends, makes great fodder for social media. I'm looking for a place that allows me to be the person I want to be.

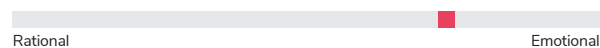
What's important?

- + Sense of intrepidness
- + New experiences
- + Sense of exclusivity/discovery
- + Ticking off the "must dos"
- + Social equity
- + Global awareness

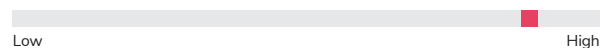
Key Experiences:

- + Skydive
- + Kayak
- + Landscape
- + Bars/hospitality
- + Jet boat

DECISION-MAKING:



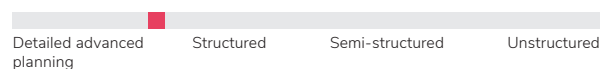
LEVEL OF CHALLENGE:



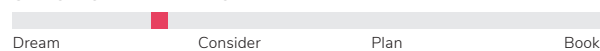
TRAVEL EXPERIENCE IS ORGANISED:



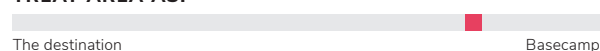
PLANNING PREFERENCE:



STAGE OF PLANNING:



TREAT AREA AS:



"This is one of the most beautiful places we've been during our NZ trip. We did a bike ride on one of the mornings along the lake (bike rentals available right at the lakefront at town area, with biking trails and maps) and were so happy with it. The scenery along the way is just breath taking and I think biking is the best way to appreciate it."

"We have stayed just on a week and experienced all types of weather. But it doesn't matter as the scenery is just spectacular. Loads of water sports and just peaceful places to sit and take in the view. My favourite place in NZ so far."

"I can't think of what you would like to do but cannot! Diving the sky, swimming the lake, trekking the mountains, cycling the trail, family picnic on the beach, reading a book under the tree, sunbathing, even shopping... what else?"

"Peaceful shores where one can walk/ run or simply sit and meditate. The lake is so peaceful, it had a calming effect on me. Lovely place to hang out with friends. For those who travel solo like me, the ducks provide great company. A beautiful place to spend an evening"



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Sharing the right content about your venture

You've got an idea of your customers. You've got an idea of why you're in business.

Think about how you can match the two up. It may be that what you've been doing for years is exactly right. Or maybe it's time to look at it in a different perspective, based on your experience, what people are looking for, and the current context.

Whenever you try and capture what it is you offer, look at it on three levels:

- + The feature (e.g. a drill)
- + The functional benefit (e.g. it makes a hole)
- + The emotional benefit (e.g. it allows me to hang a picture my child created, which has meaning to me)

Or:

- + What you offer
- + What it does for someone
- + How it improves their life

If that becomes a challenge, consider whether you've identified the right audiences, or if there's a slightly different way you could do or frame what it is you offer.

What You Offer	What It Does For Someone	How It Improves Their Life



website guide

Your Path to an Effective Website

Your website and social media should serve as extensions of the experience you offer in-person.

In many cases, these will be the first places your visitors get a glimpse of who you are and what you can give them. To every extent you can, make those online presences as welcoming, helpful and engaging as the team that greets your visitors in-person.

Start with...

Visitor Personas

These are fictional representations of your key customer segments. By designing, building and writing your website with these visitors in mind, you create a much more effective website.

Then...

Use your personas and goals to assess your existing web presence

- + Review your analytics and other data to see how your website is performing, particularly for your key customers. (Research how to apply “segments” to Google Analytics.)
- + Look at your website through the eyes of your customers.
- + Get a range of opinions, particularly from people who aren’t familiar with your business.

Goals

What are you trying to achieve with your website? Get conversions? Get inquiries? Provide a place for visitors to learn more about you, but book elsewhere? When you know what you want out of your website, you can build and maintain it to deliver that.



Your website checklist

- ☐ **Ensure your website has a secure certificate.** Look for "https" and/or a padlock icon in the address bar in a web browser.
- ☐ **Check your website is responsive across all devices.** (This means it still looks good on different screen sizes.)
- ☐ **Optimise for mobile**
 - + Reduce steps needed for a transaction, and simplify your forms as much as possible.
 - + Make mobile-popular information very obvious and easy to access.
 - + Look at what performs well on desktop but not so much on mobile.
 - + Make buttons and links tap-friendly sizes.
- ☐ **Check Google Analytics and Google Tag Manager is installed correctly.** Make sure you have access to the backend of those, too, and consider setting up a regular report to monitor your performance.
- ☐ **Run Google PageSpeed Insights** to get an idea of what improvements you can make to speed up your website: <https://developers.google.com/speed/pagespeed/insights/>
- ☐ **Set up Google Search Console** to see what search queries brings visitors to your website.
- ☐ **Check you have a sitemap**
- ☐ **Research appropriate SEO keywords for your website.** Then, as a first step, ensure you include these in good quality, descriptive meta titles and descriptions for each page.
- ☐ **Develop a content strategy and plan.** Frequent content updates help engage, inspire and persuade your visitor. They also tell search engines that you might be a website worth ranking well in search results.
- ☐ **Create and insert pixels (like the Facebook Pixel), remarketing tags and standard events** for paid advertising channels. These help you track conversions to optimise and monitor your campaigns.
- ☐ **Check your forms regularly.**
 - + Make sure submissions are going where they're meant to go.
 - + Check for confirmation messages and error messages.
 - + See what happens when you add incomplete information
- ☐ **Think about your goals and where people convert.** Are there clear buttons and links on all relevant pages? If you were completely new to the website, would you know what it was asking you to do?



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Facebook Audit

Let's Assess your Current Presence

We'll pretend it's the first time ever visiting your Facebook page. Do you see everything you and your customers need?

- ☐ **Frequency of posts.**
- ☐ **Quality of copy.** (Is it user focused? Is it well written?)
- ☐ **Quality of video and photography.** (Is there enough of it?)
- ☐ **Are you encouraging user generated content, shares and other engagement?**
- ☐ **Is your page title appropriate.** How about your URL?
- ☐ **Are your profile photo and cover photo sized correctly** and appropriate relevance and quality?
- ☐ **Do you have an up-to-date About section?** Check for contact details, links and a compelling description.
- ☐ **Do your settings allow for people to comment and share photos?**
- ☐ **What tabs and widgets do you have available?**
- ☐ **Are you responding to messages and comments?**

Anatomy of a Good Facebook Post

- ☐ **Understand your audience.**
- ☐ **Understand what you're trying to achieve.**
- ☐ **Use correctly-sized, impactful images.**
Make them specific and relevant to your business. Include people where possible.
- ☐ **For most posts, aim for 40–80 characters of good quality copy.**
But vary it up: some can be shorter, some can be longer. Keep your audience in mind.
- ☐ **Write in the first person.**
- ☐ **Encourage engagement. Ask questions.**
Invite them to visit a link. Suggest they share. Get them to vote.
- ☐ **Keep an eye on how it performs, and any engagement you receive.**
Follow up on comments, either with comments of your own, or reactions.
- ☐ **Format your links for the best impact possible.**



instagram audit

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Instagram Audit

Let's Assess your Current Presence

- ☐ Do you have a proper bio?
- ☐ Do you have a link in your bio?
- ☐ Do you encourage people to tag you?
Either with your account name or a brand hashtag.
- ☐ Is your profile photo and username appropriate and effective?
- ☐ What does your grid look like overall?
- ☐ Are you encouraging user-generated content and other engagement?
- ☐ Are you posting with a good frequency?
As with Facebook it doesn't have to be every day, but it should be active.
- ☐ Are you using Stories and Highlights?
- ☐ Does your photography and video reflect your business well?
- ☐ Is your copy audience-focussed and of good quality?
- ☐ Are you using hashtags effectively?