



Branding Your Business with Social Media

Building your Brand is important and should carry through to all aspects of your marketing.



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1

Recognition



<http://www.complex.com/style/2013/03/the-50-most-iconic-brand-logos-of-all-time/apple>

2

Why Social Media?



Marketing with Social Media - <http://www2.illinoisworknet.com/UpdatesHelp/Pages/News.aspx?PostID=277>

Pick your platforms:

B2B vs B2C





Brand Awareness

Consistency



How to be consistent:

- Color
- Font
- Imagery
- Templates

GRAPHICS STYLE GUIDE FOR ILLINOIS WORKNET® MARKETING MATERIALS

Primary Color Palette

Neutral - Grey Tones				workNet Color	Sub Brand Colors			
Small Text	Large/Body text, Icons	Accent/Stripes	Bars/Boxes (Footer)	Home	Discover Manufacturing	Disability works	Disability works	WIOA works



Website



Twitter



Facebook



LinkedIn

Identical



Twitter

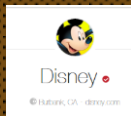


Facebook

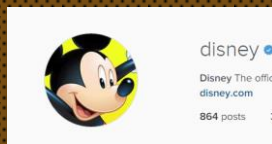


YouTube

Google+

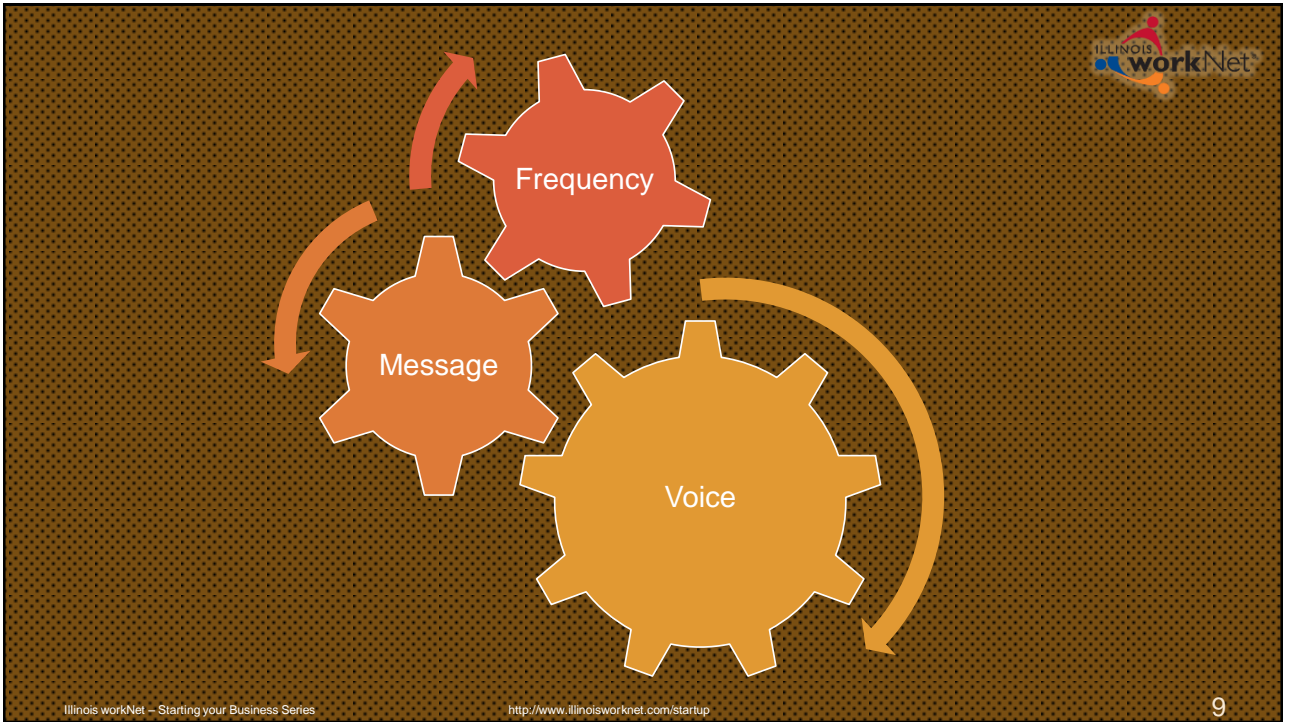


Pinterest



Instagram

Similar but Different



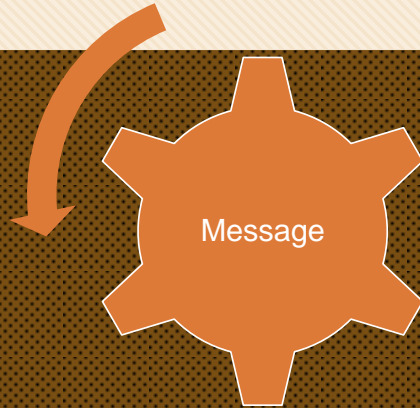
How will you say what you say?

- I or We
- Humor or Serious
- Multiple Representatives

The slide has a light beige header with the "ILLINOIS workNet" logo in the top right. The main content area has a dark brown, textured background. A large yellow gear labeled "Voice" is positioned on the right side, with a curved arrow indicating clockwise rotation. At the bottom left, it says "Illinois workNet - Starting your Business Series". At the bottom center, it says "http://www.illinoisworknet.com/startup". At the bottom right, the number "10" is displayed.

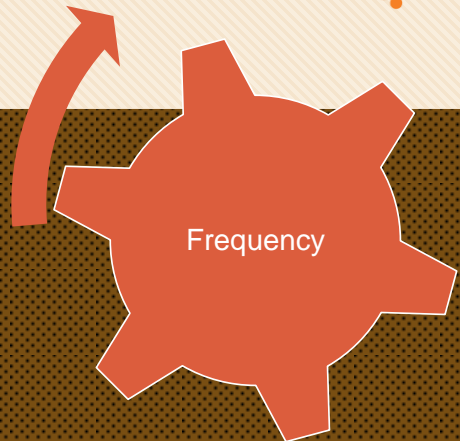
What will you say?

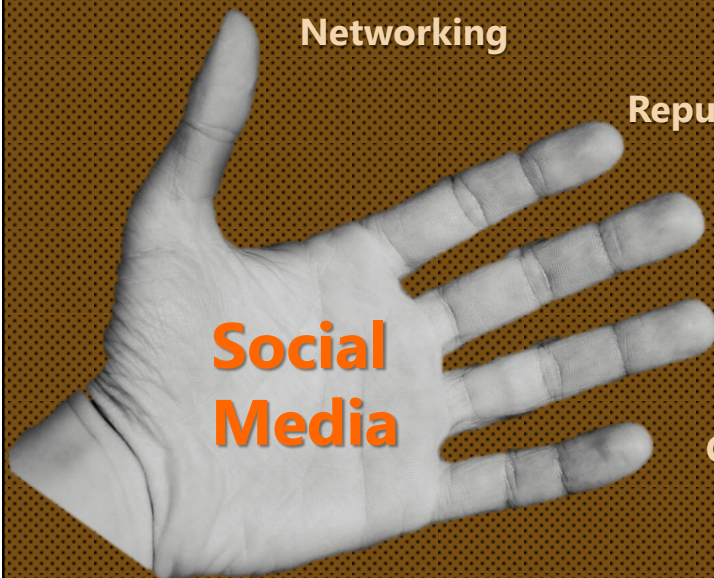
- 70/20/10
- Schedule
- Kitschy Items
- Engage



When will you say it?

- Number of Days
- Time of Day
- Quantity Throughout
- Repurpose





Networking

Reputation Management

Customer Service

Thought Leadership

Community

Social Media

Illinois workNet – Starting your Business Series <http://www.illinoisworknet.com/startup> 13



Consistency

Illinois workNet – Starting your Business Series <http://www.illinoisworknet.com/startup> 14



Resources

Creating a Marketing Plan - <http://www2.illinoisworknet.com/UpdatesHelp/Pages/News.aspx?PostID=247>

Marketing with Social Media - <http://www2.illinoisworknet.com/UpdatesHelp/Pages/News.aspx?PostID=277>

Other Articles to Review:

<http://www.entrepreneur.com/article/244677>

<http://www.entrepreneur.com/video/240295>

<http://blog.hubspot.com/marketing/strong-brand-voice-social-media>

<http://blog.hubspot.com/blog/tabid/6307/bid/34231/8-Businesses-That-Nail-Social-Media-Brand-Consistency.aspx>

<http://www.ducttapemarketing.com/blog/social-brand-identity/>

<http://www.brandingstrategyinsider.com/2014/10/4-keys-to-building-brand-social-value.html#.Vi6X2n6rSM8>

<http://www.convinceandconvert.com/social-media-strategy/7-ways-to-use-social-media/>



- Watch for the news item about this webinar on www.illinoisworknet.com

- Watch for information on our upcoming webinars on our social media links:



- Email us at:

info@illinoisworknet.com

Thank You for Attending!

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