

Think Like a Marketer

Lesson 1: Branding Your Blog

BROUGHT TO YOU BY:



CLEAR PURPOSE

- What are you trying to accomplish with your blog?
- You don't need a niche to have a clear purpose- just ask "why" and "who"
- Let your purpose guide your bloggy decisions

STRONG NAME AND TAGLINE

- A good blog name is memorable. A tagline reinforces your brand purpose.
- Awesome examples: Bakerella, Scary Mommy, Brene Brown

SOLID VISUAL IDENTITY

- Choose fonts, colors and graphics that reinforce the brand you want to create
- Header is most important visual element of your blog
- Photography and Illustration: Free Commercial and Stock Photography Sites
- Fonts: 40+ Excellent Freefonts for Professional Design
- Color inspiration: Colourlovers and Kuler from Adobe

DEFINED WRITING STYLE

- People come to your blog because of your voice
- Chose topics, tone and formatting that reinforces your brand

CONSISTENCY ACROSS SOCIAL MEDIA

- Match usernames to your blog name or actual name
- Show the same personality on the each platform (ex. don't just tweet about giveaways if you run an educational blog)

STRONG BRANDS:

- Are consistent
- Create an emotional connection

extra credit reading

How to Blog Without a Niche- Tree Root & Twig

How to Create a Rock-Solid Tagline that Truly Works- Copyblogger

Break the Rules You Learned in English Class- Momcomm

LESSON WORK

- Define my purpose.
- List five words that describe my brand.
- Craft a tagline that reinforces my purpose and tells my readers what to expect.
- Be awesome. (Look, you have one done already!)

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