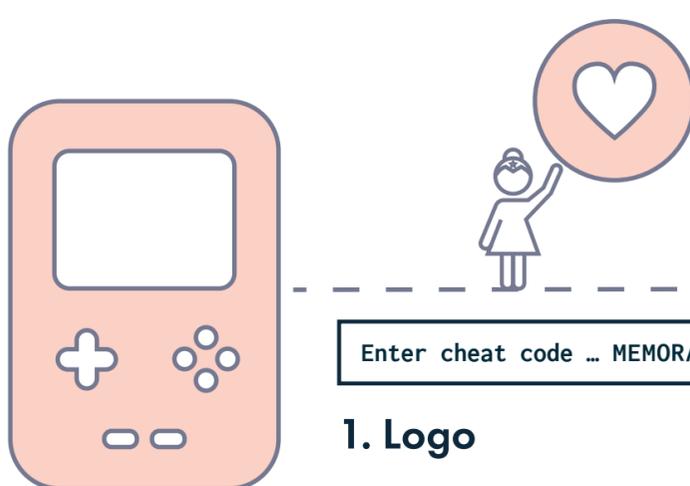


The Branding Cheat Code:

Your ultimate guide to which design elements to invest in (so you can get the most bang for branding buck).

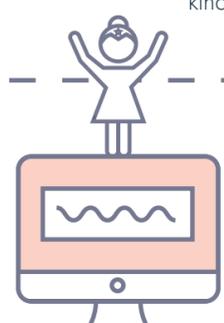
Don't have the budget for a full-scale tip-toe visual branding blitz? Don't panic. You can still cultivate a memorable and meaningful visual brand, I promise. Here are the bare branding essentials I recommend investing in.



Enter cheat code ... MEMORABLE

1. Logo

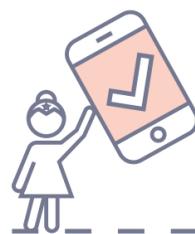
Why you need it: Your logo is arguably THE most important tool in your branding kit. It's also the most memorable and often the most seen. Which is juicy, because in a mere bat of an eye, it informs your audience who you are and even what kind of business you run ... #magic



Enter cheat code ... INSTANTLYLOVABLE

2. Website hero header

Why you need it: As soon as somebody lands on your site, there's an invisible timer counting down the seconds until they decide whether to stay or leave and never return. This timer is loaded up with a MAX of eight seconds. Which means you must be instantly persuasive and captivating. Which calls for a hero ... header, that is.



Enter cheat code ... STRATEGIC

3. Social media branding

Why you need it: Did you know that 71% of peeps say that they are more likely to purchase from a brand they follow on social media? Which means your social media accounts aren't just about socialising ... they're about selling. And for that, you'll need visually appealing branding that they can't say 'no' to.



Enter cheat code ... RELATIONSHIPBUILDER

4. Newsletter branding + template

Why you need it: 90% of individuals expect a cohesive brand experience across ALL platforms. Your brand has to look, and feel, the same no matter where your audience are interacting with you. And given email marketing has an average return on investment of \$44 per dollar, this means your newsletter branding had better look AMAZING.



Enter cheat code ... ALLTHECONVERSIONS

5. Lead magnet

Why you need it: A lead magnet (otherwise known as an opt-in) is a type of inbound marketing tool designed to put names on your mailing list – which, as you know, is a goldmine for your business. This kind of marketing is incredibly potent and is ten times more effective for driving conversions than outbound methods.

Put all these brand elements together and you have the ultimate cheat code for ... SUCCESS!

Need a hand with the 'memorable and meaningful brand elements' part of this formula?

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