

# Visionstryt Academy

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## Visionstryt Brand Solution

### Marketing



Over the last few years we have seen a continuous increase in the following:

- Innovation
- Technological Advances
- Disruptive Technology
- Integrated Consumer Management
- Social Media Takeover

With all the above being said, the common mainstream promotions, selling techniques and marketing strategies are no longer relevant. They do absolutely nothing to aid in convenience, efficiency and excellent service delivery that the end user desperately requires and thrives on.

Digital tools and techniques are now an essential component of any efficient selling strategy; and are revolutionizing sales and prospecting.

## Your marketing should have the following components:

- Digital and Social selling
- Digital Researching
- Sales Enablement Strategies
- Communication strategies and tactics
- Consumer analytics
- Social Content
- Digital Sales Messaging
- Engagement
- Social Account Management

## Digital and Print Media



Digital and print media is all about which of the two options will best connect your brand with the targeted audience.

The principles for both are the same but the rules of application are completely different.

### **We live in a world today whereby whatever you do needs to be:**

- Environmentally and user friendly
- Conveniently positioned
- Customized to individual needs
- Easily accessible and available to purchase on e-commerce platforms
- Practical, affordable and most importantly value driven

The biggest challenge with most healthcare practitioners is that they want to cut corners when it comes to building their brands. They see what another business is currently doing that seems to be working and simply think that by cutting and pasting what they see it will work for their own brands.

It does not work like that.

This section of the manual guides you on the basics of approaching your media strategy.

1. **Tone of Voice**
2. **Logo Usage**
3. **Colour Palette**
4. **Typography**
5. **Imagery Style**
6. **Business Collateral**
7. **Trademark**

## Content Development



What works for one platform or strategy does not mean it will work for another.

Your content needs to be specific to the target audiences you want the brand to connect with.

**Doing this can be a daunting process as content development involves many components to it such as the following:**

- Research
- Analytics
- Content strategy and development
- Writing and putting ideas together in a structure
- Design and layout
- Proof reading and editing
- Content separation
- Length of content
- Objectives of content in relation to audience needs and requirements
- Platforms to use for dissemination of content

**Not only that, the following types of content are required by your business:**

- Social media
- Website structure
- Media releases
- Corporate reports
- Infographics
- Presentations
- Newsletters
- Blogs
- Videos

**Over and above having all this content, it then needs to be:**

- Authentic
- Relevant
- Customized to the generation type
- Be in line with the purchasing decisions consumers make
- Market segment specific
- Consumer centric
- Revenue growth orientated
- Unique to what will take your business to the next level

# Brand Activation



## PROCESS

What makes a reputable brand is developing your clients' experience with your brand. That means the *foundation for your reputable brand* will be the pillar where your clients experience:

- a unique image and culture of your brand
- business offering that is value oriented
- Brand key features and benefits.

To kick-start in building a foundation for your reputable brand foundation for your business needs, Visionstryt Communications can help you conduct a distinct step-by-step process in the following 6 phases.

### 1. BRAND RESEARCH

This first part of the process is where we get to know your business vision to help plan, design and build your brand.

## 2. BRAND DEVELOPMENT

During this stage, we create a BRAND MESSAGE that is aligned to your *business strategy* and vision.

**This includes identifying the:**

- Brand Personality
- Brand Principles
- Brand tone

## 3. BRAND POSITIONING

We get to DEFINE your intended market. Who is our ideal client?

The revealing process identifies YOUR CLIENT and:

- Their behavioural patterns
- Trends associated client and how it works for your brand
- Most suitable communication platforms to reach out to your clients

## 4. BRAND IMAGE

We design a whole new identity or revisit the brand touch points that integrate well with the brand design, business strategy and vision.

We will be exploring elements such as:

- Brand Identity and stationery use
- Communication tools and other suitable brand collateral

## 5. BRAND LAUNCH

At this point, we now introduce the brand to YOUR CLIENT, reaching the clients through identified communication platforms. Communication platforms can be through print or digital mediums or through hosting an event for existing clients. However, when launching (or re-launching) your brand, this part of the project depends on the available budget and timelines.

## 6. BRAND MANAGEMENT

You came, you saw and you concurred your new (or existing) client. What now? How do you then keep the momentum? Simple. Get to find out what they say or think about your brand.

You now use what you have – the Visionstryt Brand Tools and the feedback you got from your client to:

- Find and fill in any loop holes
- Seize other opportunities to drive your brand visibilities further
- Ensure brand consistency on all of your communication platforms

## Visual Representations



The visual representation of your brand is of the outmost importance.

Visual representations of your brand fast-track how consumers connect with your brand and there are multiple options available at your disposal that you can utilize.

The key though, is that you need to know and understand exactly what approach will best work for your brand.

This is how you can navigate which option you can use at any given time within your Marketing Communication Strategy:

## 1. Video planning, development and editing

- What type of videos should be created
- What style and formatting should be used
- What type of videos work for various platforms
- What should the length of the videos be
- Who should do the videos

## 2. Advertisements

- Why should you advertise
- Where should you advertise
- How should you advertise
- When should you advertise
- Who should you use to advertise

## 3. YouTube channel

- Why you need a channel for your business
- What should your channel be about
- How to drive traffic to your channel
- How to develop content for your channel
- How you can create your unique value proposition through your channel

## 4. Website designs

- Purpose of a website
- What elements set your website apart from the rest
- What problem are you solving through your website
- Setting up an interactive website
- E-commerce platforms

## 5. Photography

- Usage of photographs
- Story telling
- Do's and Don'ts
- Social Media opportunities



# Social Media Platforms



A Summary on how you can optimize social networking pages

## Target a specific audience

- Generation Types
- Market Segment Types
- Consumer Needs

## Create thoughtful content

- Information Based
- Product Requirements
- Services and Convenience
- Solutions Offering
- Lifestyle, Culture and Trends
- Economy based

## Be authentic and transparent

- Personal Story
- Lifestyle
- Genuineness in approach and execution
- Caring Nature

**Create lots of links**

- Articles, blogs, etc.
- Information sharing

**Encourage people to contact you**

- Create debate and discussion around certain topics of interest
- Surveys, Q&A`s

**Participate**

- On discussions that sometimes have nothing to do with Healthcare
- Important matters that affect the country or that drive debate on social platforms
- Where support is needed
- Nation building events that are promoted
- Health and wealth matters

**Experiment**

- Not every avenue of social media will work for your business but always try them out first for a little while before ruling them off.