

How to define your brand and effectively reach your audience

With Emma Richmond & Emma Armstrong



It's time to get really clear on who you are, and what your mission is.

Your foundations are so important for long term success.

In this webinar we will focus on building your brand and finding your voice. We will then look at how to effectively reach your audience, what channels to use and how to build a sustainable community.

Who we are...



Emma Richmond

I'm the Research Communications and Engagement Manager at the University of Manchester. I specialise in working with academics to identify key stakeholders and deliver impactful communications.

Prior to working in Higher Education, I worked in the charity sector at Warwickshire Wildlife Trust and the National Trust. At the National Trust I led on marketing and communications for the £10m Quarry Bank Project.



Emma Armstrong

I'm the founder of Curate Your Curious, a design studio focussing on brand design, Squarespace website development and content creation. I previously worked for the National Trust for 6 years working on two major transformational projects as a Senior Project Coordinator at Project Curator.

I led on research, design elements, evaluation, funder management and many other key work-streams. I know a lot about taking ideas and turning them into a plan!

Getting the foundations right

In order to **market** your collection, museum, or a project, you first need to **define your brand**. Once you have defined your brand you'll have a strong foundation for your marketing.



Branding can seem scary but it is just the visual and non-visual elements that make up your brand. It's what makes your business stand out from the crowd.



Visual elements

Branding is all about your perception of them. **What do these brands say to you?**



**How do you get to know
what this means for you?**

Brand Strategy

Brand strategy is the process that you go through to develop your branding using everything you know about your business.



Branding is all about how your audience perceives you. Build a brand that is going to make people care, become interested and pay attention.

Get really clear on:

Your Mission

Your Ideal Audience

The Benefits

Your Message

Brand strategy questions to think about for your business

Why do you what you do?

What is your mission? Is it to start a conversation, to educate, to inspire, to raise awareness, to build an efficient business?

Who do you do it for?

Have you heard the phrase, *if you market to everyone, you speak to no one*? We say our audience, but they can be broken down into different groups with different interests...

Audience mapping

Behavioural

How do they normally interact with you?
Communication preferences.

Demographic

Age
Life Stage
Career
Family circumstances

Geographical

Where do they live?
Where do they work?
Are they really local or international?

Attitudinal

What are their interests?
How do they spend their time? What are their values? What are their feelings towards your organisation/sector?

If you want to persuade someone to do something the more you know about them, the better your chances of success.

For great information, visit:



theaudienceagency.org

They also have an Audience Finder: a fee national audience data and development tool.

Now you know your why, and your audience...

What is the benefit of what you do? Why will people want it?

What benefit will people get from knowing about your organisation, collection, activities? Basically why should they care? Knowing what benefits you provide is key to your messaging. Make a list of your benefits and why people will want to interact with you.

What sector are you in and what can you learn from this?

What are others doing? How are they interacting and engaging with their audience? What can you learn from them?

How do you want to come across to your audience?

Are you formal or funny? Reserved or outlandish? From your research on your ideal audience, what tone will best engage them? Don't be someone you're not but find the balance. Make a list of adjectives that you are, and who you are not. Keep this a reminder when planning your content.

What are your goals?

What are you trying to achieve with this work? Are you looking to increase visitors? Raise money? Recruit volunteers? Always have your end goal in mind. Your content and plan rely on knowing this.

With these questions you can start to build the visual and non-visual elements of your brand.

Great Brand Examples



Clear mission: to supply health-conscious adults and children world-wide with 100% natural, delicious, healthy and sustainable food. ... **Innocent** Drinks maintain an internal culture that is responsible, entrepreneurial, generous, commercial and natural.

Tone of voice: informal, personal, witty, subversive, fun, unique, light hearted, authentic.

Simply genius

Great Brand Examples

M **The Museum of English Rural Life** ✓ @TheMERL · Apr 9, 2018
look at this absolute unit.



785 30.4K 105.6K

M **The Museum of English Rural Life** ✓ @TheMERL · Apr 9, 2018
This unit in particular was an Exmoor Horn aged ram, owned by G.F. Thorne, The Barton, Simonsbath, Minehead, Somerset.

(P FS PH1/K90651)

11 137 1.9K

Clear mission: The Museum of English Rural Life at the University of Reading uses its diverse collections to explore how the skills and experiences of rural people, past and present, help shape our lives.

Messaging: The MERL has achieved huge brand recognition despite their niche collections. They embrace a fun, social media friendly tone of voice, never taking themselves too seriously but always respecting the remarkable nature of their collection. The tweet on the left went viral and helped the museum to win a Marketing Campaign of the Year Award.

Tone of voice: witty, informative, engaging, friendly.

Great Brand Examples



natural_history_museum 🌐 This year our #Dinovember gang are dispersed far and wide, exploring the natural world in the vicinity of Museum staff members' homes. But usually, the month of November sees our tiny terrors creeping into all kinds of Museum spaces.

Here's a #ThrowbackThursday look at the last 2 years of the explorations in the Museum, both in our public galleries and behind the scenes.

Clear mission: We are creating advocates for the planet.

We will harness our collection, our research and our reach to secure the future of the collection, transform the study of natural history, develop the gardens and galleries, create a resilient and sustainable organisation, and engage and involve the widest possible audience.

Messaging: It is all about educating and inspiring. Videos, behind the scenes, answering questions, bringing science to life. Everything they do supports their mission and engages all ages.

Tone of voice: conversational, light, engaging, friendly.

Breakout Exercise

In your groups you have 15 minutes to discuss the following. Choose 1 or 2 to talk about.

Your why and
your mission

Your audience

How do you want
to come across?

Communicating & Marketing



Where to start....

You need a
comms plan

1. Outline your mission (use your brand foundations)
2. Identify your audience (use your brand foundations)

1. Understand your audience's journey
2. Write your key messages.
3. Consider your resources and time.
4. Outline your channels.
5. Create an action plan.

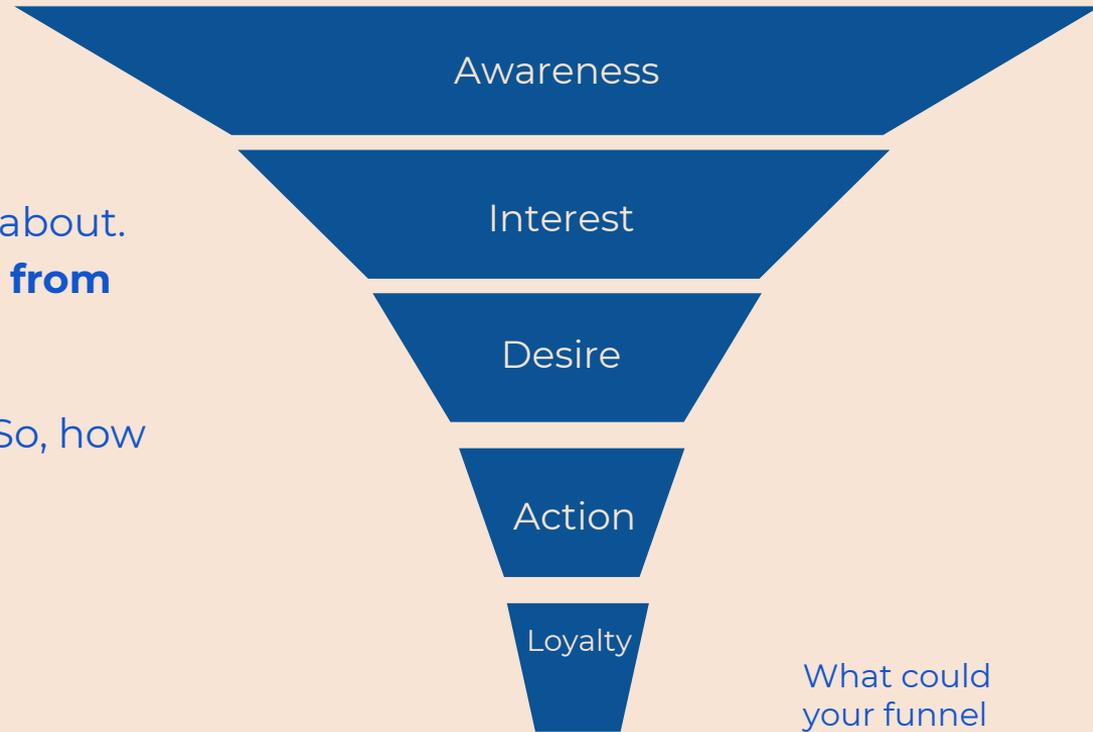
The Audience Journey

Remember the goals we talked about.

What do you want to get back from your content?

Visits, fundraising, support, etc. So, how do you get them to this point?

A funnel...



What could your funnel look like?

Create content for this journey & ask the 'so what' question

Everything you do should move people down this funnel.

Earlier, we talked about benefits, solving a problem. Make a list of all the things that you can talk about to make people aware, interested. What will make them take the action you want them to take.

Remember: All this depends on your brand foundations (formal/informal, audience, mission)

Inspire/ Entertain

Discover this
Good news story
Have you ever...
Create a poll
Caption this

Educate

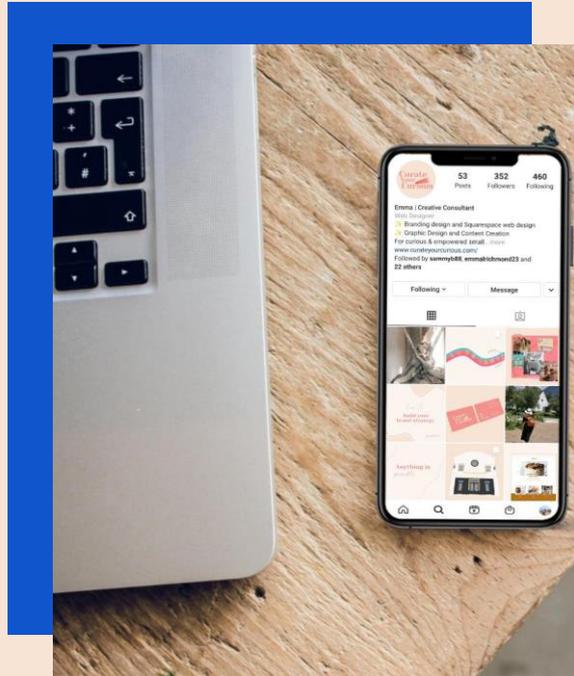
Discover this
Uncover how
Have you ever
thought xyz

Connect

Who you are
Your mission
Your passion
Behind the scenes
What you are working on
How you can find out more.

Just because you want to share it, is it what your audience wants to hear?

Types of content



Long form content: Blogs, newsletters, videos and emails.

Here you can really get into a topic, show your expertise and enable people to connect with what you are doing.

Long form content has a much longer shelf life.

Short form content: Instagram (grid and stories), Facebook and Twitter.

Bursts of content to create a reaction and share what you are doing at that moment. With short form it is about starting that engagement and interacting with your community. Short form sparks conversation and helps to connect you with your ideal audience.

Example of different types of content Natural History Museum

Long form: Blogs and news

Highlights



Anthropocene
Does climate change make wildfires worse?
Climate change is contributing to an increase in wildfires worldwide.



Anthropocene
Three ways to go eco-friendly at Christmas
Here are three ways to reduce plastic waste during the festive season.

News



Science news
Armoured 'slug' among 503 new species described by Museum scientists in 2020



News
[Museum to star in new Channel 5 series](#)
The Museum is set to star in a new

Short form: Twitter,
Instagram

Museum Wars!

Nicholas O'Connell @bednarz · Sep 13, 2017
Who would win in a staff battle between @sciencemuseum and @NHM_London, what exhibits/items would help you be victorious? #askacurator
50 1.4K 1.5K

Natural History Museum @NHM_London · Sep 13, 2017
Replying to @bednarz and @sciencemuseum
We have dinosaurs. No contest.
36 498 1.5K

Science Museum @sciencemuseum · Sep 13, 2017
@NHM_London is full of old fossils, but we have robots, a Spitfire and ancient poisons. Boom! #AskACurator

Natural History Museum @NHM_London · Sep 13, 2017
Replying to @bednarz and @sciencemuseum
We have dinosaurs. No contest.
114 2.4K 2.5K

Natural History Museum @NHM_London · Sep 13, 2017
Replying to @sciencemuseum
We have robot dinosaurs, Pterodactyls and the most venomous creatures on Earth. Plus volcanoes and earthquakes ... And vampire fish.



How to effectively reach your audience

1. Know where your audience spends most of its time. Do your research.
2. Create content that appeals to your audience.
3. Make Content Mobile Friendly. Over 50% of content is viewed on mobiles. Make sure your images and videos are the right size. Horizontal vs portrait videos for example.
4. Stay Consistent. Tell your consistent brand story across all of your chosen channels to keep audience engagement and perception of you up. Remember, it's all about moving them down the funnel

How to effectively reach your audience

Digital channels: Pros and Cons

Instagram

Users: 1 billion + per month

Pros:

- It's a visual platform & lends itself well to museum content
- It's an easier platform to grow organically.
- It's a great place to show your business's personality.

Cons

- Instagram is heavily weighted to visuals so you need to have a consistent brand, imagery and story to stand out.
- It's content heavy, requires engagement, so time and resource is a must.



Digital channels: Pros and Cons

Facebook

Users: 2.7 billion per month



Pros:

- Flexibility: you can host events, create private groups as well as having your main Facebook page
- Facebook advertising allows you to target specific demographics, based on location, age, gender and interests.
- Tailored groups, easy to find your ideal audience.

Cons:

- Growing audience scepticism, particularly around Facebook advertising. You need to advertise to grow.
- Organic growth is limited. *Pay to Play*

Digital channels: Pros and Cons

Twitter

Users: 321 million



Pros:

- Networking: most of your fellow museums and funding agencies are active Twitter users.
- Topical: Twitter is fast moving and responds to the news cycle. You can make the most of media moments relating to your collection (e.g. major sporting events)
- Great for sharing information and networking without needing to be visual

Cons

- Fast-paced. With 5000 million tweets a day, your post doesn't last long on people's feeds.

Digital channels: Pros and Cons

Blogging

On average 4.4 million blog posts are posted per day.

Pros

- You establish yourself as an expert. You can go into detail, argue your case, provide value to your readers and show off.
- It's flexible post when you want to or get into a rhythm so your readers anticipate your next blog.
- Blog posts are great for driving traffic to your website. By using keywords, Google finds these and when people search they can potentially find you.

Cons

- It can be hard to write 1,000 words on a topic if it isn't your skill set.
- It can be too flexible that you put it off.



Digital channels: Pros and Cons

Email Marketing

293.6 billion emails sent and received daily (not all marketing)



Pros:

- Deepens engagement with your core audience
- You can push audiences to your other content, e.g. your blog
- Direct CTAs, e.g. to fundraising campaigns or new exhibitions
- Cheap (platforms: MailChimp, ConvertKit and Flodesk)

Cons:

- Competitive: people receive A LOT of emails, how are you going to make sure they open yours?
- Less appropriate for Gen Z audiences

Summary

Sharing content is a hot topic. With so many users, you can see why you have to have a clear mission, messaging and content plan to effectively stand out.

With so many users, knowing your audience are where they are is key. Research where your ideal customers are. Are they on Twitter or Instagram, in Facebook Groups or researching and reading blogs?

Remember quality over quantity. Start with one social media channel and do it really well, rather than over stretching yourself.

Consistency, Clarity, Personality, Community

Create an Action Plan

What are you saying? (key messages, content pillars: inspire, educate etc)

Who are you saying it to? (ideal audience(s))

Where are you saying it? (where your ideal audience is)

Why are you saying it? (remember the end goal, what do you want your audience to do?)

How are you saying it? (brand colours, tone of voice/words, graphics, images, photos)

So we hope that you have a better understanding of how getting the foundations right can help to build your brand and find your voice. Hopefully you have the ideas and steps to effectively reach your audience, what channels to use and how to build a sustainable community.

Links:

www.theaudienceagency.org

Progress over perfection. Just start.

Thank you!

Do you have any questions?