



Geonetric Webinar Takeaway

Checklist of Ways to Ensure Your Web Site
Reflects Your Brand

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GEONETRIC[®]

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THANK YOU

Thank you for attending Geonetric's November 2008 Webinar, "Your Promise: Extending Your Brand Online." During the Webinar, we discussed the truths of branding and what it means to effectively transition your brand to your Web site. This takeaway document includes a checklist of items you can use to ensure your Web site reflects your brand.

Thank you for attending our Webinar and we hope to see you at this month's presentation: "Strategy: The Value of a Strategic Approach," presented at 2:00 p.m. CT on December 18.

10 WAYS TO ENSURE YOUR WEB SITE REFLECTS YOUR BRAND

- 1. Understand your brand.** It's important to define your brand platform to ensure you are accurately and consistently reinforcing your brand online. Make sure you understand your:
 - **Brand promise:** The brand promise is a statement that represents what consumers can expect from you. It clarifies who you are and what you want to be known for.
 - **Brand rationale:** The brand rationale is the logic behind your brand promise and why you believe your constituents will value it
 - **Brand attributes:** The brand attributes are the words or phrases—implied in your brand promise—that you want to position in the minds of your audiences. They are the “words” you want to own.
 - **Tagline:** The tagline is your brand promise expressed in “shorthand.”
 - **Elevator speech:** The elevator speech is a 30-second statement that summarizes your brand. This “speech” is usually given verbally when someone says, “Tell me about your hospital.”
 - **Graphic identity:** The graphic identity is the visual, graphic portrayal of your brand promise and attributes.

- 2. Develop a strategic plan for your Web site.** Create an actionable plan for your Web site that includes tactics for communicating your brand message online. This plan can help you create a connection between the (sometime) abstract outlines of your brand strategy to the tangible factors that are a part of your online operational plan.

- 3. Create style guidelines.** Your organization may have a style manual that outlines the correct usage of your logo, colors, typography, etc. If you don't have a style manual, it's important to create one. Styles manuals help ensure you are consistently representing your brand in your communications. Make sure to share the guidelines with your Web team and anyone who has rights to modify your online content.

- 4. Develop tone and voice parameters.** How do you speak to your audience? Is the voice you use on your Web site consistent with the voice you use in other communications? It's important to identify guidelines for your tone and voice. To do this simply create a tone and voice worksheet that defines your target audience, your persona (who you are and what you do – this should be written using your preferred tone), value-reinforcing statements (

Between your strategy and before you pin down your plan – have you identified measurable parameters for you to monitor your performance as you move towards delivering your brand identity.

A part of your plan should also include a schedule of how you will measure anecdotal and quantitative parameters (visual and non-visual) to determine your results. This should not be a one-off effort but on a regular basis.

Using same tone of voice and terminology/language throughout

Keep a consistent color scheme

Showcase logo/tagline throughout

Use photos that feature people of the same ethnicity or gender as target audience

Alexian uses a style guide that if you scroll all the way to the bottom it has their wording guidelines.
<http://www.alexianbrothershealth.org/style-guide.aspx>

Encouraging the use of the internet to post your TV ads, radio ads, special events, departmental achievements, and reminding them that Apple does it too J.