



STYLE GUIDES INSPIRATION / ONBOARDING

- OVERVIEW
- TYPES OF CAMPAIGN STYLES
- FONTS, COLORS + BRANDING
- VIRAL HOOKS
- VIDEO SHOTS + EDITING
- GBP HACK + ONE-CLICK CTA
- KEYWORDS + SEO TIPS



OVERVIEW

1. BRAND VOICE AND TONE

- **VOICE:** DESCRIBE THE OVERALL PERSONALITY OF YOUR BRAND (E.G., FRIENDLY, PROFESSIONAL, AUTHORITATIVE).
- **TONE:** EXPLAIN HOW THE TONE MIGHT VARY DEPENDING ON THE CONTEXT (E.G., MORE CASUAL ON SOCIAL MEDIA, MORE FORMAL IN PRESS RELEASES).

2. GRAMMAR AND USAGE

- **GRAMMAR RULES:** SPECIFY ANY PARTICULAR GRAMMAR RULES YOUR ORGANIZATION FOLLOWS, SUCH AS OXFORD COMMA USAGE.
- **COMMON MISTAKES:** LIST COMMON ERRORS TO AVOID (E.G., MIXING UP “ITS” AND “IT’S”).

3. STYLE AND FORMATTING

- **HEADINGS AND SUBHEADINGS:** DEFINE HOW HEADINGS AND SUBHEADINGS SHOULD BE FORMATTED (E.G., TITLE CASE, BOLD).
- **LISTS:** DESCRIBE HOW TO FORMAT LISTS (E.G., BULLET POINTS, NUMBERED LISTS).
- **EMPHASIS:** SPECIFY HOW TO EMPHASIZE TEXT (E.G., ITALICS, BOLD).

4. TYPOGRAPHY

- **FONTS:** LIST THE FONTS TO BE USED FOR DIFFERENT TYPES OF TEXT (E.G., HEADINGS, BODY TEXT).
- **SIZES:** DEFINE THE FONT SIZES FOR DIFFERENT TYPES OF TEXT.
- **LINE SPACING:** SPECIFY THE LINE SPACING TO BE USED IN DIFFERENT CONTEXTS.





OVERVIEW

5. BRAND-SPECIFIC TERMINOLOGY

- **PREFERRED TERMS:** LIST ANY TERMS SPECIFIC TO YOUR BRAND THAT SHOULD BE USED CONSISTENTLY.
- **AVOIDED TERMS:** INCLUDE ANY TERMS THAT SHOULD BE AVOIDED AND SUGGEST ALTERNATIVES.

6. VISUAL ELEMENTS

- **LOGO USAGE:** PROVIDE GUIDELINES FOR HOW TO USE THE COMPANY LOGO, INCLUDING SIZE, SPACING, AND POSITIONING.
- **COLORS:** DEFINE THE BRAND'S COLOR PALETTE WITH SPECIFIC COLOR CODES (E.G., HEX, RGB).
- **IMAGES:** OUTLINE THE STYLE OF IMAGES TO BE USED AND ANY GUIDELINES FOR SOURCING OR CREATING THEM.

7. DOCUMENTATION STANDARDS

- **FILE NAMING CONVENTIONS:** PROVIDE RULES FOR NAMING DOCUMENTS TO ENSURE CONSISTENCY AND EASY RETRIEVAL.
- **VERSION CONTROL:** DESCRIBE THE PROCESS FOR MANAGING DIFFERENT VERSIONS OF DOCUMENTS.

8. DIGITAL CONTENT

- **WEBSITE:** PROVIDE GUIDELINES SPECIFIC TO WEBSITE CONTENT, SUCH AS PAGE STRUCTURE AND SEO BEST PRACTICES.
- **SOCIAL MEDIA:** OUTLINE THE TONE, STYLE, AND TYPES OF CONTENT APPROPRIATE FOR DIFFERENT SOCIAL MEDIA PLATFORMS.
- **EMAILS:** SPECIFY FORMATTING AND TONE FOR INTERNAL AND EXTERNAL EMAILS.



OVERVIEW

9. ACCESSIBILITY

- **INCLUSIVE LANGUAGE:** ENCOURAGE THE USE OF INCLUSIVE AND RESPECTFUL LANGUAGE.
- **READABILITY:** PROVIDE GUIDELINES TO ENSURE CONTENT IS EASILY READABLE, SUCH AS AVOIDING JARGON AND USING SIMPLE SENTENCE STRUCTURES.
- **ALT TEXT:** SPECIFY WHEN AND HOW TO USE ALT TEXT FOR IMAGES TO SUPPORT ACCESSIBILITY.

10. REVIEW AND APPROVAL PROCESS

- **CONTENT CREATION:** DEFINE THE PROCESS FOR CREATING CONTENT, INCLUDING ANY TEMPLATES OR TOOLS TO BE USED.
- **REVIEW:** SPECIFY WHO IS RESPONSIBLE FOR REVIEWING CONTENT AND WHAT CRITERIA THEY SHOULD USE.
- **APPROVAL:** OUTLINE THE APPROVAL PROCESS BEFORE CONTENT IS PUBLISHED.

11. UPDATES AND REVISIONS

- **REVIEW CYCLE:** SPECIFY HOW OFTEN THE STYLE GUIDE WILL BE REVIEWED AND UPDATED.
- **FEEDBACK:** PROVIDE A WAY FOR TEAM MEMBERS TO SUGGEST CHANGES OR ADDITIONS TO THE STYLE GUIDE.



PROFESSIONAL

CAMPAIGNS



VIDEO TESTIMONIALS



SPEAKING EVENTS



STAFF CONTENT



INDOOR CONTENT





LIFESTYLE

CAMPAIGNS



FUN CONTENT



BUSINESS LIFESTYLE



IN ACTION



ADVENTURE CONTENT



STUDIO

CAMPAIGNS



PODCAST STYLE CONTENT



COURSE BUILDING



AUDIO CONTENT



PROMOTIONAL / KNOWLEDGE



B-ROLL

CAMPAIGNS



EDITING SERVICES



USER GENERATED



BEHIND THE SCENES



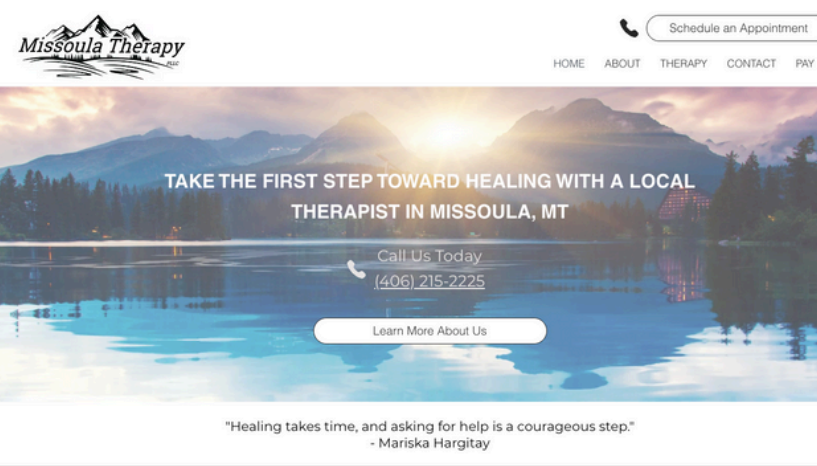
VLOGGING STYLE





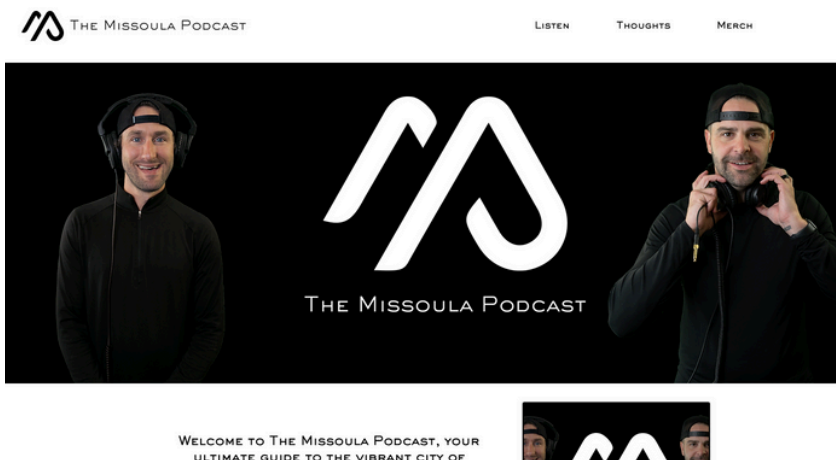
WEBSITE

STYLES



PROFESSIONAL : DENTISTS, DOCTORS, CHIROPRACTORS, ETC.

LIFESTYLE : EXPRESSING FUN, ACTIVE, OUTDOOR, COMMUNITY, ETC.



STUDIO : PODCASTS, STREAMING, BANDS, EXPERTS, COACHES, ETC.

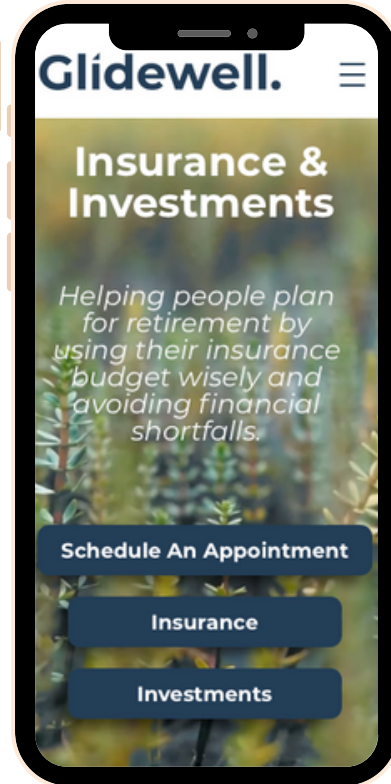
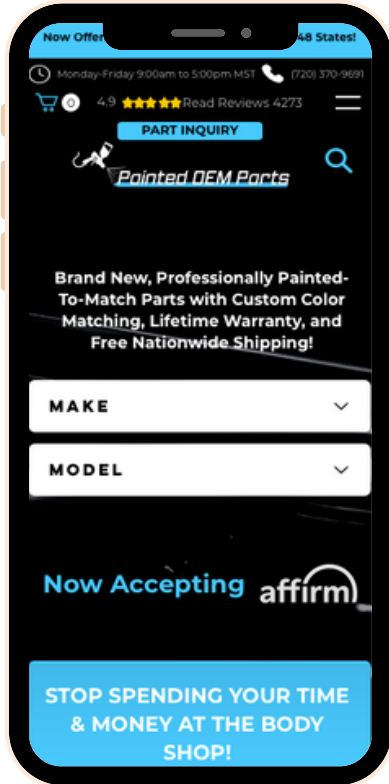
B-ROLL : EVENTS, RUGGED, SMALL BUSINESS, BLUE COLLAR, ETC.



WEBSITE

STYLES

MOBILE LAYOUT IS THE MOST IMPORTANT





FONTS

1. SANS-SERIF FONTS

HELVETICA

- **USE:** WIDELY USED IN BRANDING, ADVERTISING, AND SIGNAGE.
- **CHARACTERISTICS:** CLEAN, MODERN, AND HIGHLY LEGIBLE.
- **EXAMPLES:** USED BY BRANDS LIKE BMW, AMERICAN AIRLINES, AND MICROSOFT.

ARIAL

- **USE:** VERSATILE FOR DIGITAL AND PRINT MEDIA.
- **CHARACTERISTICS:** SIMILAR TO HELVETICA BUT MORE UNIVERSALLY AVAILABLE ON DIFFERENT OPERATING SYSTEMS.
- **EXAMPLES:** COMMON IN BUSINESS DOCUMENTS AND PRESENTATIONS.

CALIBRI

- **USE:** DEFAULT FONT FOR MICROSOFT OFFICE PRODUCTS.
- **CHARACTERISTICS:** MODERN AND HIGHLY READABLE, DESIGNED FOR CLARITY ON DIGITAL SCREENS.
- **EXAMPLES:** WIDELY USED IN PROFESSIONAL DOCUMENTS AND EMAIL COMMUNICATIONS.

FUTURA

- **USE:** BRANDING, LOGOS, AND ADVERTISING.
- **CHARACTERISTICS:** GEOMETRIC SHAPES, CLEAN LINES, MODERN APPEARANCE.
- **EXAMPLES:** USED BY BRANDS LIKE NIKE, VOLKSWAGEN, AND IKEA.

PROXIMA NOVA

- **USE:** WEB AND DIGITAL INTERFACES.
- **CHARACTERISTICS:** MODERN AND CLEAN, WITH GOOD READABILITY ON SCREENS.
- **EXAMPLES:** POPULAR AMONG TECH COMPANIES AND STARTUPS.

FONTS

2. SERIF FONTS

TIMES NEW ROMAN

- **USE:** TRADITIONAL PRINT MEDIA, ACADEMIC PAPERS, PROFESSIONAL DOCUMENTS.
- **CHARACTERISTICS:** CLASSIC, FORMAL, HIGHLY LEGIBLE IN PRINT.
- **EXAMPLES:** COMMON IN NEWSPAPERS, BOOKS, AND OFFICIAL DOCUMENTS.

GEORGIA

- **USE:** DIGITAL AND PRINT MEDIA.
- **CHARACTERISTICS:** DESIGNED FOR CLARITY ON SCREENS, MORE MODERN THAN TIMES NEW ROMAN.
- **EXAMPLES:** FREQUENTLY USED FOR WEBSITES AND DIGITAL CONTENT.

GARAMOND

- **USE:** HIGH-END PRINT MEDIA, BOOKS, AND FORMAL DOCUMENTS.
- **CHARACTERISTICS:** ELEGANT, CLASSIC, AND TIMELESS.
- **EXAMPLES:** OFTEN USED IN PUBLISHING AND LUXURY BRANDING.

BASKERVILLE

- **USE:** BOOKS, MAGAZINES, AND FORMAL DOCUMENTS.
- **CHARACTERISTICS:** REFINED AND ELEGANT, WITH HIGH CONTRAST BETWEEN THICK AND THIN STROKES.
- **EXAMPLES:** SUITABLE FOR HIGH-END AND ACADEMIC PUBLICATIONS.

FONTS

3. SLAB SERIF FONTS

ROBOTO

- **USE:** WEB AND MOBILE INTERFACES.
- **CHARACTERISTICS:** MODERN, FRIENDLY, AND HIGHLY READABLE ON SCREENS.
- **EXAMPLES:** USED EXTENSIVELY IN GOOGLE'S MATERIAL DESIGN.

ROCKWELL

- **USE:** BRANDING, HEADLINES, AND POSTERS.
- **CHARACTERISTICS:** BOLD AND IMPACTFUL WITH STRONG SERIFS.
- **EXAMPLES:** SUITABLE FOR ATTENTION-GRABBING DESIGNS.

4. DISPLAY FONTS

IMPACT

- **USE:** HEADLINES, POSTERS, AND ADVERTISEMENTS.
- **CHARACTERISTICS:** BOLD AND STRIKING, DESIGNED TO GRAB ATTENTION.
- **EXAMPLES:** COMMON IN PRINT ADS AND POSTERS.

BEBAS NEUE

- **USE:** HEADLINES, LOGOS, AND BRANDING.
- **CHARACTERISTICS:** BOLD, CLEAN, AND MODERN.
- **EXAMPLES:** POPULAR IN CONTEMPORARY DESIGN AND ADVERTISING.

5. SCRIPT FONTS

PACIFICO

- **USE:** INFORMAL BRANDING, LOGOS, AND SOCIAL MEDIA.
- **CHARACTERISTICS:** CASUAL, FRIENDLY, AND PLAYFUL.
- **EXAMPLES:** USED IN LIFESTYLE AND CREATIVE INDUSTRIES.

LOBSTER

- **USE:** BRANDING, HEADLINES, AND LOGOS.
- **CHARACTERISTICS:** BOLD, DECORATIVE, AND RETRO-INSPIRED.
- **EXAMPLES:** SUITABLE FOR PLAYFUL AND EYE-CATCHING DESIGNS.



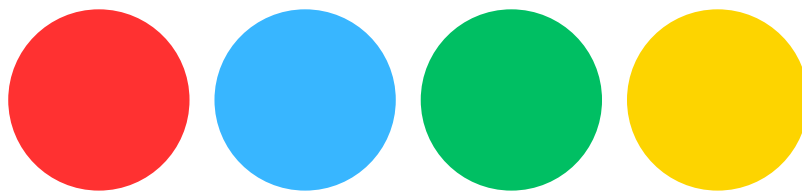
FONTS

TIPS FOR CHOOSING THE RIGHT FONT

1. UNDERSTAND YOUR BRAND IDENTITY: CHOOSE FONTS THAT REFLECT YOUR BRAND'S PERSONALITY AND VALUES.
2. PRIORITIZE READABILITY: ENSURE THE FONT IS LEGIBLE ACROSS DIFFERENT MEDIA, ESPECIALLY FOR BODY TEXT.
3. CONSIDER YOUR AUDIENCE: SELECT FONTS THAT APPEAL TO YOUR TARGET DEMOGRAPHIC AND INDUSTRY STANDARDS.
4. USE FONT PAIRINGS: COMBINE FONTS (E.G., A SANS-SERIF FOR HEADINGS AND A SERIF FOR BODY TEXT) TO CREATE VISUAL HIERARCHY AND INTEREST.
5. TEST ACROSS PLATFORMS: ENSURE THE FONT LOOKS GOOD IN PRINT AND DIGITAL FORMATS, INCLUDING MOBILE DEVICES.



COLORS



1. RED

- MEANING: PASSION, ENERGY, EXCITEMENT, URGENCY
- USE: OFTEN USED TO GRAB ATTENTION AND CREATE A SENSE OF URGENCY. COMMON IN INDUSTRIES LIKE FOOD, TECHNOLOGY, AND RETAIL.
- EXAMPLES: COCA-COLA, YOUTUBE, NETFLIX

2. BLUE

- MEANING: TRUST, RELIABILITY, CALMNESS, PROFESSIONALISM
- USE: CONVEYS A SENSE OF SECURITY AND PROFESSIONALISM. COMMON IN FINANCE, HEALTHCARE, AND TECHNOLOGY INDUSTRIES.
- EXAMPLES: FACEBOOK, IBM, AMERICAN EXPRESS

3. GREEN

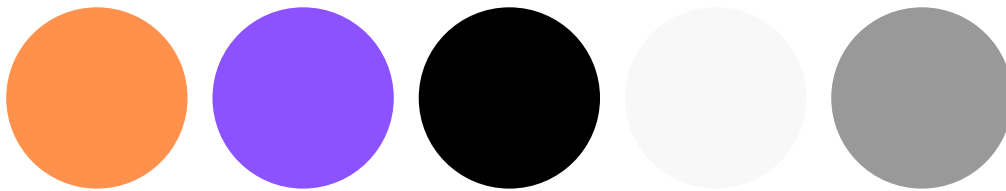
- MEANING: HEALTH, GROWTH, TRANQUILITY, NATURE
- USE: OFTEN ASSOCIATED WITH ECO-FRIENDLINESS AND HEALTH. COMMON IN WELLNESS, ENVIRONMENTAL, AND FINANCIAL SECTORS.
- EXAMPLES: STARBUCKS, WHOLE FOODS, BP

4. YELLOW

- MEANING: OPTIMISM, HAPPINESS, WARMTH, ENERGY
- USE: GRABS ATTENTION AND EVOKES A SENSE OF CHEERFULNESS. COMMON IN THE FOOD AND ENTERTAINMENT INDUSTRIES.
- EXAMPLES: MCDONALD'S, IKEA, SNAPCHAT



COLORS



5. ORANGE

- MEANING: CREATIVITY, ENTHUSIASM, FRIENDLINESS, ADVENTURE
- USE: COMBINES THE ENERGY OF RED AND THE CHEERFULNESS OF YELLOW. OFTEN USED TO CREATE A PLAYFUL AND INVITING FEEL.
- EXAMPLES: AMAZON, NICKELODEON, FANTA

6. PURPLE

- MEANING: LUXURY, CREATIVITY, WISDOM, SOPHISTICATION
- USE: CONVEYS A SENSE OF ELEGANCE AND CREATIVITY. COMMON IN BEAUTY, TECHNOLOGY, AND HIGH-END PRODUCTS.
- EXAMPLES: CADBURY, YAHOO, HALLMARK

7. BLACK

- MEANING: SOPHISTICATION, POWER, ELEGANCE, FORMALITY
- USE: CONVEYS LUXURY AND EXCLUSIVITY. COMMON IN FASHION, LUXURY GOODS, AND TECHNOLOGY.
- EXAMPLES: CHANEL, NIKE, APPLE

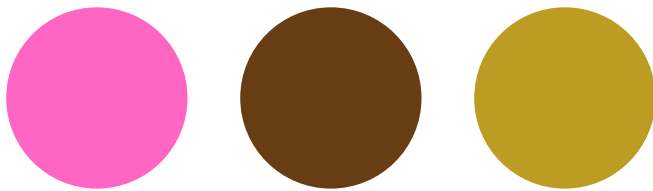
8. WHITE

- MEANING: SIMPLICITY, PURITY, CLEANLINESS, FRESHNESS
- USE: OFTEN USED TO CONVEY A CLEAN AND MODERN LOOK. COMMON IN HEALTHCARE, TECHNOLOGY, AND BEAUTY.
- EXAMPLES: APPLE, NIKE, SAMSUNG

9. GREY

- MEANING: NEUTRALITY, BALANCE, SOPHISTICATION, CALM
- USE: OFTEN USED TO CREATE A SLEEK AND MODERN LOOK. COMMON IN TECHNOLOGY AND AUTOMOTIVE INDUSTRIES.
- EXAMPLES: APPLE, MERCEDES-BENZ, LINKEDIN

COLORS



10. PINK

- MEANING: COMPASSION, PLAYFULNESS, FEMININITY, ROMANCE
- USE: OFTEN ASSOCIATED WITH PRODUCTS TARGETING A FEMALE AUDIENCE OR CONVEYING A SENSE OF FUN AND WHIMSY.
- EXAMPLES: BARBIE, VICTORIA'S SECRET, T-MOBILE

11. BROWN

- MEANING: RELIABILITY, STABILITY, WARMTH, EARTHINESS
- USE: CONVEYS A SENSE OF RUGGEDNESS AND NATURAL QUALITY. COMMON IN FOOD, AGRICULTURE, AND OUTDOOR PRODUCTS.
- EXAMPLES: UPS, HERSHEY'S, M&M'S

12. GOLD

- MEANING: LUXURY, WEALTH, SUCCESS, PRESTIGE
- USE: OFTEN USED TO CONVEY A SENSE OF HIGH VALUE AND SOPHISTICATION. COMMON IN HIGH-END PRODUCTS AND LUXURY GOODS.
- EXAMPLES: ROLEX, LAMBORGHINI, VERSACE



COLORS

COMBINING COLORS

- **COMPLEMENTARY COLORS:** COLORS OPPOSITE EACH OTHER ON THE COLOR WHEEL (E.G., BLUE AND ORANGE) CREATE HIGH CONTRAST AND VIBRANT LOOKS.
- **ANALOGOUS COLORS:** COLORS NEXT TO EACH OTHER ON THE COLOR WHEEL (E.G., BLUE AND GREEN) CREATE HARMONIOUS AND PLEASING VISUALS.
- **TRIADIC COLORS:** THREE COLORS EVENLY SPACED AROUND THE COLOR WHEEL (E.G., RED, YELLOW, AND BLUE) OFFER A BALANCED AND DYNAMIC COLOR SCHEME.

TIPS FOR CHOOSING BRAND COLORS

1. **UNDERSTAND YOUR BRAND IDENTITY:** DEFINE YOUR BRAND'S PERSONALITY, VALUES, AND MESSAGE.
2. **KNOW YOUR AUDIENCE:** CONSIDER THE PREFERENCES AND PSYCHOLOGICAL RESPONSES OF YOUR TARGET AUDIENCE.
3. **RESEARCH COMPETITORS:** ANALYZE THE COLOR SCHEMES OF YOUR COMPETITORS TO DIFFERENTIATE YOUR BRAND.
4. **TEST COMBINATIONS:** EXPERIMENT WITH DIFFERENT COLOR COMBINATIONS TO FIND WHAT RESONATES BEST WITH YOUR BRAND IDENTITY AND AUDIENCE.
5. **CONSIDER CULTURAL MEANINGS:** BE AWARE OF HOW COLORS ARE PERCEIVED IN DIFFERENT CULTURES, ESPECIALLY IF YOUR BRAND OPERATES INTERNATIONALLY.



COLORS

EXAMPLES OF COLOR PALETTES

PALETTE 1: TRUST AND CALM

- PRIMARY: NAVY BLUE (#003366)
- SECONDARY: LIGHT BLUE (#66CCFF)
- ACCENT: SOFT GREY (#E6E6E6)
- BACKGROUND: WHITE (#FFFFFF)

PALETTE 2: HEALTH AND GROWTH

- PRIMARY: FOREST GREEN (#228B22)
- SECONDARY: MINT GREEN (#98FB98)
- ACCENT: LIGHT GREY (#D3D3D3)
- BACKGROUND: WHITE (#FFFFFF)

PALETTE 3: CLEAN AND PROFESSIONAL

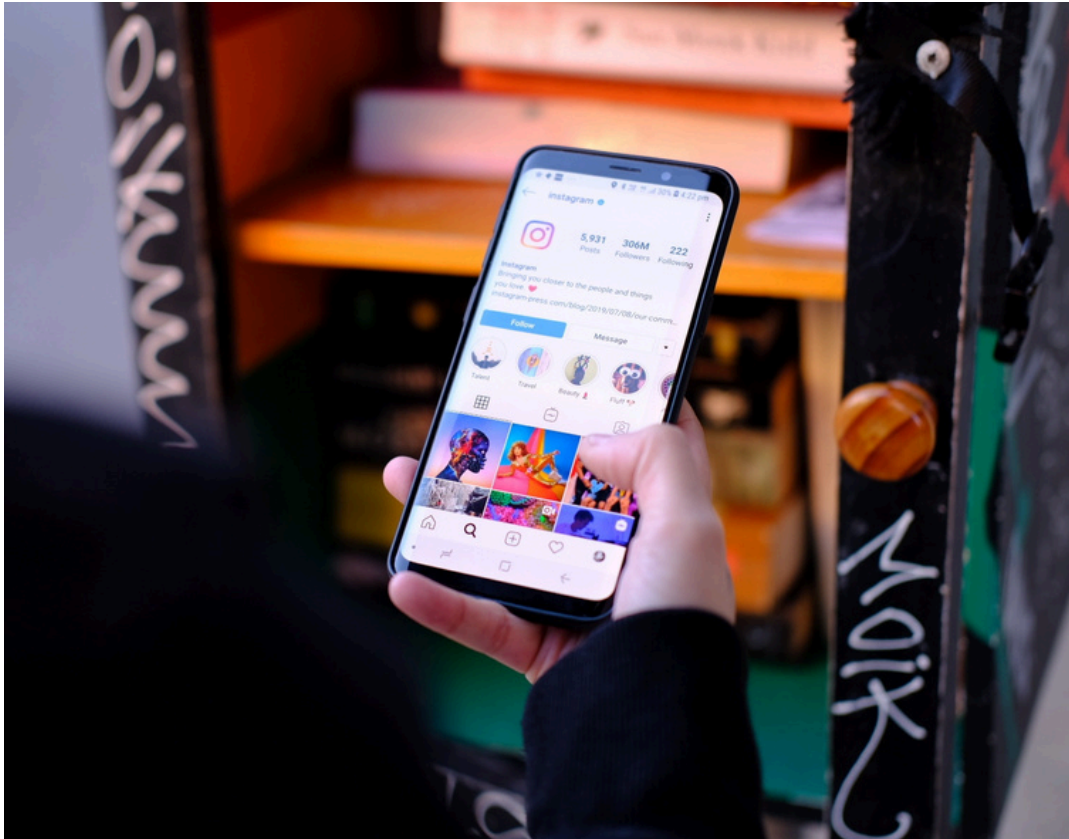
- PRIMARY: DARK GREY (#333333)
- SECONDARY: SLATE BLUE (#6A5ACD)
- ACCENT: PALE BLUE (#AFEEEE)
- BACKGROUND: WHITE (#FFFFFF)

PRACTICAL APPLICATION

- WEBSITES: USE SANS-SERIF FONTS FOR EASY READABILITY ONLINE, WITH A CLEAN AND MINIMAL DESIGN EMPHASIZING BLUE AND WHITE FOR A PROFESSIONAL LOOK.
- PRINT MATERIALS: SERIF FONTS CAN BE USED FOR HEADINGS AND IMPORTANT TEXT TO CONVEY AUTHORITY, WITH GREEN AND GREY TONES FOR A BALANCED AND CALMING APPEARANCE.
- OFFICE DECOR: INCORPORATE THESE COLORS IN OFFICE DECOR, SUCH AS IN SIGNAGE, BROCHURES, AND PATIENT FORMS, TO MAINTAIN A COHESIVE AND PROFESSIONAL ATMOSPHERE.




BRANDING



USE THESE APPS (BASIC LEVEL)

CapCut


Video editor software

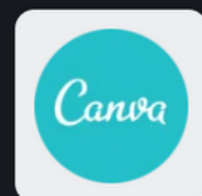
 [capcut.com](https://www.capcut.com)



Canva

Online graphic design platform

 [canva.com](https://www.canva.com)




IFBLANK. 😊




USE THESE APPS TO EDIT (IFBLANK LEVEL)

Adobe Premiere Pro
Timeline-based video editing software application



Adobe Inc.
American multinational computer software company



[adobe.com](http://www.adobe.com)

LOGOS

1. PRIMARY LOGO

DESCRIPTION

- **USE:** THE MAIN LOGO THAT REPRESENTS YOUR BRAND. IT'S TYPICALLY THE MOST DETAILED AND COMPLETE VERSION, INCORPORATING THE BRAND NAME AND ANY TAGLINES OR ADDITIONAL ELEMENTS.
- **CHARACTERISTICS:** FULL COLOR, INCLUDES TEXT AND GRAPHIC ELEMENTS, AND DESIGNED TO BE USED IN MOST BRAND COMMUNICATIONS.

EXAMPLE

- **NIKE:** THE FULL LOGO WITH THE "NIKE" WORDMARK AND THE SWOOSH.
- **COCA-COLA:** THE CLASSIC SCRIPT LOGO WITH THE FULL NAME "COCA-COLA."

APPLICATIONS

- WEBSITE HEADERS
- BUSINESS CARDS
- BROCHURES
- PRINT ADS
- SIGNAGE

LOGOS

2. SECONDARY LOGO

DESCRIPTION

- **USE:** A SIMPLIFIED VERSION OF THE PRIMARY LOGO. IT CAN BE USED IN SMALLER SPACES WHERE THE PRIMARY LOGO MIGHT BE TOO COMPLEX OR CROWDED.
- **CHARACTERISTICS:** MAY INCLUDE ONLY PART OF THE TEXT OR GRAPHIC ELEMENT FROM THE PRIMARY LOGO, OR A REARRANGED FORMAT THAT MAINTAINS BRAND RECOGNITION.

EXAMPLE

- **NIKE:** THE SWOOSH WITH THE BRAND NAME BELOW IT IN A HORIZONTAL FORMAT.
- **COCA-COLA:** A SIMPLIFIED VERSION OF THE SCRIPT OR A HORIZONTAL LAYOUT OF THE PRIMARY LOGO.

APPLICATIONS

- SOCIAL MEDIA PROFILES
- EMAIL SIGNATURES
- SMALLER PRINT MATERIALS (LIKE FLYERS OR POSTCARDS)
- MOBILE APP INTERFACES

LOGOS

3. LOGO MARK (ICON OR SYMBOL)

DESCRIPTION

- **USE:** A STANDALONE GRAPHIC ELEMENT THAT REPRESENTS THE BRAND WITHOUT TEXT. IT'S HIGHLY VERSATILE AND CAN BE USED IN VARIOUS CONTEXTS WHERE SPACE IS LIMITED.
- **CHARACTERISTICS:** SIMPLE, EASILY RECOGNIZABLE, AND OFTEN USED AS A FAVICON, SOCIAL MEDIA AVATAR, OR APP ICON.

EXAMPLE

- **NIKE:** THE SWOOSH ALONE.
- **COCA-COLA:** THE DISTINCTIVE BOTTLE SHAPE OR THE DYNAMIC RIBBON ELEMENT FROM THE PRIMARY LOGO.

APPLICATIONS

- FAVICONS
- SOCIAL MEDIA ICONS
- APP ICONS
- WATERMARKS
- SMALL MERCHANDISE (LIKE PENS OR BUTTONS)

LOGOS

BENEFITS OF HAVING THREE TYPES OF LOGOS

- **VERSATILITY:** DIFFERENT LOGOS WORK BETTER IN DIFFERENT CONTEXTS, ENSURING YOUR BRAND IS CONSISTENTLY REPRESENTED ACROSS ALL MEDIA.
- **RECOGNITION:** A LOGO MARK CAN BECOME INSTANTLY RECOGNIZABLE EVEN WITHOUT TEXT, AIDING IN QUICKER BRAND RECALL.
- **CONSISTENCY:** USING A FAMILY OF LOGOS ENSURES YOUR BRAND LOOKS COHESIVE AND PROFESSIONAL, WHETHER IT'S ON A LARGE BILLBOARD OR A SMALL SOCIAL MEDIA ICON.

DESIGN TIPS

- **CONSISTENCY:** ENSURE ALL VERSIONS OF YOUR LOGO SHARE COMMON DESIGN ELEMENTS, SUCH AS COLOR SCHEME, TYPOGRAPHY, AND GRAPHIC STYLE.
- **SCALABILITY:** MAKE SURE YOUR LOGOS ARE SCALABLE TO DIFFERENT SIZES WITHOUT LOSING CLARITY OR IMPACT.
- **SIMPLICITY:** ESPECIALLY FOR THE LOGO MARK, KEEP THE DESIGN SIMPLE AND CLEAN FOR EASY RECOGNITION AND VERSATILITY.



HOOKS

1. START WITH A QUESTION

- EXAMPLE: “DO YOU WANT TO KNOW THE SECRET TO PERFECT TEETH?”
- WHY: ENGAGES THE AUDIENCE BY PROMPTING CURIOSITY AND ENCOURAGES THEM TO KEEP WATCHING FOR THE ANSWER.

2. USE A BOLD STATEMENT

- EXAMPLE: “THIS ONE TRICK CAN SAVE YOU THOUSANDS ON DENTAL BILLS!”
- WHY: GRABS ATTENTION WITH A SURPRISING OR IMPACTFUL STATEMENT THAT MAKES VIEWERS WANT TO LEARN MORE.

3. SHOW AN EYE-CATCHING VISUAL

- EXAMPLE: A CLOSE-UP OF A DRAMATIC BEFORE-AND-AFTER DENTAL TRANSFORMATION.
- WHY: VISUALLY STRIKING IMAGES CAN IMMEDIATELY DRAW VIEWERS IN AND MAKE THEM CURIOUS ABOUT THE STORY BEHIND THE IMAGE.

4. CREATE A SENSE OF URGENCY

- EXAMPLE: “YOU ONLY HAVE 24 HOURS TO TAKE ADVANTAGE OF THIS SPECIAL OFFER!”
- WHY: ENCOURAGES IMMEDIATE ACTION AND MAKES VIEWERS FEEL THEY NEED TO WATCH THE VIDEO TO AVOID MISSING OUT.



HOOKS

5. BEGIN WITH A RELATABLE SCENARIO

- EXAMPLE: “EVER FEEL EMBARRASSED ABOUT YOUR SMILE IN PHOTOS? HERE’S WHAT YOU CAN DO.”
- WHY: CONNECTS WITH THE AUDIENCE ON A PERSONAL LEVEL BY ADDRESSING A COMMON ISSUE THEY MAY FACE.

6. USE HUMOR

- EXAMPLE: “WHAT DO DENTISTS CALL THEIR X-RAYS? TOOTH PICS! BUT SERIOUSLY, HERE’S HOW TO IMPROVE YOUR DENTAL HEALTH.”
- WHY: A LIGHT-HEARTED JOKE CAN MAKE THE CONTENT MORE APPROACHABLE AND ENTERTAINING, KEEPING VIEWERS ENGAGED.

7. TEASE A TRANSFORMATION

- EXAMPLE: “WATCH HOW THIS PATIENT’S LIFE CHANGED AFTER ONE DENTAL VISIT.”
- WHY: TEASES A POWERFUL STORY OF CHANGE, PROMPTING VIEWERS TO WATCH THE ENTIRE VIDEO TO SEE THE OUTCOME.

8. SHARE A SHOCKING FACT

- EXAMPLE: “DID YOU KNOW THAT 90% OF DENTAL PROBLEMS CAN BE PREVENTED WITH ONE SIMPLE HABIT?”
- WHY: SURPRISING STATISTICS OR FACTS CAN INTRIGUE VIEWERS AND MAKE THEM WANT TO LEARN MORE.



HOOKS

9. USE TESTIMONIALS

- **EXAMPLE:** “HEAR HOW OUR CLIENT OVERCAME CHRONIC BACK PAIN WITH OUR CHIROPRACTIC TREATMENT.”
- **WHY:** REAL-LIFE TESTIMONIALS CAN BUILD CREDIBILITY AND PERSONAL CONNECTION, MAKING VIEWERS INTERESTED IN SIMILAR OUTCOMES.

10. POSE A CHALLENGE

- **EXAMPLE:** “CAN YOU IMPROVE YOUR POSTURE IN JUST 7 DAYS? TRY THIS CHIROPRACTOR-APPROVED PLAN.”
- **WHY:** CHALLENGES ENCOURAGE ENGAGEMENT AND CAN MOTIVATE VIEWERS TO TAKE IMMEDIATE ACTION.

11. INCLUDE A COUNTDOWN

- **EXAMPLE:** “TOP 5 DENTAL CARE TIPS YOU NEED TO KNOW BEFORE YOUR NEXT APPOINTMENT.”
- **WHY:** COUNTDOWN FORMATS PROMISE CONCISE AND VALUABLE INFORMATION, MAKING IT EASY FOR VIEWERS TO STAY UNTIL THE END.

12. SHOW BEHIND-THE-SCENES FOOTAGE

- **EXAMPLE:** “EVER WONDER WHAT A DAY IN THE LIFE OF A CHIROPRACTOR LOOKS LIKE? LET’S TAKE YOU BEHIND THE SCENES!”
- **WHY:** GIVES VIEWERS A GLIMPSE INTO SOMETHING THEY DON’T USUALLY SEE, SPARKING CURIOSITY AND INTEREST.

13. HIGHLIGHT A BENEFIT

- **EXAMPLE:** “DISCOVER HOW TO ELIMINATE BACK PAIN WITHOUT SURGERY OR MEDICATION.”
- **WHY:** DIRECTLY ADDRESSES A PAIN POINT AND OFFERS A VALUABLE SOLUTION, WHICH CAN BE HIGHLY COMPELLING.

HOOKS

14. USE A QUICK DEMONSTRATION

- **EXAMPLE:** “WATCH THIS QUICK TECHNIQUE TO INSTANTLY RELIEVE NECK TENSION.”
- **WHY:** IMMEDIATE VALUE THROUGH ACTIONABLE CONTENT CAN HOOK VIEWERS RIGHT FROM THE START.

TIPS FOR EXECUTION

- **KEEP IT SHORT:** AIM TO HOOK VIEWERS WITHIN THE FIRST 3-5 SECONDS.
- **BE AUTHENTIC:** GENUINE ENTHUSIASM AND AUTHENTICITY CAN BE MORE ENGAGING THAN OVERLY POLISHED CONTENT.
- **TAILOR TO YOUR AUDIENCE:** UNDERSTAND WHAT RESONATES WITH YOUR TARGET AUDIENCE AND TAILOR YOUR HOOKS ACCORDINGLY.
- **TEST AND ITERATE:** EXPERIMENT WITH DIFFERENT HOOKS TO SEE WHAT WORKS BEST, AND REFINE BASED ON FEEDBACK AND PERFORMANCE DATA.





SHOT ANGLES

1. EYE LEVEL SHOT

- **DESCRIPTION:** THE CAMERA IS POSITIONED AT THE SUBJECT'S EYE LEVEL.
- **USE:** CREATES A SENSE OF EQUALITY AND CONNECTION BETWEEN THE VIEWER AND THE SUBJECT. IT'S NEUTRAL AND COMMONLY USED IN DIALOGUES.

2. HIGH ANGLE SHOT

- **DESCRIPTION:** THE CAMERA IS PLACED ABOVE THE SUBJECT, LOOKING DOWN.
- **USE:** MAKES THE SUBJECT APPEAR SMALLER, WEAKER, OR MORE VULNERABLE. IT CAN CONVEY A SENSE OF DOMINANCE OR AUTHORITY FROM THE VIEWER'S PERSPECTIVE.

3. LOW ANGLE SHOT

- **DESCRIPTION:** THE CAMERA IS POSITIONED BELOW THE SUBJECT, LOOKING UP.
- **USE:** MAKES THE SUBJECT APPEAR LARGER, STRONGER, OR MORE POWERFUL. IT CAN CREATE A SENSE OF AWE OR INTIMIDATION.

4. BIRD'S EYE VIEW (OVERHEAD SHOT)

- **DESCRIPTION:** THE CAMERA IS DIRECTLY ABOVE THE SUBJECT, LOOKING STRAIGHT DOWN.
- **USE:** PROVIDES A UNIQUE PERSPECTIVE THAT CAN SHOW SPATIAL RELATIONSHIPS AND ENVIRONMENTS IN A WAY THAT'S NOT TYPICALLY SEEN. OFTEN USED FOR DRAMATIC EFFECT OR TO GIVE AN OVERVIEW OF A SCENE.

5. WORM'S EYE VIEW

- **DESCRIPTION:** THE CAMERA IS POSITIONED VERY LOW, AT GROUND LEVEL, LOOKING UP.
- **USE:** EXAGGERATES THE HEIGHT AND SIZE OF THE SUBJECT, CREATING AN UNUSUAL AND OFTEN DRAMATIC PERSPECTIVE.





SHOT ANGLES

6. DUTCH ANGLE (TILTED SHOT)

- **DESCRIPTION:** THE CAMERA IS TILTED TO ONE SIDE, CREATING A SLANTED HORIZON LINE.
- **USE:** CONVEYS DISORIENTATION, TENSION, OR UNEASE. OFTEN USED IN THRILLERS AND HORROR FILMS TO ENHANCE THE PSYCHOLOGICAL IMPACT OF A SCENE.

7. OVER-THE-SHOULDER SHOT

- **DESCRIPTION:** THE CAMERA IS PLACED BEHIND A PERSON'S SHOULDER, FRAMING THE SUBJECT FROM BEHIND THE SHOULDER OF ANOTHER PERSON.
- **USE:** COMMONLY USED IN CONVERSATIONS TO SHOW THE POINT OF VIEW OF THE CHARACTERS AND INCLUDE BOTH PARTICIPANTS IN THE FRAME.

8. POINT OF VIEW (POV) SHOT

- **DESCRIPTION:** THE CAMERA SHOWS WHAT A CHARACTER IS SEEING, FROM THEIR PERSPECTIVE.
- **USE:** ENGAGES THE AUDIENCE BY PUTTING THEM IN THE CHARACTER'S SHOES, CREATING A SENSE OF IMMERSION AND IDENTIFICATION WITH THE CHARACTER.

9. CLOSE-UP SHOT

- **DESCRIPTION:** THE CAMERA IS VERY CLOSE TO THE SUBJECT, TYPICALLY FOCUSING ON A FACE OR A SPECIFIC DETAIL.
- **USE:** HIGHLIGHTS EMOTIONS AND DETAILS, MAKING THE SUBJECT THE CLEAR FOCUS OF ATTENTION.

10. EXTREME CLOSE-UP SHOT

- **DESCRIPTION:** THE CAMERA FOCUSES ON AN EVEN SMALLER DETAIL OF THE SUBJECT, SUCH AS AN EYE OR A HAND.
- **USE:** INTENSIFIES THE FOCUS ON A SPECIFIC PART OF THE SUBJECT, OFTEN USED TO CONVEY SIGNIFICANT DETAIL OR EMOTION.





SHOT ANGLES

11. MEDIUM SHOT

- **DESCRIPTION:** THE SUBJECT IS SHOWN FROM THE WAIST UP.
- **USE:** BALANCES DETAIL AND CONTEXT, OFTEN USED FOR DIALOGUE SCENES. IT'S CLOSE ENOUGH TO CAPTURE FACIAL EXPRESSIONS BUT FAR ENOUGH TO INCLUDE BODY LANGUAGE.

12. LONG SHOT (WIDE SHOT)

- **DESCRIPTION:** THE SUBJECT IS SHOWN IN FULL, ALONG WITH THEIR SURROUNDINGS.
- **USE:** ESTABLISHES CONTEXT AND SETTING, SHOWING THE SUBJECT IN RELATION TO THEIR ENVIRONMENT. USEFUL FOR SHOWING ACTION AND MOVEMENT.

13. EXTREME LONG SHOT

- **DESCRIPTION:** THE SUBJECT IS VERY SMALL IN THE FRAME, OFTEN SHOWING A VAST LANDSCAPE OR LARGE CROWD.
- **USE:** EMPHASIZES THE SCALE OR ISOLATION OF THE SUBJECT. OFTEN USED AS AN ESTABLISHING SHOT TO SET THE SCENE.

PRACTICAL APPLICATIONS

- **STORYTELLING:** USE A MIX OF THESE ANGLES TO ENHANCE STORYTELLING, CONVEY EMOTIONS, AND GUIDE THE VIEWER'S PERSPECTIVE.
- **INTERVIEWS:** EYE LEVEL SHOTS AND OVER-THE-SHOULDER SHOTS ARE COMMON TO CREATE A NATURAL AND ENGAGING CONVERSATION.
- **DRAMATIC SCENES:** HIGH AND LOW ANGLES, ALONG WITH DUTCH ANGLES, CAN ADD INTENSITY AND DRAMA.
- **ESTABLISHING SHOTS:** LONG AND EXTREME LONG SHOTS ARE USEFUL FOR SETTING THE SCENE AND PROVIDING CONTEXT.





EDIT STYLES

1. MONTAGE EDITING

- **DESCRIPTION:** COMBINES A SERIES OF SHORT SHOTS OR CLIPS TO CONDENSE TIME, INFORMATION, OR ACTION.
- **USE:** OFTEN USED TO SHOW THE PASSAGE OF TIME, A SERIES OF EVENTS, OR TO CREATE AN EMOTIONAL BUILD-UP.
- **EXAMPLE:** TRAINING SEQUENCES IN SPORTS MOVIES.

2. CONTINUITY EDITING

- **DESCRIPTION:** ENSURES THAT THE NARRATIVE FLOWS SMOOTHLY AND LOGICALLY FROM ONE SHOT TO THE NEXT.
- **USE:** CREATES A SEAMLESS AND REALISTIC SENSE OF TIME AND SPACE, OFTEN USED IN NARRATIVE FILMS AND TV SHOWS.
- **EXAMPLE:** STANDARD SCENE TRANSITIONS IN MOST HOLLYWOOD FILMS.

3. JUMP CUT

- **DESCRIPTION:** CUTS BETWEEN SHOTS THAT ARE VERY SIMILAR, CREATING A JARRING OR ABRUPT EFFECT.
- **USE:** CAN CONVEY THE PASSAGE OF TIME OR HIGHLIGHT CHANGES IN A CHARACTER'S STATE OF MIND. COMMON IN VLOGS AND EXPERIMENTAL FILMS.
- **EXAMPLE:** A CHARACTER MOVING FROM ONE SIDE OF THE ROOM TO ANOTHER WITH QUICK CUTS.

4. CROSS-CUTTING (PARALLEL EDITING)

- **DESCRIPTION:** ALTERNATES BETWEEN TWO OR MORE SCENES HAPPENING SIMULTANEOUSLY IN DIFFERENT LOCATIONS.
- **USE:** BUILDS SUSPENSE, SHOWS RELATIONSHIPS BETWEEN STORYLINES, OR CONTRASTS DIFFERENT ACTIONS.
- **EXAMPLE:** A SCENE CUTTING BETWEEN A HERO DEFUSING A BOMB AND PEOPLE IN A BUILDING UNAWARE OF THE DANGER.

5. CUTAWAY

- **DESCRIPTION:** CUTS TO A SHOT OF SOMETHING OTHER THAN THE MAIN ACTION.
- **USE:** PROVIDES ADDITIONAL INFORMATION, CONTEXT, OR REACTION SHOTS, OFTEN USED TO AVOID JUMP CUTS.
- **EXAMPLE:** CUTTING TO AN AUDIENCE'S REACTION DURING A SPEECH.





EDIT STYLES

6. MATCH CUT

- **DESCRIPTION:** CUTS FROM ONE SHOT TO ANOTHER WHERE THE TWO SHOTS ARE LINKED BY VISUAL, AURAL, OR THEMATIC SIMILARITIES.
- **USE:** CREATES A SENSE OF CONTINUITY AND CONNECTION BETWEEN SCENES OR IDEAS.
- **EXAMPLE:** A CHARACTER REACHING FOR A DOOR HANDLE, THEN CUTTING TO ANOTHER CHARACTER OPENING A DOOR IN A DIFFERENT LOCATION.

7. SMASH CUT

- **DESCRIPTION:** ABRUPTLY TRANSITIONS FROM ONE SCENE TO ANOTHER, OFTEN FROM SOMETHING INTENSE TO SOMETHING CALM, OR VICE VERSA.
- **USE:** CREATES A SHOCK, SURPRISE, OR DRAMATIC CONTRAST.
- **EXAMPLE:** A LOUD, CHAOTIC SCENE CUTTING TO A QUIET, SERENE ENVIRONMENT.

8. INVISIBLE CUT

- **DESCRIPTION:** CREATES THE ILLUSION OF A CONTINUOUS SHOT BY HIDING THE CUT.
- **USE:** MAINTAINS THE FLOW AND IMMERSSES THE VIEWER WITHOUT OBVIOUS TRANSITIONS. OFTEN USED IN ACTION SEQUENCES OR LONG TAKES.
- **EXAMPLE:** A CHARACTER WALKING PAST THE CAMERA, WITH THE CUT HIDDEN AS THEY BLOCK THE LENS.

9. L CUT AND J CUT

- **DESCRIPTION:** L CUT: THE AUDIO FROM THE NEXT SCENE STARTS BEFORE THE VISUAL TRANSITION. J CUT: THE AUDIO FROM THE CURRENT SCENE CONTINUES INTO THE NEXT VISUAL.
- **USE:** SMOOTH TRANSITIONS, MAINTAINING AUDIO CONTINUITY, AND ENHANCING STORYTELLING.
- **EXAMPLE:** HEARING THE DIALOGUE FROM THE NEXT SCENE WHILE STILL SEEING THE CURRENT SCENE (L CUT) OR THE OPPOSITE FOR J CUT.





EDIT STYLES

10. CUTTING ON ACTION

- DESCRIPTION: CUTS FROM ONE SHOT TO ANOTHER WHILE THE SUBJECT IS IN MOTION.
- USE: CREATES A MORE DYNAMIC AND ENGAGING SEQUENCE, ENSURING THE MOTION FLOWS SMOOTHLY.
- EXAMPLE: CUTTING FROM A WIDE SHOT OF A CHARACTER STARTING TO PUNCH TO A CLOSE-UP OF THE PUNCH LANDING.

11. SPLIT SCREEN

- DESCRIPTION: DIVIDES THE SCREEN INTO TWO OR MORE PARTS, SHOWING DIFFERENT SCENES OR PERSPECTIVES SIMULTANEOUSLY.
- USE: HIGHLIGHTS RELATIONSHIPS OR CONTRASTS BETWEEN DIFFERENT ACTIONS OR EVENTS HAPPENING AT THE SAME TIME.
- EXAMPLE: TWO CHARACTERS IN DIFFERENT LOCATIONS SPEAKING ON THE PHONE TO EACH OTHER.

12. SLOW MOTION AND FAST MOTION

- DESCRIPTION: ALTERS THE SPEED OF THE FOOTAGE.
- USE: SLOW MOTION EMPHASIZES DETAIL AND EMOTION; FAST MOTION CAN SHOW THE PASSAGE OF TIME OR CREATE A HUMOROUS EFFECT.
- EXAMPLE: SLOW MOTION OF AN ATHLETE CROSSING THE FINISH LINE; FAST MOTION OF A DAY PASSING IN A TIME-LAPSE.

13. FADE IN/FADE OUT

- DESCRIPTION: GRADUALLY TRANSITIONS TO OR FROM A BLACK SCREEN.
- USE: SIGNALS THE BEGINNING OR END OF A SCENE, OR INDICATES A PASSAGE OF TIME.
- EXAMPLE: FADING TO BLACK AT THE END OF A DRAMATIC SCENE.

14. DISSOLVE

- DESCRIPTION: GRADUALLY TRANSITIONS FROM ONE SHOT TO ANOTHER, WITH BOTH SHOTS BRIEFLY OVERLAPPING.
- USE: CREATES A SMOOTH TRANSITION AND OFTEN INDICATES A PASSAGE OF TIME OR A CHANGE IN LOCATION.
- EXAMPLE: DISSOLVING FROM A SCENE OF A CHARACTER GOING TO SLEEP TO A SCENE OF THEM WAKING UP.



EDIT STYLES

PRACTICAL APPLICATIONS

- **VLOGS AND ONLINE CONTENT:** JUMP CUTS AND MATCH CUTS CAN KEEP THE PACING QUICK AND ENGAGING.
- **DOCUMENTARIES:** CROSS-CUTTING AND CUTAWAYS CAN PROVIDE CONTEXT AND ADDITIONAL PERSPECTIVES.
- **ACTION FILMS:** CONTINUITY EDITING, INVISIBLE CUTS, AND CUTTING ON ACTION KEEP THE ENERGY HIGH AND THE STORY FLOWING SEAMLESSLY.
- **DRAMA AND ROMANCE:** SLOW MOTION AND DISSOLVES ENHANCE EMOTIONAL IMPACT AND TRANSITIONS.
- **COMMERCIALS:** MONTAGE EDITING AND SMASH CUTS GRAB ATTENTION QUICKLY AND CREATE MEMORABLE VISUALS.





PLATFORMS

1. SOCIAL MEDIA PLATFORMS

FACEBOOK

- **USE:** WIDE-REACHING PLATFORM FOR BUILDING BRAND AWARENESS, ENGAGING WITH CUSTOMERS, AND ADVERTISING.
- **BEST FOR:** BUSINESSES TARGETING A BROAD AUDIENCE, COMMUNITY ENGAGEMENT, EVENTS, AND CUSTOMER SERVICE.
- **FEATURES:** FACEBOOK ADS, PAGES, GROUPS, MARKETPLACE.

INSTAGRAM

- **USE:** VISUAL STORYTELLING, SHOWCASING PRODUCTS, INFLUENCER MARKETING.
- **BEST FOR:** BUSINESSES IN FASHION, BEAUTY, FOOD, TRAVEL, AND LIFESTYLE.
- **FEATURES:** STORIES, REELS, IGTV, SHOPPING.

TWITTER

- **USE:** REAL-TIME UPDATES, CUSTOMER SERVICE, NEWS DISSEMINATION, BRAND VOICE.
- **BEST FOR:** TECH, MEDIA, ENTERTAINMENT, AND BUSINESSES LOOKING TO ENGAGE IN CONVERSATIONS AND TRENDS.
- **FEATURES:** TWEETS, THREADS, HASHTAGS, TWITTER ADS.

LINKEDIN

- **USE:** PROFESSIONAL NETWORKING, B2B MARKETING, THOUGHT LEADERSHIP.
- **BEST FOR:** B2B COMPANIES, RECRUITMENT, PROFESSIONAL SERVICES, INDUSTRY NEWS.
- **FEATURES:** LINKEDIN PAGES, PULSE ARTICLES, LINKEDIN ADS, GROUPS.

PINTEREST

- **USE:** VISUAL DISCOVERY, DRIVING WEBSITE TRAFFIC, DIY AND TUTORIAL CONTENT.
- **BEST FOR:** HOME DECOR, FASHION, BEAUTY, RECIPES, AND ANY VISUALLY APPEALING PRODUCTS.
- **FEATURES:** PINS, BOARDS, PROMOTED PINS, BUYABLE PINS.

TIKTOK

- **USE:** SHORT-FORM VIDEO CONTENT, VIRAL MARKETING, ENGAGING YOUNGER AUDIENCES.
- **BEST FOR:** ENTERTAINMENT, FASHION, BEAUTY, FOOD, AND BRANDS TARGETING GEN Z AND MILLENNIALS.
- **FEATURES:** TIKTOK ADS, HASHTAG CHALLENGES, INFLUENCER COLLABORATIONS.



PLATFORMS

2. SEARCH ENGINE PLATFORMS

GOOGLE MY BUSINESS

- USE: LOCAL SEO, ENHANCING VISIBILITY IN LOCAL SEARCHES.
- BEST FOR: LOCAL BUSINESSES, SERVICE PROVIDERS, RETAIL STORES.
- FEATURES: BUSINESS PROFILE, REVIEWS, POSTS, INSIGHTS.

GOOGLE ADS

- USE: PAY-PER-CLICK ADVERTISING, SEARCH ENGINE MARKETING.
- BEST FOR: ANY BUSINESS LOOKING TO INCREASE VISIBILITY AND DRIVE TRAFFIC THROUGH PAID SEARCH.
- FEATURES: SEARCH ADS, DISPLAY ADS, SHOPPING ADS, VIDEO ADS.

BING ADS

- USE: PAY-PER-CLICK ADVERTISING ON BING SEARCH ENGINE.
- BEST FOR: BUSINESSES LOOKING TO DIVERSIFY THEIR SEARCH ENGINE MARKETING.
- FEATURES: SEARCH ADS, DISPLAY ADS.

3. CONTENT PLATFORMS

YOUTUBE

- USE: VIDEO CONTENT, TUTORIALS, PRODUCT REVIEWS, VLOGS.
- BEST FOR: BRANDS WITH STRONG VISUAL CONTENT STRATEGIES, EDUCATIONAL CONTENT, ENTERTAINMENT.
- FEATURES: YOUTUBE ADS, CHANNELS, PLAYLISTS, COMMUNITY POSTS.

BLOGS

- USE: CONTENT MARKETING, SEO, THOUGHT LEADERSHIP.
- BEST FOR: BUSINESSES WANTING TO PROVIDE IN-DEPTH INFORMATION, TUTORIALS, AND INDUSTRY INSIGHTS.
- FEATURES: ARTICLES, GUEST POSTS, COMMENTS, SEO OPTIMIZATION.

MEDIUM

- USE: BLOGGING PLATFORM, THOUGHT LEADERSHIP.
- BEST FOR: BUSINESSES LOOKING TO REACH A WIDE AUDIENCE WITH CONTENT MARKETING.
- FEATURES: PUBLICATIONS, STORIES, CLAPS (LIKES), COMMENTS.





PLATFORMS

4. EMAIL MARKETING PLATFORMS

MAILCHIMP

- USE: EMAIL CAMPAIGNS, AUTOMATION, NEWSLETTERS.
- BEST FOR: SMALL TO MEDIUM-SIZED BUSINESSES, E-COMMERCE, CONTENT UPDATES.
- FEATURES: CAMPAIGN BUILDER, SEGMENTATION, ANALYTICS.

CONSTANT CONTACT

- USE: EMAIL MARKETING, EVENT MARKETING, AUTOMATION.
- BEST FOR: SMALL BUSINESSES, NON-PROFITS, EVENT ORGANIZERS.
- FEATURES: EMAIL TEMPLATES, EVENT MANAGEMENT, SOCIAL MEDIA TOOLS.

HUBSPOT

- USE: INBOUND MARKETING, EMAIL CAMPAIGNS, CRM INTEGRATION.
- BEST FOR: BUSINESSES LOOKING FOR AN ALL-IN-ONE MARKETING, SALES, AND SERVICE PLATFORM.
- FEATURES: EMAIL MARKETING, LANDING PAGES, AUTOMATION, CRM.

5. REVIEW AND LOCAL PLATFORMS

YELP

- USE: CUSTOMER REVIEWS, LOCAL SEO.
- BEST FOR: RESTAURANTS, SERVICE-BASED BUSINESSES, LOCAL SHOPS.
- FEATURES: BUSINESS PROFILES, REVIEWS, YELP ADS.

TRIPADVISOR

- USE: CUSTOMER REVIEWS, TRAVEL AND HOSPITALITY MARKETING.
- BEST FOR: HOTELS, RESTAURANTS, ATTRACTIONS, TRAVEL SERVICES.
- FEATURES: BUSINESS LISTINGS, REVIEWS, TRIPADVISOR ADS.





PLATFORMS

6. E-COMMERCE PLATFORMS

WIX / SHOPIFY / KAJABI

- USE: E-COMMERCE WEBSITE BUILDING, ONLINE SALES.
- BEST FOR: RETAIL BUSINESSES, ONLINE STORES.
- FEATURES: ONLINE STORE BUILDER, PAYMENT GATEWAY, ANALYTICS.

AMAZON

- USE: MARKETPLACE SELLING, ADVERTISING.
- BEST FOR: RETAIL PRODUCTS, CONSUMER GOODS.
- FEATURES: AMAZON MARKETPLACE, SPONSORED PRODUCTS, AMAZON PRIME.

7. OTHER NICHE PLATFORMS

REDDIT

- USE: COMMUNITY ENGAGEMENT, NICHE MARKETING, DISCUSSIONS.
- BEST FOR: BRANDS LOOKING TO ENGAGE WITH SPECIFIC COMMUNITIES AND DISCUSSIONS.
- FEATURES: SUBREDDITS, AMA (ASK ME ANYTHING), REDDIT ADS.

QUORA

- USE: ANSWERING QUESTIONS, ESTABLISHING EXPERTISE.
- BEST FOR: BRANDS AND PROFESSIONALS LOOKING TO PROVIDE VALUE THROUGH ANSWERS AND THOUGHT LEADERSHIP.
- FEATURES: QUESTIONS AND ANSWERS, QUORA ADS.

CHOOSING THE RIGHT PLATFORMS

1. IDENTIFY YOUR AUDIENCE: UNDERSTAND WHERE YOUR TARGET AUDIENCE SPENDS THEIR TIME ONLINE.
2. DEFINE YOUR GOALS: DETERMINE WHETHER YOUR PRIMARY GOALS ARE BRAND AWARENESS, LEAD GENERATION, CUSTOMER ENGAGEMENT, OR SALES.
3. EVALUATE YOUR RESOURCES: CONSIDER YOUR BUDGET, TIME, AND TEAM CAPACITY FOR MANAGING MULTIPLE PLATFORMS.
4. EXPERIMENT AND ANALYZE: START WITH A FEW PLATFORMS, MONITOR PERFORMANCE, AND ADJUST YOUR STRATEGY BASED ON RESULTS.





GOOGLE BUSINESS PAGE

- PEOPLE SEARCH 'NEAR ME'
- PEOPLE SEARCH YOUR NAME NOT YOUR OFFICE NAME. MAKE A SEPARATE GBP
- USE HIGH END PICTURES
- SIMPLE PICTURES
- GET REVIEWS
- MATCHING INFORMATION
- VERIFIED

BONUS :

- MAKE A ONE CLICK CTA
- LANDING PAGE
- QUICK ACTION PAGE

EXAMPLE :

- CALL NOW PAGE
- SEE OUR MLS

USE OUR:

- G.E.M. MODELS
- G.A.P. PATH
- Q.A.P. PAGES
- & I.C.E. MAPS

TO OPTIMIZE OVER YOUR COMP'

IF YOU DON'T KNOW YET...

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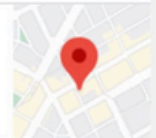


WEBSITE

REQUEST A QUOTE



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Detroit, MI 48226

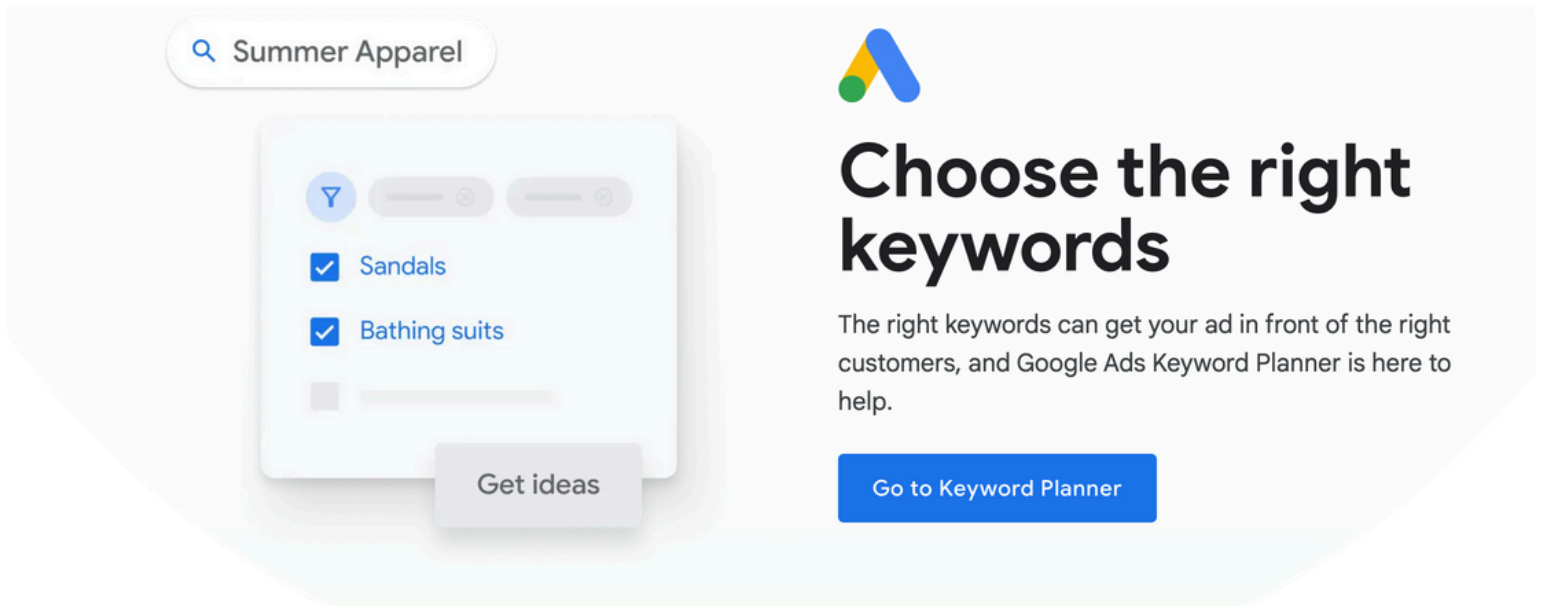


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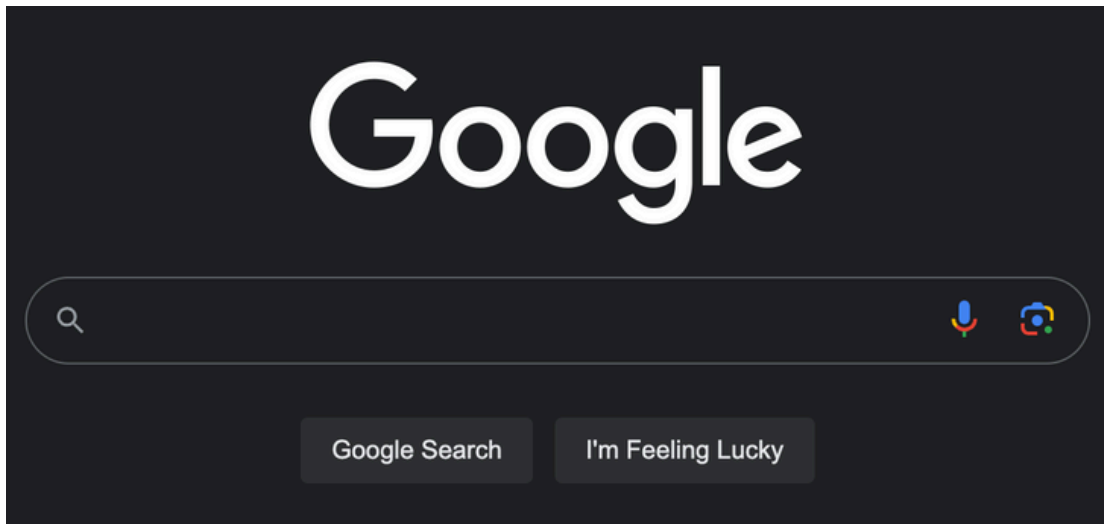




SEARCH ENGINE KEYWORDS



GO TO YOUR KEYWORD PLANNER ON GOOGLE



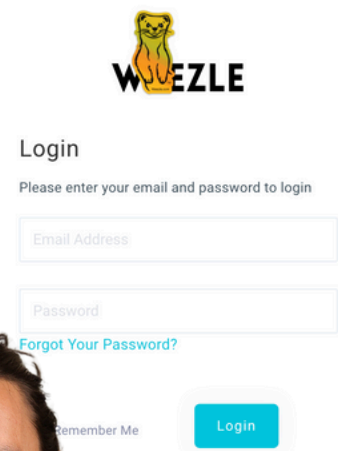
GOOGLE 'YOUR INDUSTRY + GEO-LOCATION'



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