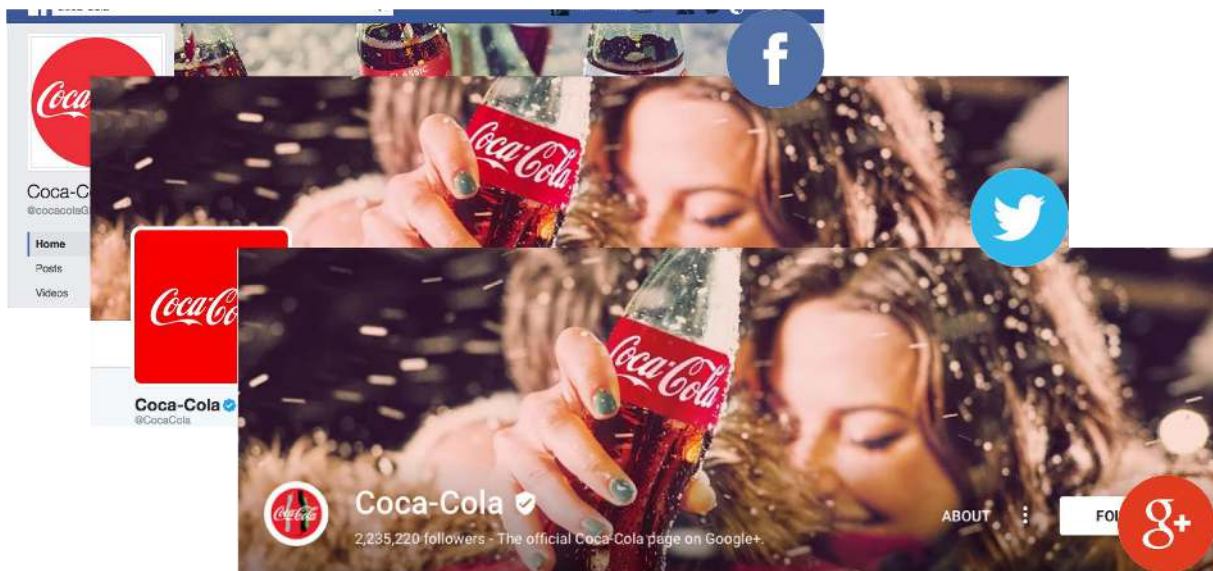


## Are You Being Overlooked By All The Right Customers?

*Find Out How A Consistent Brand Image Can Change  
The Face Of Your Online Marketing -- And The Size Of  
Your Wallet*



Great branding takes advantage of this speed of recognition, and it works whether you're a small business or a huge multinational.

In fact, playing against the "big boys" has never been so easily accessible in the history of mankind as it is today.

*So what makes a great, recognisable 'small business' brand?* It means projecting a strong, consistent image throughout **all** of your marketing.

And I mean **ALL** of it.

It doesn't matter if you're using online media, offline media, or both.

However, let's focus on maintaining a consistent *online* brand, because, for the most part, **it's free.**

If you're new to the game, a 'business of one', or making under \$200,000 a year, you're probably using social media...

- \* Facebook,
- \* Twitter,
- \* LinkedIn,
- \* YouTube
- \* Google+

... "THE BIG 5".



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All of these social media platforms are free, easy to set up, help you to engage with your customers “on their own playing field”, and enable you to promote your business with a minimal time investment - and a zero cost investment.

Using social media enables you maximize your **brand presence**, enabling potential customers to understand the value you can provide to them.

*By projecting your business’s unique personality, you send a clear message about who you work with and what your business is all about.*



## What is the benefit of projecting a consistent online brand?

- **Customers differentiate you from your competition.** A brand signals a level of *quality* that grows as your brand becomes more recognizable. A brand also establishes a personality for your business that helps attract your ideal client.
- **Your business stand out from others in your industry.** If you associate your brand with high standards such as trust and quality, clients and prospects will associate your brand image – logo,

colors and message – with that value *emotionally*.

- **Increase customer trust, loyalty and familiarity.** A strong, focused brand consistently projected across all of your web properties makes your business more credible and recognizable.

## The Design and Graphical Elements

There’s a secret that successful companies know about social media:

*A strong visual brand helps you **connect with your community and effectively convey your brand’s personality.***

In short, it makes you memorable. This idea of your “brand personality” is an important one, so pay close attention.

You know that McDonald’s is fun, excitable, much like a child.

Pets At Home is compassionate and animal friendly - a place for the whole family, because that’s what your pet is, family.

Pepsi is young, sporty and trendy.

Your “brand personality” tells your ideal customer what they can expect when they do business with you. It helps them to **know, like** and **trust** you. And if they *don’t*, then



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they aren't your *ideal customer*.

The look of your brand is determined by your logo, layout, colors and all other design elements. **The visual identity of your brand is greatly affected by how these elements work.**

Does your company have specific colors associated with it?

If not, I encourage you to **think about how you can convey your brand's personality with color**; a strong color palette is a key element of brand recognition.

## Here's an example:

*Are you a fun brand that wants to inspire creativity? Use bright or pastel colors.*

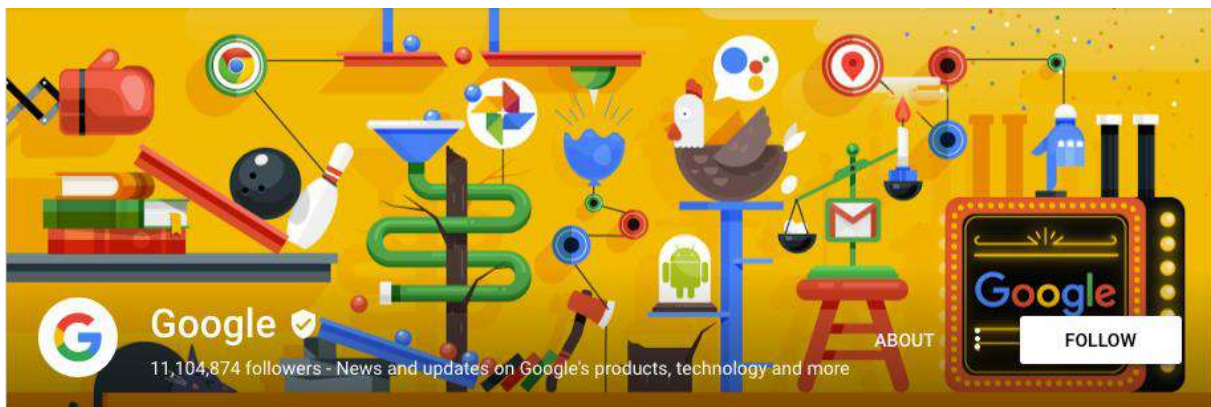
*Are you an insurance brand built on trust? Use trustworthy dark blues and maroons.*

I won't go into too much detail of the **psychological effect colours have on our subconscious** because you can find a world of information online with a simple Google search, but here are some things to keep in mind:

- **Red** means STOP or danger
- **Green** is SAFE or go ahead
- **Orange** is the most recognisable colour to the human eye
- And **Blue** is a sign of trustworthiness or loyalty (ever noticed how so many politicians wear deep blue suits?)

**Speaking of Google**, they are a perfect example of a successful company using established brand colors.

[Google](#)'s color scheme is immediately recognizable and is used in *all* of the company's imagery. The colors (primary red, blue, yellow and green), as well as their images, reflect Google's playful, innovative culture.



## Bringing it Back to Social

There's an epidemic that can easily be cured in the small business world today. This problem of **mismatched social branding**.

Sadly, many of the clients I come across have thrown up their social profiles as though it were an afterthought, so their social profiles just... *Don't look quite right*.

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As we now know, this can be dangerous because branding inconsistency can confuse your prospects and cause them to completely **overlook** your marketing.

*The best marketing in the world doesn't mean a thing if the right person isn't looking at it.*

There are prospective customers out there who **love** Twitter, but *hate* Facebook.

There are prospective customer out there who **love** Pinterest, but you'll never find them on Twitter or Facebook.

And there are ideal prospects on Facebook, Twitter, and Pinterest who don't even know what Google+ is.

The point is, if you don't have consistency, look good, project your brand's personality, and help prospects to know, like and trust you on **ALL** of these channels, then your ideal prospect **might not even notice you**.

That aside, there's another type of person who might be perfect for you... and that's the person who is on **all 6 big social media platforms**.

Luckily for you:

*Studies show that the average person needs to be marketed to approximately 6 times before they make a buying decision.*

## Remember, The Big 5:

1. Facebook
2. Twitter
3. LinkedIn
4. YouTube
5. Google+

## Do You Fall Victim to This Fatal Pitfall

Chance are, you have at least 3 of these 6 social media accounts. Take a look at each one and get ready to do a quick social audit.

Here's are some common issues with accounts that are in disarray, check the boxes if any apply to you:

- Your colors or designs are inconsistent from one profile to the next
- You have different tag lines or different messages
- Your calls to action (if you have any) is different
- Your personal info isn't up to date
- Your graphics don't look the same
- You're using the exact same image on each profile, but it's stretched and pixelated on some of them

*Sadly, this kind of inconsistency can provide the overall effect that your social networks belong to*

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*separate entities.*

Your prospective customer could get a sense of “**unfamiliarity**” when they encounter your brand - and unfamiliarity can have a tremendously negative effect for you.

The importance of maintaining your “social property” cannot be understated.

Social networks can change and update their requirements, which means that in order to look “smartly dressed” to your customer, you need to pay close attention to these guidelines as well.

Those lacking visual cues on a social media property may seem... forgotten.

## What Can You Do to Get a Social Media Makeover

Luckily for you, we have the answers you’re looking for right here, so let’s jump right to it:

1. **Your brand images must remain consistent across all social media profiles.**  
*This means your profile picture AND your cover photo, wherever you can be seen.*
2. Make sure the colours are the same (use a colour-picker tool to find out the ‘Hex Colour Code’).
3. **Make sure the tag line, messages or call-to-action are the same across networks.**
4. Learn the dimensions required for the perfect profile photo and cover photo for each of “the big 6” networks.  
*To help you out with this one, we did the hard work for you:*

### FACEBOOK

**Profile Image:** At least 180 pixels x 180 pixels

**Cover Photo:** At least 828 pixels x 315 pixels

### TWITTER

**Profile Image:** At least 400 pixels x 400 pixels

**Header Photo:** At least 1,500 pixels x 500 pixels

### LINKEDIN

**Profile Image:** At least 400 pixels x 400 pixels

**Background Image:** Between 1,400 pixels x 425 pixels and 4,000 x 4,000

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## YOUTUBE

**Channel Cover Photo:** At least 2,560 pixels x 1,440

## GOOGLE+

**Profile Image:** At least 250 pixels x 250 pixels

**Cover Image:** At least 1,080 pixels x 608 pixels

## How to Maintain Brand Image Consistency in a Quick and Painless Way

There's a reason so many of your peers (maybe even yourself) have fallen short of maintaining a **clear** and **concise** social media branding suite...

And it's because *it's so damn complicated.*

You aren't a graphic designer, nobody ever expected you to be, but you find yourself needing to do a lot of the "fiddly stuff" yourself when you start out in business, just to attract your perfect customer.

It's OK, don't get stressed about it, because there is a solution.

If you don't have the time or the skill to put together your own social media branding pack, then the quick & painless way to make sure all of your social profiles look perfect is simple outsourcing.

One thing that many entrepreneurs find difficult is *outsourcing the tasks you're not good at* to somebody who is.

**But one of the big facts about growing a business is that you can't do it all by yourself.**

Outsourcing *small tasks* is a great way to get used to "letting go" before the fateful day when you'll have to -- *gulp* -- hire someone.

Strasdesign has created an **EXCLUSIVE package for SEO Alien subscribers (you!)** to take advantage of, where you'll receive images for your various social media profiles, branded specifically to your business.

I'll work directly *with you* until the design is absolutely perfect. If you're interested then just visit this link:

[Click Here for More Information](#)

***BTW, This offer isn't available anywhere else, not even to my own clients!***

**-- This is ONLY for SEO Alien subscribers --**

We will produce a branding package that provides continuity throughout all of your social media profiles for only \$119 in just 10 days

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## This [SEO Alien Exclusive](#) Pack Includes the Following

In just 10 days, you'll receive a pack including:

- ✓ Facebook Profile Image & Cover Photo
- ✓ Twitter Profile Image & Header Photo
- ✓ LinkedIn Profile Image & Background Image
- ✓ YouTube Channel Cover Photo
- ✓ Google+ Profile Image & Cover Image



All of these will show consistent designs that represent your brand and message, and they'll be made-to-fit each different social network - so none will be out of focus or stretched and you can work with me, Frederic from Strasdesign, until they are *perfect*.

[Click Here for More Information](#)

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