

**What does your organization do well?**

**How could your organization improve?**

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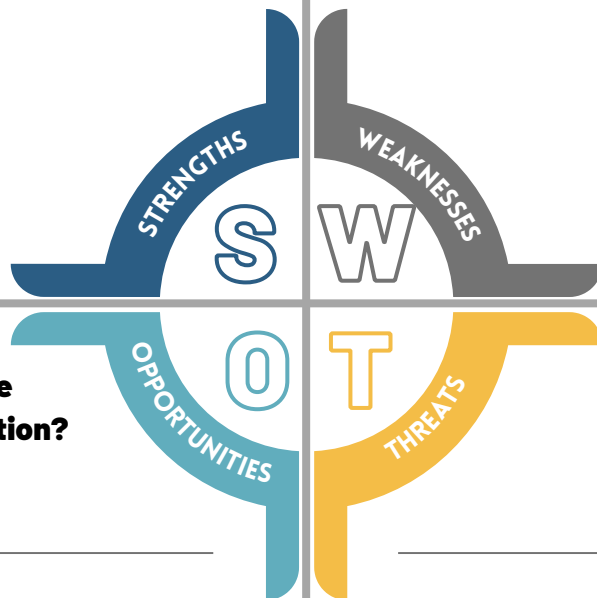
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**What opportunities are available to your organization?**

**What threatens your organization's success?**

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## AWARENESS

How do people hear about you?

What are your products?

Who are they for?

## CONSIDERATION

How do they compare to similar products?

How much do they cost?

## CONVERSION

Where is your product available?

How can your product be purchased?

## LOYALTY

Why should patrons keep coming back?

How do you create a culture people are excited to be apart of?

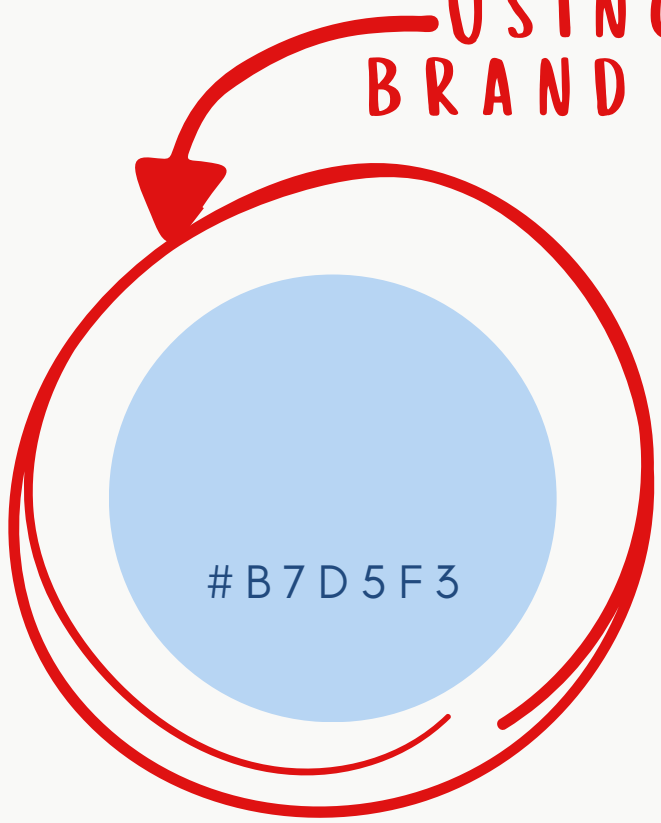
How do you build relationships over time?

A GOOD LOGO IS THE START TO GOOD BRANDING. CANVA.COM, VISTAPRINT.COM, AND ADOBE EXPRESS ALL OFFER FREE LOGO CREATION, AND MANY OFFER FREE OR LOW-COST USE TO NON-PROFITS

# CHORUS AMERICA

Here is an annotated brand guide based on Chorus America's brand. Take a look at all branded Chorus America materials this weekend and count how many recognizably branded touchpoints you see throughout the conference. (For reference and educational purposes only; Chorus America owns this particular brand)

USING SITES LIKE COOLERS.CO CAN HELP CREATE A GREAT BRAND PALETTE. COLOR THEORY CAN ALSO HELP YOUR BRAND REFERENCE LARGER MARKETING ASSOCIATIONS



HEX CODES HELP MAINTAIN CONSISTENCY ACROSS MEDIUMS

### FONTS GUIDE

## Heading

### Sub Heading

A brand board is a visual guide that outlines how each brand element should be used. It helps your business stay on brand, ensuring consistency across all your designs, whether for print or digital materials, and allows you to have everything ready at a glance.

### FONTS IN USE

# AA

**MONTSERRAT**

A brand guide could specify to use **CAPS** only **EXTRA BOLD** and weight to add emphasis to your headlines

# Aa

## Glacial Indifference

By using a sans-serif body font you're using a similar style as your headline with enough difference to enable readability in larger blocks of text.

ADDING VARIATION TO FONT WEIGHTS IN A SENTENCE EFFECTIVELY CREATES A THIRD FONT - THIS IS OFTEN USED IN MODERN STYLING

## Heading

### Sub Heading

Notice the difference between a sans serif vs. serif font in the sub-headings here and above. Serifs add weight to your page, both physically (by adding weight to the ends of letters) and mentally. We associate serifs with printed text, while most digital content is sans serif. Therefore, using serifs signals a trusted, traditional voice, while using sans serifs signals a more progressive, modern voice.

COVER ONE EXAMPLE AT A TIME AND SEE THE DIFFERENCE A SERIF CAN MAKE!

FONTJOY.COM IS A GREAT FREE FONT PAIRING SITE TO HELP YOU DEVELOP YOUR OWN BRANDED FONTS.

### VISUAL ELEMENTS APPLICATION

THROUGHOUT THE SITE YOU CAN SEE THE SAME ROUND SHAPES AND FONTS. THIS IS IMPORTANT TO MAINTAINING A BRAND IMAGE. THE MORE YOU USE THE SAME OR SIMILAR ELEMENTS THROUGHOUT YOUR MARKETING, THE MORE BRAND ASSOCIATION YOU DEVELOP

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PHOTO ELEMENTS ALWAYS SHOW MULTIPLE PEOPLE HAVING FUN



# Applying Big Marketing Ideas to your Chorus

## THE MARKETING FUNNEL

### Awareness

How do people hear about you?  
What are your products?  
Who are they for?

JTBD model

### Consideration

How do they compare to similar products?  
How much do they cost?

SWOT analysis

### Conversion

Where and how can your products be purchased?

### Loyalty

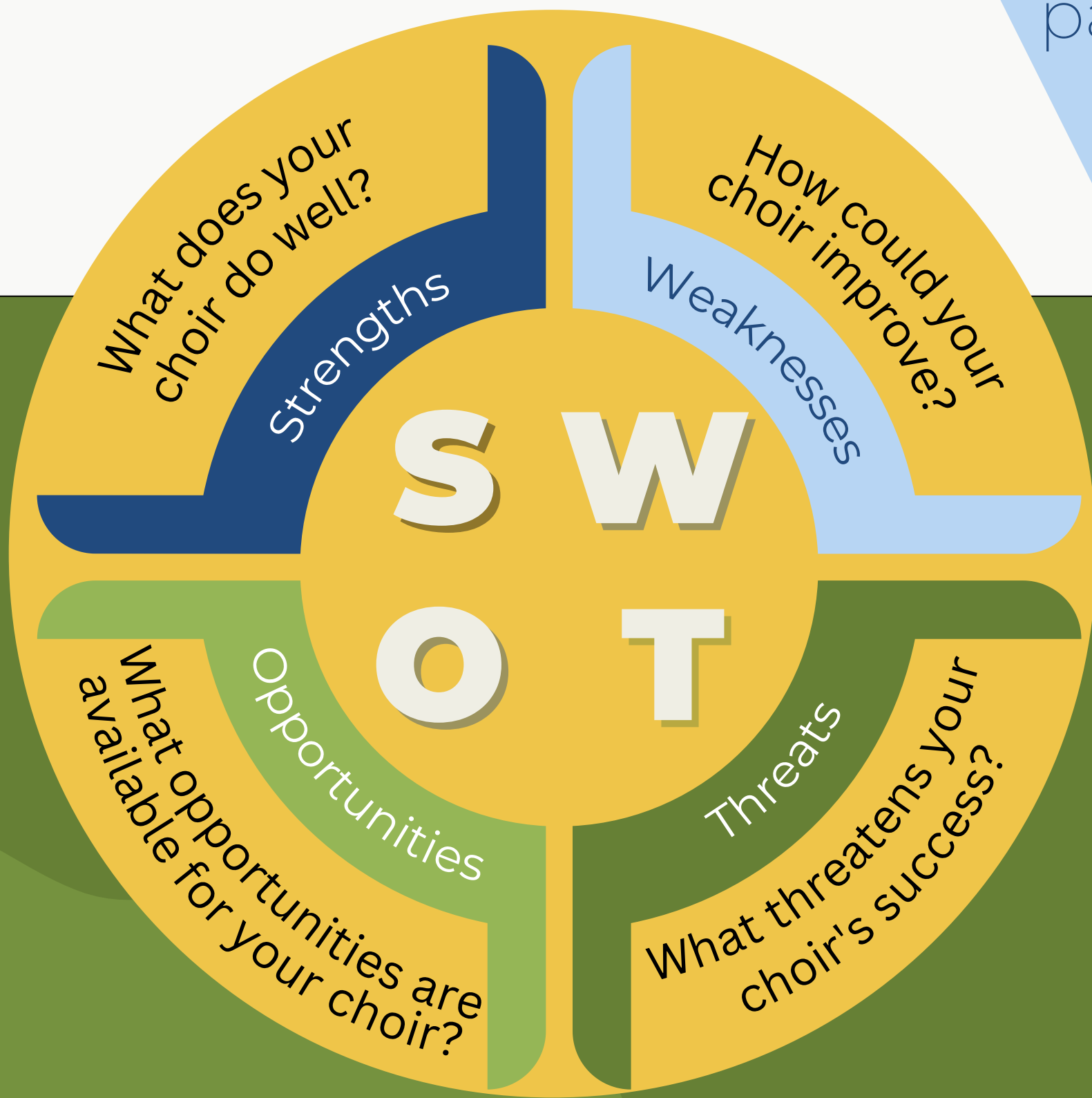
Why should patrons keep coming back?

On average, it takes

8

branded touchpoints to close a sale

Start with WHY, then KEEP GOING to answer who, what, where, when, how, and how much!



### BRAND GUIDELINES

are rules your organization sets for how it presents itself to the public, including its colors, fonts, voice, photography, and design.

### Inbound Marketing

is the process of attracting patrons by creating content and experiences that are valuable to them.

V S

### Outbound Marketing

is the process of reaching out to potential patrons and explicitly soliciting their business.

For more worksheets scan here!

