

CRAIG BOWER

business of
[art] symposium

NAVIGATING YOUR DIGITAL BRAND

[WHEN ALL YOU WANT TO DO IS MAKE ART]

BUT FIRST LET'S TALK ABOUT ME



- + 30+ years Marketing, Branding, Design
- + BFA in Package Design
- + Owner/Chief Rocker Design That Rocks
- + Owner/Chief Rocker Rub That Rocks
- + Marketing Director - Hansen Foods/AK Crust
- + Educator + Speaker + Consultant

CRAIG BOWER

Find me everywhere at
designthatrocks.com

PERSONAL BRAND

The conscious and intentional effort to create and influence public perception of an individual by positioning them as an authority in their industry, elevating their credibility, and differentiating themselves from the competition.

DIGITAL BRAND

The goal of digital branding is not necessarily driving sales, but enhancing the awareness, image, and style of the brand.

Digital branding in turn drives long-term customer loyalty.

BUT ALL I WANT TO DO IS CREATE ART!

Why should you care?

LITTLE MISS STUBBORN

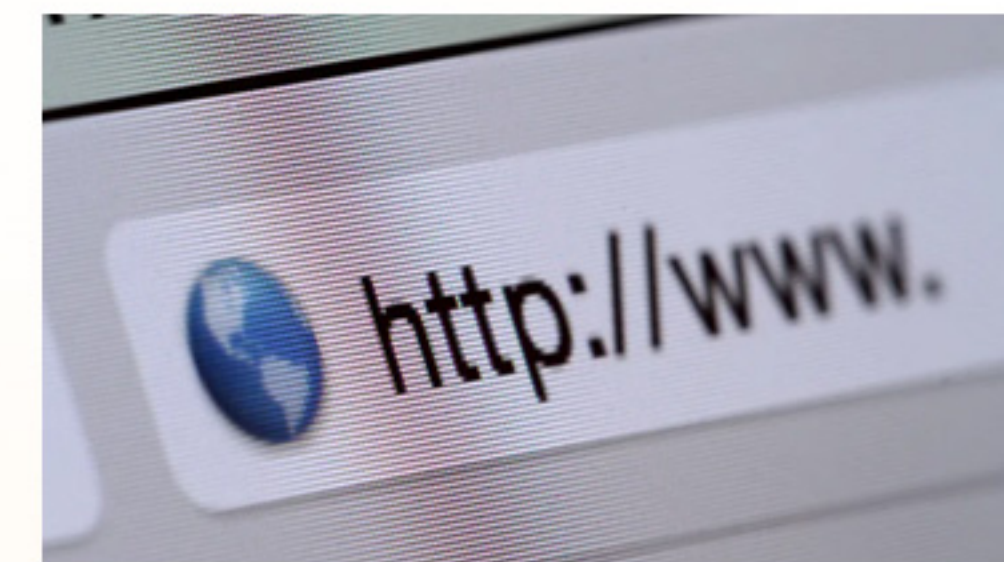
by Roger Hargreaves



WHERE TO BEGIN?

Assumptions

+ Certain level of tech knowledge



+ Just starting out

+ Three Steps...

WHERE TO BEGIN?

Step 1
+ Take Inventory



WHERE TO BEGIN?

Step 2 + Define Goals

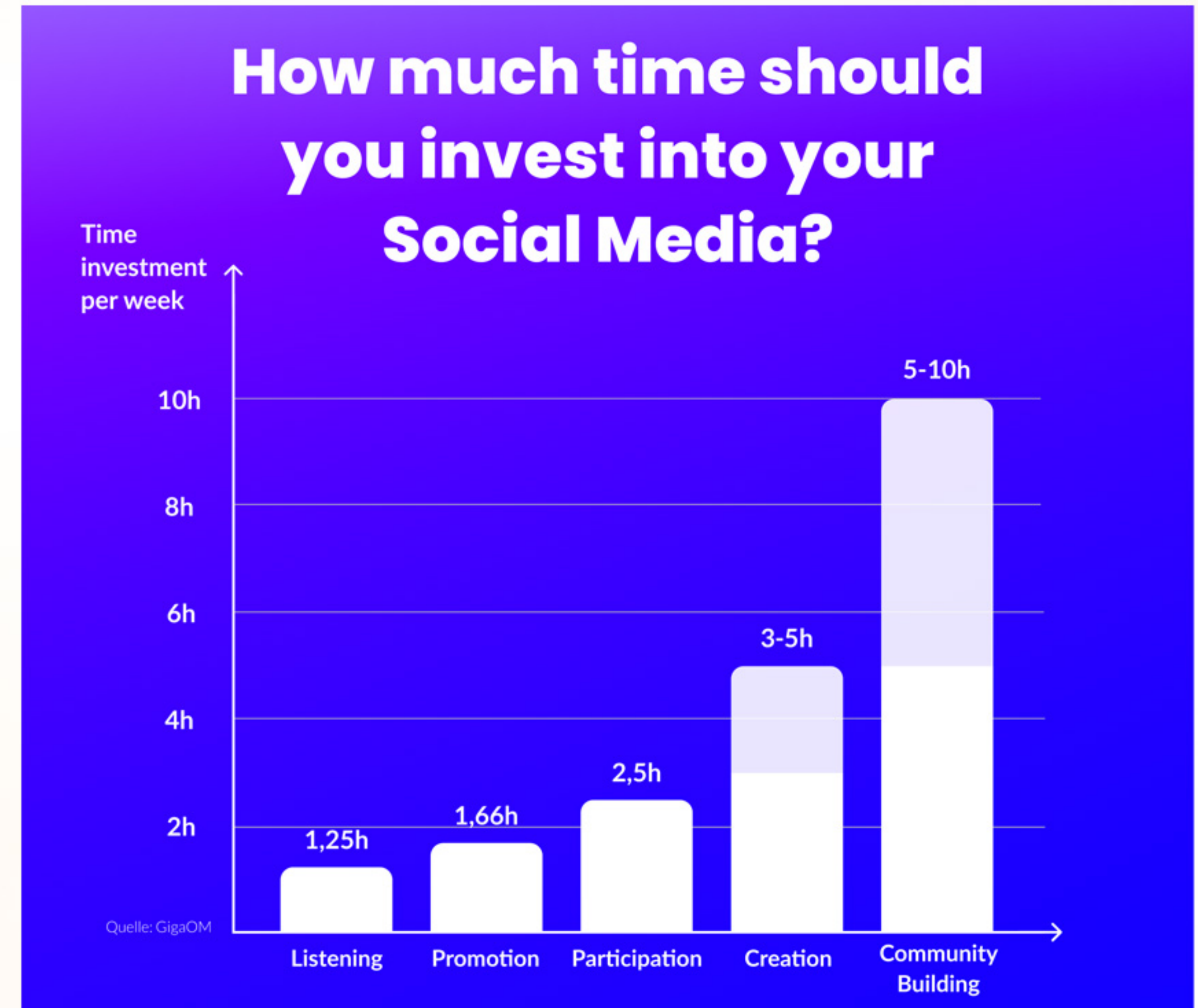
Social marketers' top goals for social



- 70%** Increase brand awareness
- 59%** Sales/lead generation
- 48%** Increase community engagement
- 46%** Grow my brand's audience
- 45%** Increase web traffic

WHERE TO BEGIN?

Step 3
+ Define Time
(and be honest)



WHERE TO BEGIN?

Your goals will help determine your tactics.

The success of those tactics is directly related to the amount of time you are willing to consistently invest.

DIGITAL BRAND

EXTEND the conscious and intentional effort to create and influence public perception of an individual by positioning them as an authority in their industry, elevating their credibility, and differentiating themselves from the competition **ONLINE.**

WEBSITES & SOCIAL MEDIA

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WEBSITES & SOCIAL MEDIA

The most important distinctions to remember between a website and social media are ownership and control.



WEBSITE

The BEFORE

- + Domain name
- + Complimentary social media names
- + Domain name email address
(multiple can be helpful)

WEBSITE

The BEFORE

- + Function (based on goals)
- + Budget vs. Cost vs. Time
- + Domain+Hosting = Website
- + DIY or Hire or Free



WEBSITE

Speaking of Free

+ Is it?

+ Plenty of google options

+ You get what you pay for

+ Vested interest



WEBSITE

weebly

BANDZOOGL



Canva

GoDaddy



SQUARESPACE



WORDPRESS



★ REVERBNATION

WEBSITE

What about Ecommerce?

- + Payment Processor & Gateway
- + Fees & Taxes
- + Time Management
- + Shipping
- + Etsy or Similar



WEBSITE

But wait, there's more

- + Design
- + User Experience (UX)
- + Photography
- + Copywriting
- + Analytics



WEBSITE

Now the Good News...
Light the Beacons!



WEBSITE

Your new website is LIVE!

What's next?



WEBSITES & SOCIAL MEDIA

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SOCIAL MEDIA

The **BEFORE**

- + Remember your inventory and research
- + Remember your goals

SOCIAL MEDIA

The **BEFORE**

- + MORE RESEARCH
- + What do you love/hate?
- + Inspiration for Ideas
- + Emulate or build on
- + Competition

SOCIAL MEDIA

Where do you begin?



SOCIAL MEDIA

Who is your audience? How can you reach them? What are your goals?

CHOOSING THE RIGHT SOCIAL MEDIA PLATFORM

	Facebook	Twitter	Pinterest	YouTube	LinkedIn	Instagram	TikTok
DEMOGRAPHICS	2.7 Billion users Ages 25-34	353 Million users Ages 30-49 68% Male	442 Million users Ages 30-49 78% Female	2.3 Billion users All ages	740 Million users Ages 46-55	1.2 Billion users Ages 25-34	689 Million users Ages 18-24
PURPOSE	Building Relationships	News & Articles; Conversation	"Scrapbook-ing"	"How To", Lifestyle, Educational	News & Articles; Networking	Building Relationships; Conversation	Building Relationships; Conversation
BEST FOR	Building Brand Loyalty	Public Relations	Lead Generation; Clothing, Art & Food Businesses	Brand Awareness; Lead Generation	Business Development; Brand Awareness	Lead Generation; Retail, Food, Entertainment, Beauty Businesses	Building Brand Loyalty & Community
DOWNSIDE	Limited Reach	280 characters or less	Images and video only; Narrow demographic	Resource intensive	Limited interactions	Images and video only	Videos only; Very specific demographic

SOCIAL MEDIA

The **BEFORE**

- + Download apps
- + Register accounts

- + One, some or all... it's up to you
- + Remember your training (I mean goals)

SOCIAL MEDIA

Common Questions

- + How often should you post?
- + When should you post?
- + Should I post pictures? Videos?
- + What works best?
- + How authentic should I really be?



SOCIAL MEDIA

Ongoing

- + What's working & what isn't?
- + 3, 6, 9, 12 month reviews
- + Working-Do More Not working-Do Less
- + YOUR secret weapon...

SOCIAL MEDIA

Analytics!
and also, Light the Beacons!



WEBSITES & SOCIAL MEDIA

COMPLETED

NOW WHAT?

what's next?



NOW WHAT?

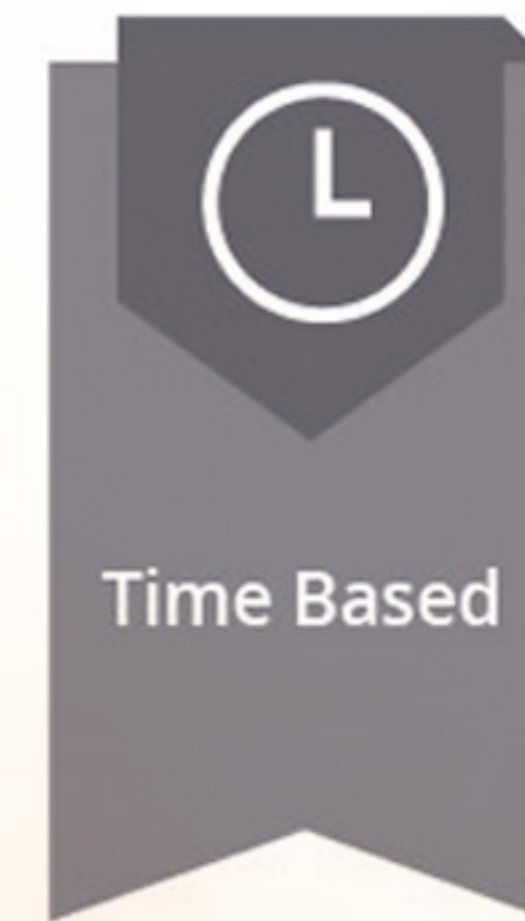
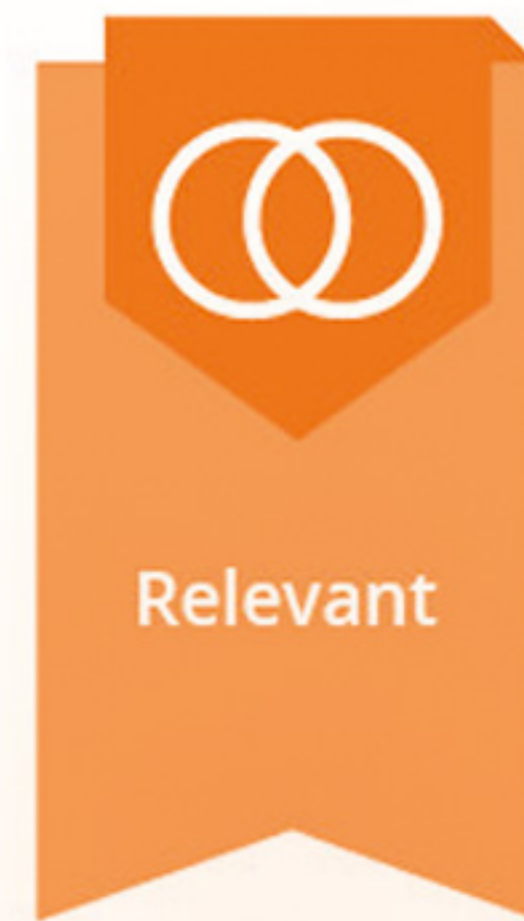
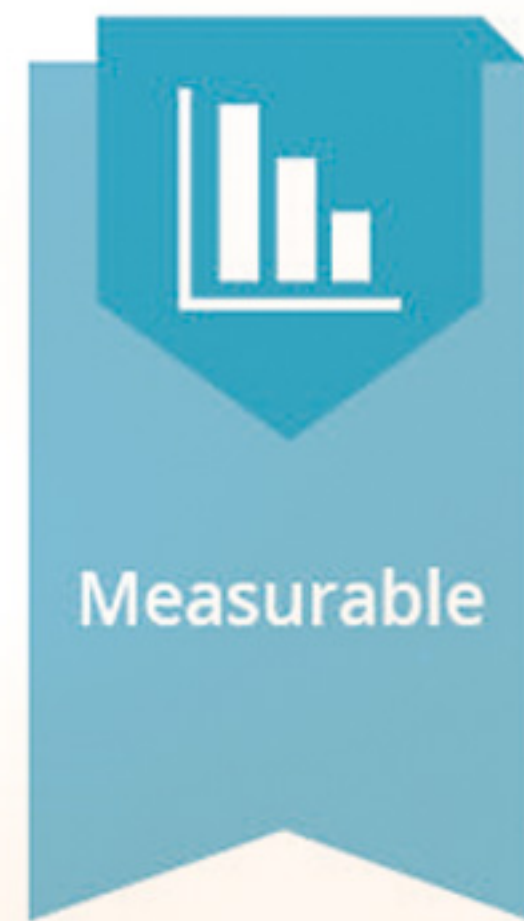
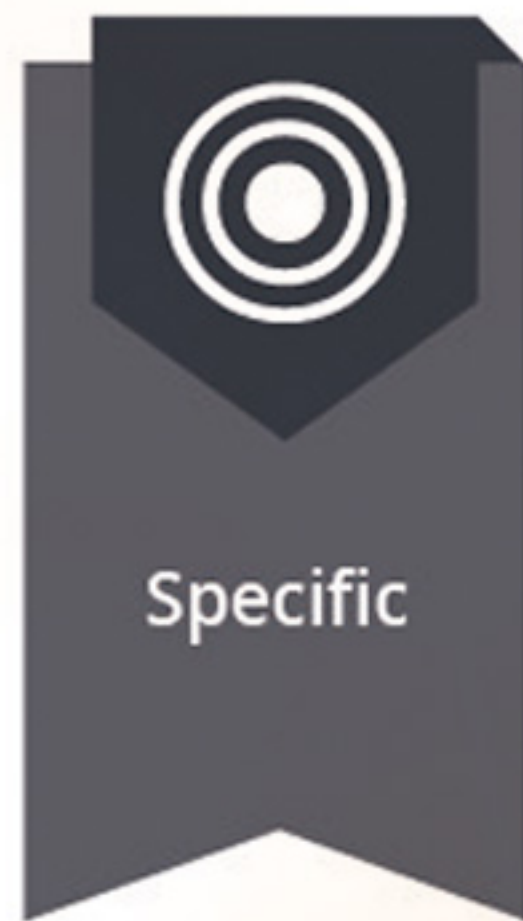


BUT ALL I WANT TO DO IS CREATE ART!

You are the only person that can determine what is worth your time, and if focusing on your digital brand will help you better reach your goals.

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S M A R T



Q & A

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