



SESSION - 4

SOCIAL MEDIA STRATEGY & BRAND IDENTITY





BRANDING FOUNDATIONS: PERSONAL VS BUSINESS



Introduction to Branding

- Branding is more than just a logo or a name.
- It's the perception people have about a person, product, or company.
- A strong brand builds trust, communicates value, and creates recognition.
- Whether you're promoting yourself or your company, understanding branding is crucial in the digital age.

Definition:

Branding is the process of creating a unique identity, voice, and presence that makes you or your business easily identifiable and memorable to your audience.

There are two main types of branding:

- Personal Branding
- Business Branding



WHAT IS PERSONAL BRANDING?



- Personal branding is about how you present yourself to the world.
- It's the reputation and image you build for yourself, especially online.
- Whether you're a student, a freelancer, or a professional, your personal brand helps people understand who you are, what you stand for, and what you can offer.

Key Elements of Personal Branding

1. Name and Face Recognition – People associate your face, name, and voice with your work.
2. Expertise and Personality – Your knowledge, communication style, and authenticity build your identity.
3. Consistency Online – Maintaining a clear tone and look across platforms (LinkedIn, Instagram, personal website).
4. Unique Value Proposition (UVP) – What makes you different or better? Your skills, experience, or passions?

WHY PERSONAL BRANDING IS IMPORTANT?



- Helps in career growth and job opportunities.
- Builds trust and authority in your field.
- Makes you stand out in a competitive environment.
- Gives you control over your digital identity.

Examples of Personal Brands



- Elon Musk – Known for innovation, boldness, and futuristic thinking.
- Ranveer Allahbadia (BeerBiceps) – Known for personal development and motivational content.
- Kirthiga Reddy – A known face in tech leadership and investments.



WHAT IS BUSINESS BRANDING?



- Business branding focuses on how a company or organization is perceived by the public.
- It includes elements like the logo, colors, messaging, customer service, and product quality.
- A strong business brand builds customer loyalty, increases market presence, and drives business success.

WHAT IS BUSINESS BRANDING?



Key Elements of Business Branding

- Brand Name and Logo – The identity of the business.
- Mission and Vision – What the company believes in and aims to achieve.
- Tagline/Slogan – A short, memorable message (e.g., “Just Do It” – Nike).
- Color Palette and Fonts – For visual consistency.
- Tone and Voice – Friendly, formal, quirky, or luxurious—depending on the brand's personality.
- Customer Experience – Quality of service, product, and interactions.

WHY BUSINESS BRANDING IS IMPORTANT?

- Builds recognition and trust.
- Sets a business apart from competitors.
- Attracts the right audience.
- Supports marketing and sales efforts.

Examples of Business Brands

- Apple – Innovation, premium design, user-friendliness.
- Amul – Trust, quality, tradition in dairy.
- Zomato – Convenience, wit, and customer service in food delivery.



PERSONAL VS BUSINESS BRANDING: KEY DIFFERENCES

Feature	Personal Branding	Business Branding
Identity	Built around a person	Built around a company
Voice	Authentic and human	Professional and scalable
Flexibility	Easily adaptable	Needs consistency



PERSONAL VS BUSINESS BRANDING: KEY DIFFERENCES



Feature	Personal Branding	Business Branding
Goal	Build influence, get hired, create opportunities	Build loyalty, grow revenue, expand
Examples	Influencers, consultants, freelancers	Startups, retail brands, service companies



WHEN SHOULD YOU FOCUS ON EACH?

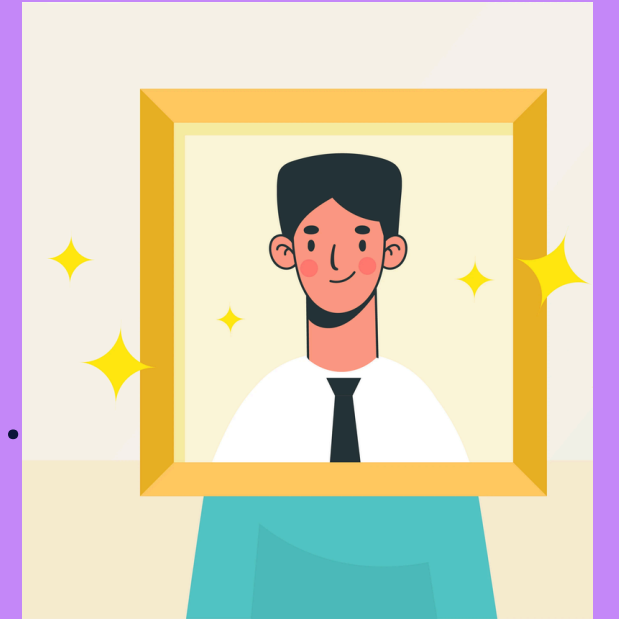


Focus on Personal Branding if:

- You're a student, freelancer, coach, or professional.
- You want to be known for your skills or voice.
- You want to create opportunities like speaking, consulting, or content creation.

Focus on Business Branding if:

- You are building a startup or company.
- You want your brand to operate independently of your name.
- You're selling products or services and want to build customer trust.





HOW THEY CAN WORK TOGETHER



In today's digital world, personal and business branding often overlap. Many successful companies have founders whose personal brands support the business brand.

Example:

- Anand Mahindra (Personal Brand) supports the visibility of Mahindra Group (Business Brand).
- Falguni Nayar (Personal Brand) adds credibility to Nykaa (Business Brand).

By building both, you can:

- Attract customers and followers more easily.
- Build authenticity and emotional connection.
- Create a brand ecosystem where personal values reflect in business goals.

TIPS TO START BUILDING YOUR BRAND (PERSONAL OR BUSINESS)

Personal Branding Tips

- Create a professional profile on LinkedIn.
- Share thoughtful content or achievements.
- Stay authentic—let your personality show.
- Learn to network and communicate clearly.

Business Branding Tips

- Choose a clear name and logo.
- Write your mission and tagline.
- Be consistent on social media and website.
- Offer quality service or products and collect testimonials.



CONCLUSION

- Whether you're promoting yourself or a business, branding helps you stand out, create trust, and grow your opportunities.
- Personal branding is about who you are; business branding is about what you offer as a company.
- Learning both gives you a competitive edge in today's world—especially in digital marketing, entrepreneurship, and professional careers.

Start small, stay consistent, and build over time.

Your brand is your story—make it worth remembering





PLATFORM ANALYSIS: FACEBOOK, INSTAGRAM, LINKEDIN



Introduction to Platform Analysis

- In digital marketing, understanding the strengths and purposes of different platforms is key to targeting the right audience.
- Each platform—Facebook, Instagram, and LinkedIn—serves a unique role in branding, marketing, and communication.
- By analyzing these platforms, businesses and individuals can decide where to focus their efforts based on audience, content type, and goals.
- Let's break down these platforms one by one.





FACEBOOK: THE COMMUNITY BUILDER



Overview

- **Launched:** 2004
- **Purpose:** Social networking, community interaction, and marketing.
- **Audience:** Wide age range (18–65+); ideal for reaching families, local communities, and broad interests.

Key Features

- **Business Pages:** Used to promote brands, services, or public profiles.
- **Groups & Communities:** Powerful for niche targeting and engagement.
- **Facebook Ads:** Highly targeted based on interests, location, and behavior.
- **Messenger:** Enables instant business-to-customer communication.





FACEBOOK: THE COMMUNITY BUILDER



Strengths

- Best for building long-term relationships with a wide audience.
- Strong advertising platform with detailed targeting.
- Good for sharing content types like images, videos, blogs, and event promotions.

Limitations

- Organic (non-paid) reach is lower unless posts are boosted.
- Content can be buried quickly in the News Feed.



INSTAGRAM: THE VISUAL STORYTELLER



Overview

- **Launched:** 2010
- **Purpose:** Photo and video sharing; visual storytelling.
- **Audience:** Younger demographic (ages 18–35); ideal for lifestyle, fashion, food, and entertainment brands.



Key Features

- **Feed Posts & Reels:** Engaging photos and videos to grab attention.
- **Stories & Highlights:** Temporary but interactive content to build connection.
- **Hashtags:** Improve discoverability.
- **Instagram Shops:** E-commerce feature for selling products directly.
- **Insights:** Analytics for business accounts to track engagement



INSTAGRAM: THE VISUAL STORYTELLER



Strengths

- Great for branding, aesthetics, and visuals.
- High engagement rate compared to other platforms.
- Reels and Stories increase visibility and virality.

Limitations

- Not suitable for long-form content or deep professional discussions.
- Limited link-sharing options (usually only in bio or Stories).

LinkedIn: The Professional Network Overview



- **Launched:** 2003
- **Purpose:** Professional networking, job hunting, B2B marketing.
- **Audience:** Professionals, job seekers, companies, recruiters, and students

Key Features

- **Profiles & Company Pages:** Showcases skills, experience, and services.
- **Content Sharing:** Industry news, thought leadership posts, career updates.
- **LinkedIn Jobs:** Direct access to hiring and job applications.
- **LinkedIn Ads:** Professional targeting (by job title, industry, etc.)
- **Networking:** Send connection requests and messages to build relationships.



Strengths

- Ideal for career building, B2B marketing, and professional services.
- High-value content (like whitepapers, industry insights) performs well.
- Builds authority and personal branding in professional fields.

Limitations

- Slower-paced platform—not suitable for informal or viral content.
- Less visual than Instagram, more formal than Facebook

COMPARATIVE SNAPSHOT

Feature	Facebook	Instagram
Primary Use	Community & engagement	Visual content & branding
Audience	Broad & mixed age	Young & lifestyle-focused
Best For	Events, local updates, ads	Brand building, product visuals

COMPARATIVE SNAPSHOT

Feature	Facebook	Instagram
Tone	Casual to semi-professional	Creative & informal
Content Style	Text, images, links, videos	High-quality visuals & videos

CONCLUSION: CHOOSING THE RIGHT PLATFORM

There is no one-size-fits-all platform in digital marketing. The right choice depends on your goal, target audience, and content type.

- Use Facebook for building broad communities and event-based engagement.
- Use Instagram for strong visual branding and connecting with younger audiences.

Use LinkedIn for professional visibility, B2B communication, and recruiting





BRAND PAGE CREATION & STRATEGIC ALIGNMENT



1. What is a Brand Page?

- A Brand Page is a dedicated space on social media platforms (like Facebook, Instagram, or LinkedIn) that represents a business, personal brand, product, or organization.
- Unlike personal profiles, brand pages are designed to connect with customers, share updates, run promotions, and track performance through insights and analytics.
- Think of a Brand Page as your online storefront—it's where first impressions are formed and relationships begin.

BRAND PAGE CREATION & STRATEGIC ALIGNMENT



2. Why Creating a Brand Page Matters?

Creating a brand page is the first step to building your digital presence. Whether you're a freelancer, entrepreneur, or company, a brand page:

- Builds credibility with your audience.
- Improves discoverability through search and hashtags.
- Provides tools for engagement, advertising, and analytics.
- Helps align your message with your marketing goals.





STEP-BY-STEP: HOW TO CREATE A BRAND PAGE



Here's a simplified breakdown of how to create a brand page on Facebook (the process is similar on Instagram and LinkedIn).

Step 1: Go to the Platform

- For Facebook: Navigate to <https://www.facebook.com/pages/create>

Step 2: Select Page Type

- Choose “Business or Brand” or “Community or Public Figure” depending on your goal.

Step 3: Add Basic Details

- Page Name: Your brand or business name.
- Category: Describe your business (e.g., "Restaurant", "Personal Blog", "E-commerce").
- Description: Briefly explain what your brand is about (max 255 characters).



STEP-BY-STEP: HOW TO CREATE A BRAND PAGE



Step 4: Add Branding Elements

- Profile Picture: Usually your logo or personal headshot.
- Cover Photo: Banner image that represents your brand's theme or message.
- Username: A custom @handle that makes your page easy to search.

Step 5: Customize Your Page

- Add business hours, location, website, and contact info.
- Set up a Call-to-Action (CTA) button like “Shop Now,” “Contact Us,” or “Send Message.”

Step 6: Publish & Start Posting

WHAT IS STRATEGIC ALIGNMENT?

- Strategic Alignment means ensuring your brand page supports your business goals, target audience, and brand voice.
- A well-aligned brand page doesn't just look good—it helps achieve results.

Alignment Area	What to Focus On
Audience	Who are you talking to? Tailor language and visuals to match their interests and age group.

WHAT IS STRATEGIC ALIGNMENT?

Content Themes	What do you post? Choose themes that reflect your niche (e.g., tips, product demos, behind-the-scenes).
Tone & Voice	How do you speak? Friendly, professional, humorous—pick one and stay consistent.
Visual Identity	Do colors and fonts match your brand? Use consistent designs across all posts.



PRACTICAL TIPS TO KEEP YOUR BRAND PAGE EFFECTIVE



Consistency is Key

- Post regularly (2–4 times per week).
- Use a fixed style or template for posts.

Engage Your Audience

- Respond to comments and messages quickly.
- Run polls, ask questions, and encourage interaction.

Use Insights

- Check page analytics to see what works.
- Refine your content based on performance (reach, clicks, shares).

Promote Your Page

- Share it on WhatsApp, Instagram, or business cards.
- Cross-link it with your website and other platforms.



CONCLUSION

- Creating a brand page is not just about being present online, but about being purposeful and aligned with your goals.
- From setup to strategy, every element should reflect your brand's identity and help move you closer to your objectives—whether that's building awareness, increasing engagement, or growing your business.
- Start simple. Stay consistent.
- Think strategically.



VISUAL IDENTITY BUILDING USING CANVA



What is Visual Identity?

Visual Identity is how a brand looks and feels to its audience. It includes colors, fonts, logos, images, and layout styles. A strong visual identity:

- Makes your brand instantly recognizable.
- Builds trust and professionalism.
- Keeps your brand consistent across social media, print, and digital platforms.

Why Use Canva?

Canva is a free, beginner-friendly graphic design tool. It allows you to create professional-quality designs without needing advanced design skills.

Key features: Drag-and-drop interface, thousands of templates, brand kits, and design elements (photos, icons, shapes).



CORE ELEMENTS OF VISUAL IDENTITY IN CANVA



Brand Colors

- Choose 2 to 3 main colors that reflect your brand's personality.
 - **Example:** A bakery might choose soft pastels (pink, cream, brown).
- Use Canva's Color Picker or explore pre-made palettes.

Typography (Fonts)

- Select 1 heading font and 1 body font for all designs.
- Keep it readable and consistent across posters, stories, and reels.

Imagery Style

- Stick to a certain photo or illustration style (minimal, vibrant, vintage).
- Use high-quality visuals that match your brand tone.

Logo and Icons

- Use Canva's logo templates or upload your own.
- Place logos consistently (e.g., bottom-right corner of every post).



GETTING STARTED: STEPS IN CANVA

1. **Create an Account:** Visit www.canva.com and sign up.
2. **Access Brand Kit:** (Free for basic use, Pro for advanced brand features).
3. **Start a Design:** Choose from templates (Instagram Post, Business Card, Flyer, etc.).
4. **Customize It:** Apply your colors, fonts, and upload your logo.
5. **Download or Share:** Download in PNG, JPG, or directly post on social media.

TIPS FOR BEGINNERS



- Use templates to learn layout structure.
- Maintain design consistency across posts.
- Don't overload designs—keep it clean and simple.
- Use grids and alignment tools to keep things neat.



CONCLUSION

- Using Canva, anyone can start building a visually appealing brand identity—no design degree needed.
- By focusing on consistent colors, fonts, and imagery, you can stand out online and create a strong brand presence.
- Design isn't just about looks—it's about leaving a lasting impression.

ACTIVITIES

- Brand Sort Game – Mix of logos and bios: sort into personal or business categories
- Platform Bingo – Traits of FB, Insta, LinkedIn; students check off as trainer explains
- Tone Tracker Challenge – Match sample captions to the right tone (e.g., corporate, humorous)
- Bio Battle – Craft catchy brand bios within character limits
- Canva Relay – Time-bound challenge to create 1 logo in teams



THANK YOU

