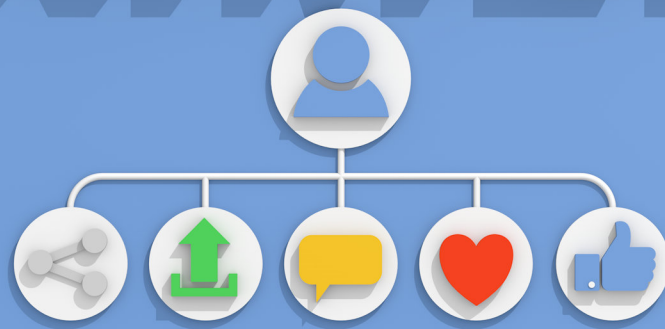
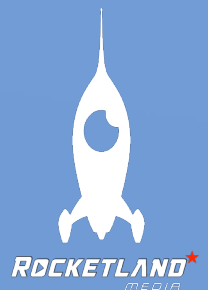


VISUAL COMMMS PRIMER



3 Step Workbook
Visual Communications Primer



3 Step Workbook

Visual Comms Primer

Introduction

Business is about solving problems and your customers love you because you do just that. You take them from where they are to where they want to be. In the Social Media Age, the most effective way to connect with your marketplace and grow a community around your brand is to communicate **visually**.

To maximise the effectiveness of your Visual Communications, they must advance your brand in three areas:

1. **Authority** - demonstrating the stature and quality of your brand
2. **Clarity** - a unified message increasing understanding and recall
3. **Emotion** - connecting and creating synergy with your audience

This workbook will help you 1) put together a war chest of engaging visual tactics, 2) really niche down on who your 'dream customer' is and 3) perform an audit of your current Visual Communications Assets. This will put you in a strong position to move them forwards and start creating and commissioning visual assets that really help you demonstrate your **Authority**, communicate your message with **Clarity** and connect with **Emotion**.

Baby Step #1: Start Paying Attention

Create a folder on your computer and a note in keep.google.com that you can share with your team and start saving files and URLs of the best stuff you find online.

What's catching your eye in social media and online video?

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What made you laugh?

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What made you follow and subscribe? What made you comment, like and share?

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What gave it **gravity**?

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What gave it **Authority, Clarity** and helped you connect **Emotionally**?

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What is engaging other people you know? People who might be like **your** market niche?

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In the matrix below, try to write something in the most appropriate boxes that you could create to boost your Authority, Clarity and Emotional connection based on your observations.

	Photos	Montages	Quotecards/Memes	Gifs/Icons/Emojis	Video - Long Form	Video Bites	Animations	Infographics	Design: Other
Youtube									
Facebook									
Pinterest									
Twitter									
Instagram									
Linked In									
Snapchat									
Other									
Other									

 The shaded boxes show the strongest media types for each platform

Think about the why.

Why did it engage you?

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Why did it grab your attention?

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Why was it interesting?

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Why did it want you to find out more/share/comment?

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Negative Experiences.

From now on, don't just pass them by. Analyse them.

What where your negative experiences?

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What turned you off?

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What annoyed you about it?

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Why did you scroll on by even though it was a topic that usually interests you? (Or specifically what you were looking for?)

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Baby Step #2: Know Your Niche

Write a long list of attributes that describe your dream customer. This is not a one-off exercise. From now on, you must always be thinking about this, fine-tuning and refining it. Eventually it will become so laser focused, and you'll know it so well that all the content you put out will almost automatically be tailored to it.

How old are they?

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What's their income bracket?

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What brands do they love?

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What car do they drive?

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Where do they eat out?

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What entertainment do they consume?

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Where do they go for holidays?

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What do they aspire to?

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Who inspires them?

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What issues keep them awake at night?

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What problems are they struggling to solve that relate to your products and services?

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As you go, filter your observations from Baby Step #1 against this list and make notes about what kinds of ideas you think would resonate with your niche market. You're building up a war-chest of ideas and tactics that in time will allow you to create highly effective visual assets you can use in a integrated way when it comes time to create physical and digital visual assets.

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Baby Step #3: Audit Your Current State

Your current stable of visual assets are already telling your story. Some are doing a good job and you're proud of them. Others are a little cringeworthy but you're taking the 'It'll do for now' approach. With Baby Steps #1 and #2 in mind, give each visual asset you have an **A.C.E.** (Authority, Clarity, Emotional Connection) **Score** out of 10.

On the next page complete the table with your current Visual Communications Assets and allocate them an A.C.E. Score. Be honest with yourself and involve your team. Going easy on yourself with the scoring won't give you the benefits of the exercise!

We're looking at what each item says about your brand's **Authority**, how **Clearly** it communicates your message and tells the story of the USPs (Unique Selling Points) of your brand and products and how well it helps you connect **Emotionally** with your audience.

Our goal here is to end up with an arsenal of assets that all rock in **all three areas**. So your Baby Step here is to grab your workbook and score each visual asset out of 10.

10 A perfect 10 means it already gives an instant impression that you're an Authority, tells your story with great Clarity and allows your audience to connect Emotionally with you. No question about it.

5-9 A score between 5 and 9 would be something that has two of the three A.C.E. 'pink elephants' under control (visit the blog post at rocketland.com/visual-communications-primer to find out more about the 3 pink elephants!) Some of these could be okay for now but will need to be improved upon as soon as possible.

1-4 A score of 4 or below would be reserved for any assets that fail to deliver in two out of the three areas. These are damaging your brand every day and must be consigned to the scrap heap of history.

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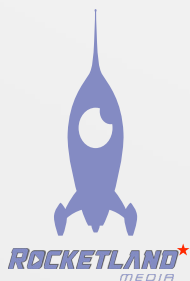
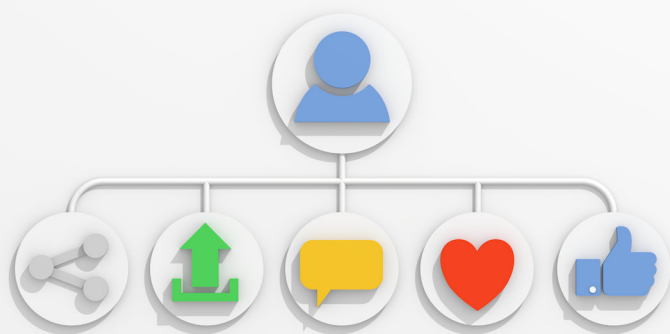
Visual Comms Asset Type

ACE Score

		1	2	3	4	5	6	7	8	9	10
DIGITAL	Website										
	Social Media Visual Assets (Quotecards, memes, gifs, photo-montages...)										
	Animations										
	Videos										
	eBrochures										
	eWhite-Papers										
	eLearning										
	Slide Decks										
	Email Signatures										
	Brand Photography										
PHYSICAL	Packaging										
	Catalogues										
	Point Of Sale										
	Location Signage										
	Vehicle Signage										
	Brochures										
	Posters										
	Exhibition Stands										
	Merchandise										
	Stationary (biz cards, letterheads etc)										
	Workbooks / Training Materials										
	Other										

Notes

A series of horizontal dotted lines for writing notes, spanning the width of the page.



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