Human-Centric Branding & Communication Strategies

Understand more about Branding and Communication:

Cultivating a human-centered approach to problem-solving

https://www.cca.edu/newsroom/design-strategy-problem-solving/#:~:text=No%20matter%20what%20name%20it,co%2Dcreation%2C%20and%20iteration.

The Importance of a Brand Guide

https://carleton.ca/theprintshop/story/the-importance-of-a-brand-guide/

Find Your Core Values with Vanessa Van Edwards:

https://www.youtube.com/watch?v=_fNUQeZLGII

find out more info at: https://www.scienceofpeople.com/core-values/

The Branding Journal:

https://www.thebrandingjournal.com/2015/10/what-is-branding-definition/

What is VoC (Voice of Customer)?

https://www.techtarget.com/searchcustomerexperience/definition/voice-of-the-customer-VOC

Strategic Marketing Plan:

https://www.investopedia.com/terms/m/marketing-strategy.asp

Why Value Propositions are Important:

https://www.forbes.com/sites/markevans/2013/10/31/why-value-propositions-are-important-and-how-to-create-them/

Digital Marketing Tools:

Click Funnel - Fast digital sales funnels				
Answer the public - for content instpiration				
Google my business - free local traffic				
creative market - cheap templates				
becomeasocialmediamarketer.com				
many chats - for automated FB response				
Hotjar/ Mouseflow/ Full Story - Screen recording tools				
Hotjar and Survicate? Website surveys				
userbrain and userlytics - testing				
Hootsuit/ Mention.com / Sprout Social - what people are saying about your company				
Quarticle / Monkey Learn - Keyword extration				

Airtable - similar to google sheets				
ubersuggest - keyword search				
Word Stream - keyword search				
Wordpress - landing pages; create new permalink				
Google ads - advertising				
Hubspot.com - email marketing - free edition is possible for basic campaign work				
SparkToro - Audience research tool for a B2B space				
Jobs to be done - what people want from a website				
Screaming Frog - website crawling tool				
Sim Rush or Ahrefs for content analysis on competitors' websites and key words				
builtwith.com - to see what tools competitors used to build with				
Google Keyword Planner and Google Search Console for SEO				
Flick.tech for haahtags				
SnapTik - tiktoks without watermark				
InShot- edeting videos on phone				
Tube Buddy ans Vid IQ - Keywords				