

CHAPTER 5

“BE ON BRAND”

MISSION STATEMENT

- *a short statement of your company's purpose*

What will you provide? _____

How? _____

example: “To transform the idea of stock photography by displaying images of diverse people and their stories around the world.”

CORE VALUES

- one worded beliefs

Circle THREE that most apply or think of your own for your business:

Dependability

Reliability

Loyalty

Commitment

Open-mindedness

Consistency

Honesty

Efficiency

Innovation Creativity Good humor Compassion

Spirit of adventure Motivation Positivity Optimism

Passion Respect Fitness Progress Courage

Education Perseverance Patriotism Community

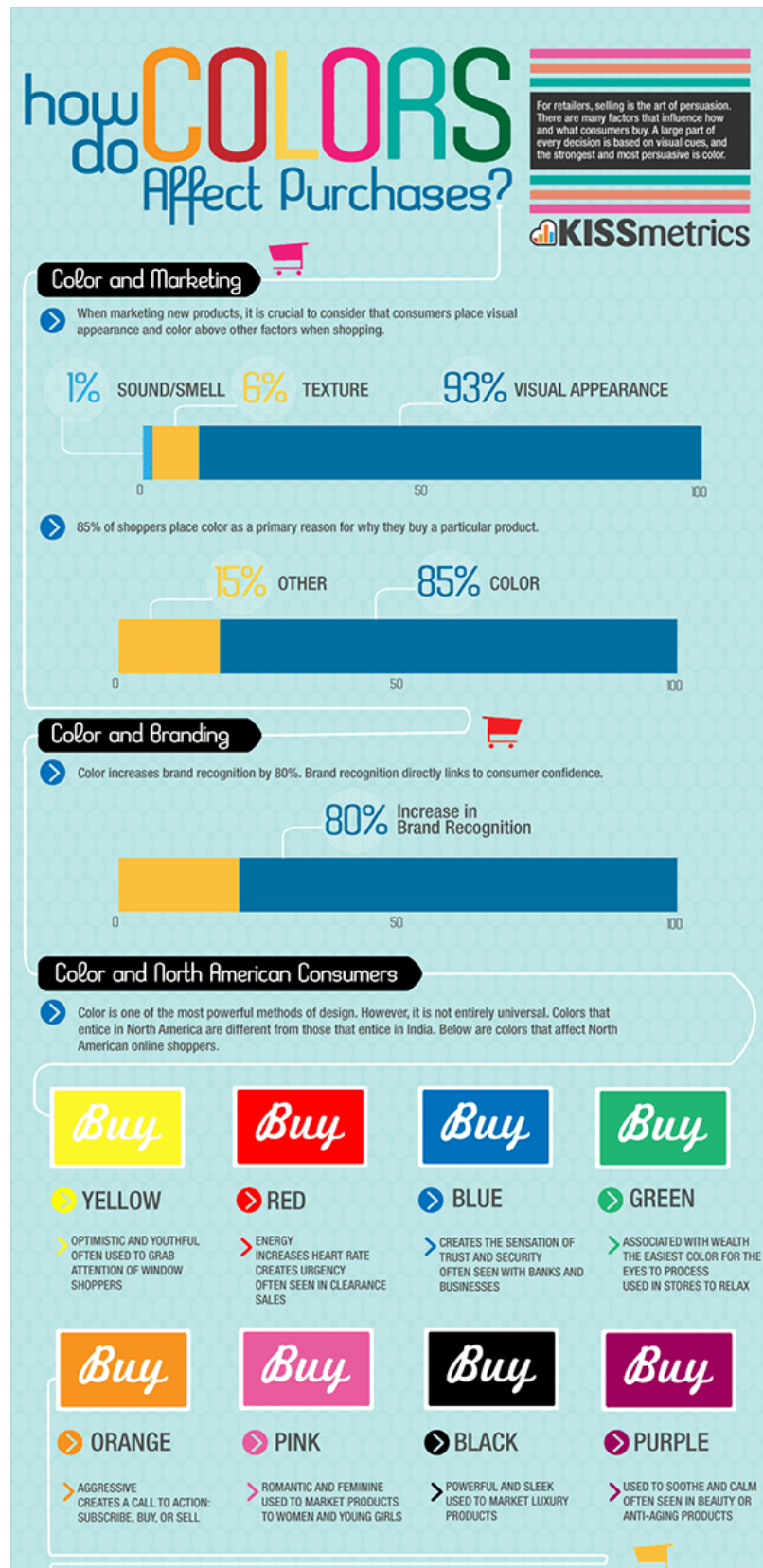
Service to others Environmentalism Culture

My company's Core Values are _____,
_____, and _____.

COMPANY FONT

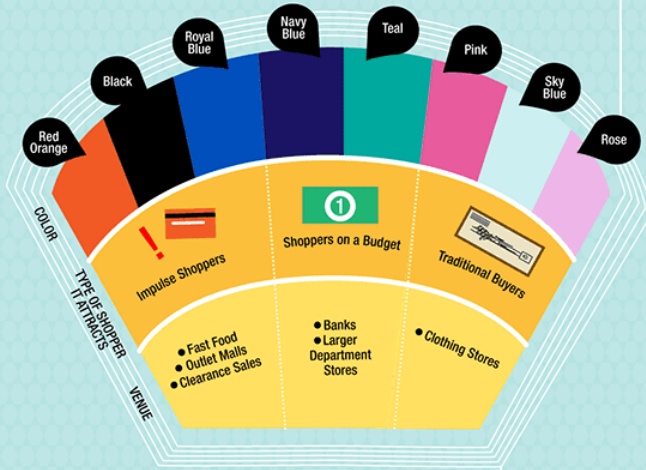
Dafont.com
fontquirrel.com
googlefonts.com

COMPANY COLORS



Color and Types of Consumers

Color also has the unique ability to attract specific types of shoppers and change shopping behavior.



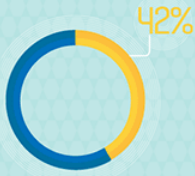
Other Influences

Color is not the only item that influences consumer behavior. For online shoppers, design, buzz words and convenience affect their need to shop.

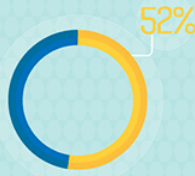
Overall Design

For many online shoppers, poor website navigability and poor overall design are the reasons they choose not to purchase from a particular website.

PERCENTAGE OF SHOPPERS THAT BASE THEIR OPINION OF A WEBSITE ON OVERALL DESIGN ALONE: 42%



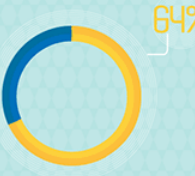
PERCENTAGE OF SHOPPERS THAT DID NOT RETURN BECAUSE OF OVERALL AESTHETICS: 52%



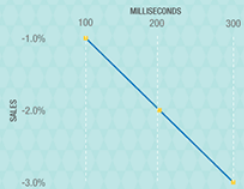
The Element of Time

Speed, efficiency and convenience are some of the many reasons shoppers are turning to internet retailers. Having a web site that runs even five seconds slower than your competitors could mean a huge economic loss.

PERCENTAGE OF ONLINE SHOPPERS THAT DID NOT PURCHASE ITEMS BECAUSE THE WEBSITE WAS TOO SLOW: 64%



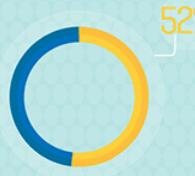
AMAZON.COM FOUND THAT WITH EVERY 100MS OF LOAD TIME THERE WAS A 1% DECREASE IN SALES.



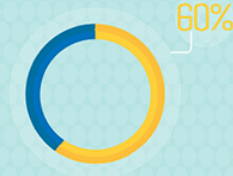
Power Words

Retailers rely on the ability of words to evoke emotions in consumers. The right "power" word could prompt a consumer to purchase an item at one retail shop over an identical item at another shop.

52% OF CONSUMERS ARE MORE LIKELY TO ENTER A STORE IF THERE IS A SALE SIGN IN THE WINDOW



60% OF CONSUMERS FEEL AT EASE AND ARE MORE LIKELY TO BUY A PRODUCT THAT HAS THE WORD "GUARANTEED" ASSOCIATED WITH IT.



LOGO

Logojoy.com

smashinglogo.com

ONLINE AESTHETIC

Website resources:

WordPress

Squarespace

Wix

Favorite photo editing apps:

VSCO

Snapseed

Adobe Photoshop

Filmborn

Favorite photo layout tool:

UNUM

Favorite video creation apps

iMovie

InShot Video Editor

