

A background image showing a group of people, primarily a woman in a yellow sweater, looking at their smartphones. The scene is brightly lit, suggesting an outdoor or well-lit indoor setting. The focus is on the hands and devices, with the faces of the people blurred.

BLUE SKY
COLLECTIVE

Digital Branding Strategy
ESSENTIALS

Supercharge your business communications

Without clear direction helping to move you forward, it's impossible to achieve real growth. You struggle to sell who you are in the marketplace, attract the wrong kinds of customers and see your bottom line suffer.

It's time to think big and focus on what you really want to achieve

Our Digital Branding Strategy Essentials program is only available to committed professionals willing to invest time, effort and money to succeed. Prior to commencement, you need to be clear on what you do, who you best serve and what you provide - that is, you need a fully fledged business plan.

Once you know your overall business goals, we'll provide the strategic communications framework to ensure alignment between your objectives. Our Digital Branding Strategy Essentials will then build your brand, generate qualified leads and increase annual revenue.

Throughout this process you'll learn the strategies required to Be Seen, Be Heard and Be Trusted. Building on these, you'll receive a roadmap to help your audience Connect, Act and Convert. Individual objectives to support these elements will be provided in short, medium and long-term strategies.

Read on now to discover how our Digital Branding Strategy Essentials program works and what you should expect to receive on completion. Then it's time to prepare for lift-off and see what happens next. Sit down, strap in and prepare for the ride of your life!

Lucy

Lucy Bowler

Founder
Blue Sky Collective
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How our program works

Our Digital Branding Strategy Essentials program has been designed to provide you with a fully comprehensive communications framework - everything you need to achieve your business goals. It therefore requires much input from you to ensure we create a strategy that truly reflects your needs.

On program confirmation, we require background information to be completed and sent prior to your Digital Branding Strategy consultation. We will be looking at where you currently stand, where you hope to end up and everything you'll need inbetween.

We conduct a 4 hour consultation face-to-face or via Skype to complete the necessary research required to create your Digital Branding Strategy. We then collate your overall communications framework and present it to you in a 1 hour meeting.

From that point onwards, you will work towards implementing your Digital Branding Strategy in line with our recommendations. The entire program rolls out over a 12 month period to ensure you remain on target well after the initial strategy is complete.

Month/s	Program outline
1	<p>WEEK 1</p> <ul style="list-style-type: none"> • Program confirmation • Invoice deposit paid • Paperwork sent for client completion <p>WEEK 2</p> <ul style="list-style-type: none"> • Strategy consultation (4hrs face-to-face or by Skype) <p>WEEK 3</p> <ul style="list-style-type: none"> • Strategy development (Blue Sky Collective) • Follow up (if required) <p>WEEK 4</p> <ul style="list-style-type: none"> • Strategy delivery (Blue Sky Collective) • Remaining Invoice balance paid
2-12	<ul style="list-style-type: none"> • Strategy implementation (Client) • Strategy oversight (Blue Sky Collective): 1hr consultation session per month to be booked 2 weeks in advance

Program outline

Build your brand, generate leads + increase revenue with our Digital Branding Strategy Essentials. We'll help you Be Seen, Be Heard and Be Trusted so that you can Connect, Act and Convert your ideal target audience.

Our 12 month Digital Branding Strategy Essentials program includes your complete communications framework, as detailed below. You will also be provided with a Strategic Business Storytelling guidebook containing hints and tips to achieve your communications goals.

Be Seen	Be Heard	Be Trusted
Business Essentials Capture	Unique Selling Proposition	Storytelling gold - AHA moment
Core Business Statement	Vision / Mission	Storytelling gold - Individual you
Situational Analysis	Audience needs + What we offer	Key messages
Target audience	Audience pain points + Our solutions	50, 100 + 250 word business profiles
Communications objectives	Audience road blocks + How we'll address them	50, 100 + 250 word personal profiles

Connect	Act	Convert
Competitor appraisal	Marketing Collateral Inventory	Database Strategy
Role models	Website SEO	Client onboarding
Audience connection	Blog content focus	Inner circle communications
Inbound + Outbound Client / Audience Contact	Blog Categories	Newsletter focus
Visual asset inventory	Social Media Style, Content + Hashtags	Testimonial Strategy