

A bright yellow and orange starburst explosion graphic with small yellow squares scattered around it, positioned behind the main text.

BRAND BOOM!

Using brand to dramatically
improve your web site &
social media engagement

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**3 Second
Pop Quiz!**

Brand vs. Identity

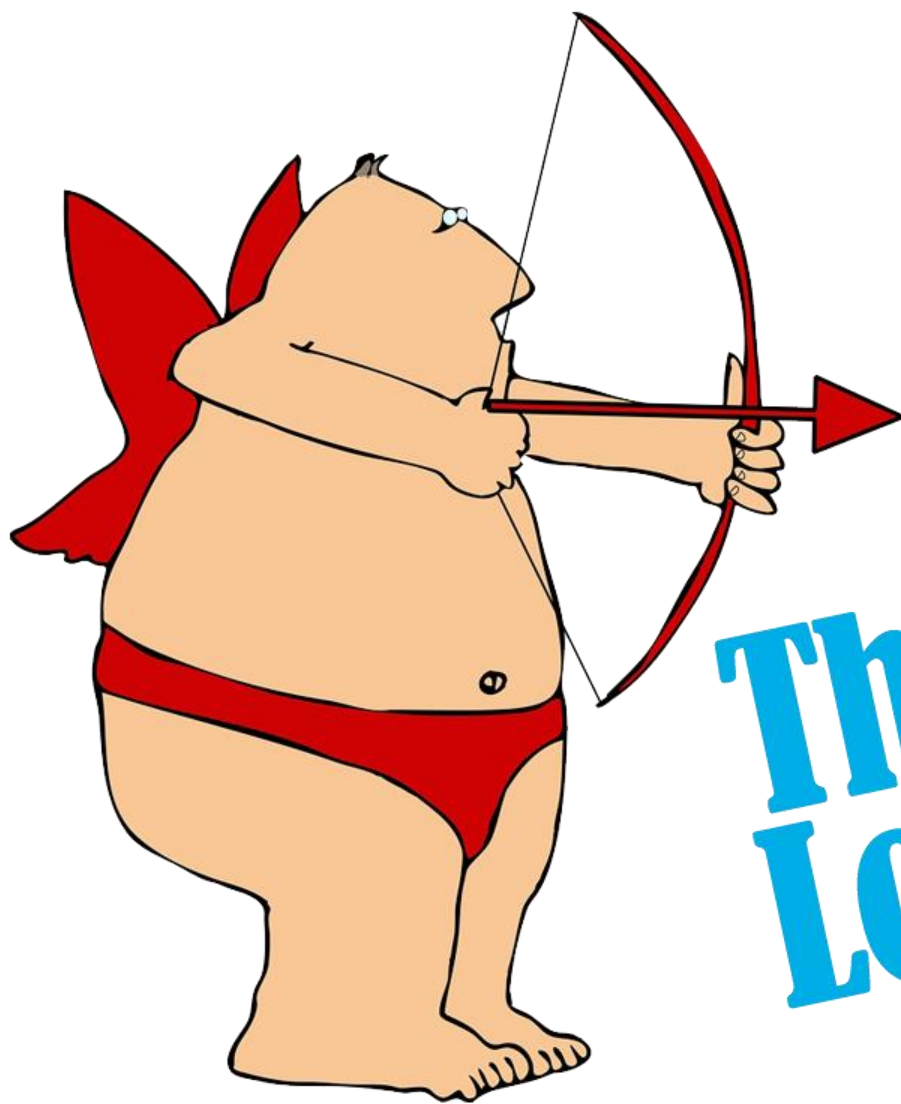
Name
Logo
Tagline

Images
Color
Shapes
Sounds
Music
Textures
Smells
Positioning
Tone of Voice
etc.



The Jester





**The
Lover**

**The
Ruler**



The Angel

(Innocent)



The Neighbor

(Regular Guy/Gal)



The Rebel

(outlaw)





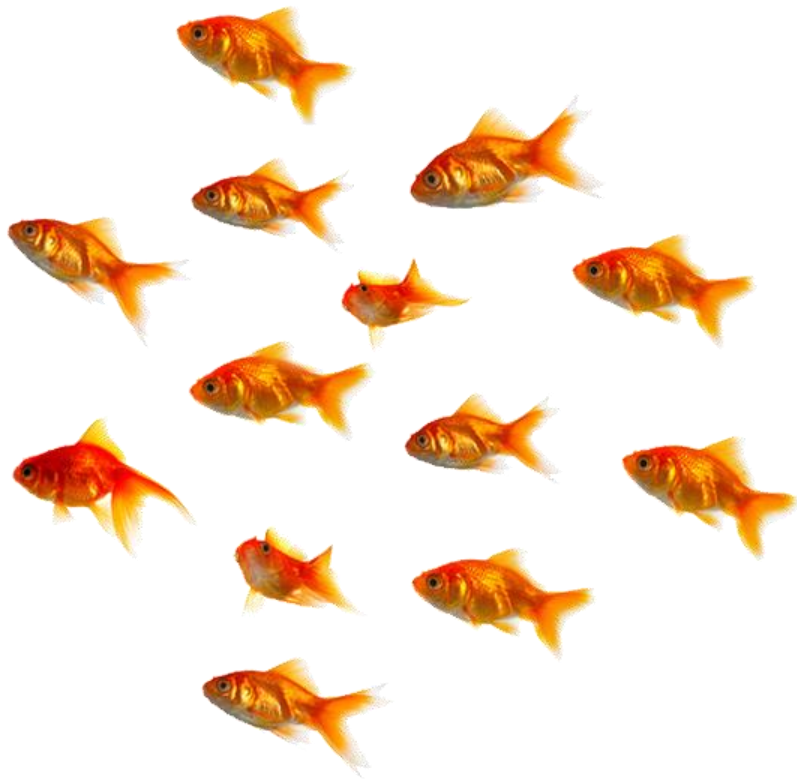
**The
Magician
(Butterfly)**

The Hero





**The
Sage**
(Guru)



The Explorer



The Mother



The Artist

(Creator)



STEP ONE

Awareness





STEP TWO

Embrace

STEP THREE

Lather,

Rinse,



Repeat





An Exercise...

Website
FB Cover
Twitter Profile
Blog
Biz Card
Brochures
Flyers
Opengraph Icons
Magazine Ads
Video Screenshots
Invoices
Proposal Template
Letterhead/Stationery
CD/DVD Covers
Special Reports
etc., etc., etc.

It's NOT about your 'stuff!'



You
Your Products
Your Services
Features
Benefits
Selling Points
Unique Value Propositions
Blah
Blah
Blah
Blah
Blah
Blahhhhhhhhhhh!

Air Ambulance Card

The screenshot shows the homepage of the Air Ambulance website. At the top right, there are links for "My Account" and "Contact Us". Below these are navigation buttons for "HOME", "ABOUT US", "GET STARTED", "HOW IT WORKS", and "BLOG". The main header features the "AIR AMBULANCE" logo with the tagline "We Bring You Home" and "A GLOBAL GUARDIAN COMPANY". The central hero image shows a smiling man holding a young child in his arms, set against a background of autumn trees. A video player is overlaid on the left side of the hero image, with the title "GIVING YOUR FAMILY PEACE OF MIND SINCE 2002" and a question: "The question? ... What would you do if you were traveling far from home and suddenly got sick or injured?". Below the video player is a "Find Out More" button. At the bottom of the page, there are three columns: "ENROLL" with an image of an ambulance and a text block, "RENEW" with an image of a family walking on a beach and a text block, and "REFER" with an image of an ambulance and a text block. Each column has a corresponding button: "Enroll Now", "Renew Now", and "Refer a Friend".

My Account | Contact Us

HOME ABOUT US GET STARTED HOW IT WORKS BLOG

AIR AMBULANCE We Bring You Home
A GLOBAL GUARDIAN COMPANY

GIVING YOUR FAMILY PEACE OF MIND SINCE 2002

The question? ... What would you do if you were traveling far from home and suddenly got sick or injured?

Find Out More

ENROLL

If you're looking for that extra little "peace of mind" during your travels this year, you're only one click away. You can find out more or simply...

Enroll Now

RENEW

Have you got big plans (or even little ones) for traveling this year? If you need to renew your membership, you've come to the right place!

Renew Now

REFER

There are benefits to sharing good stuff with your friends and family. Don't let your loved ones miss out on this important plan.

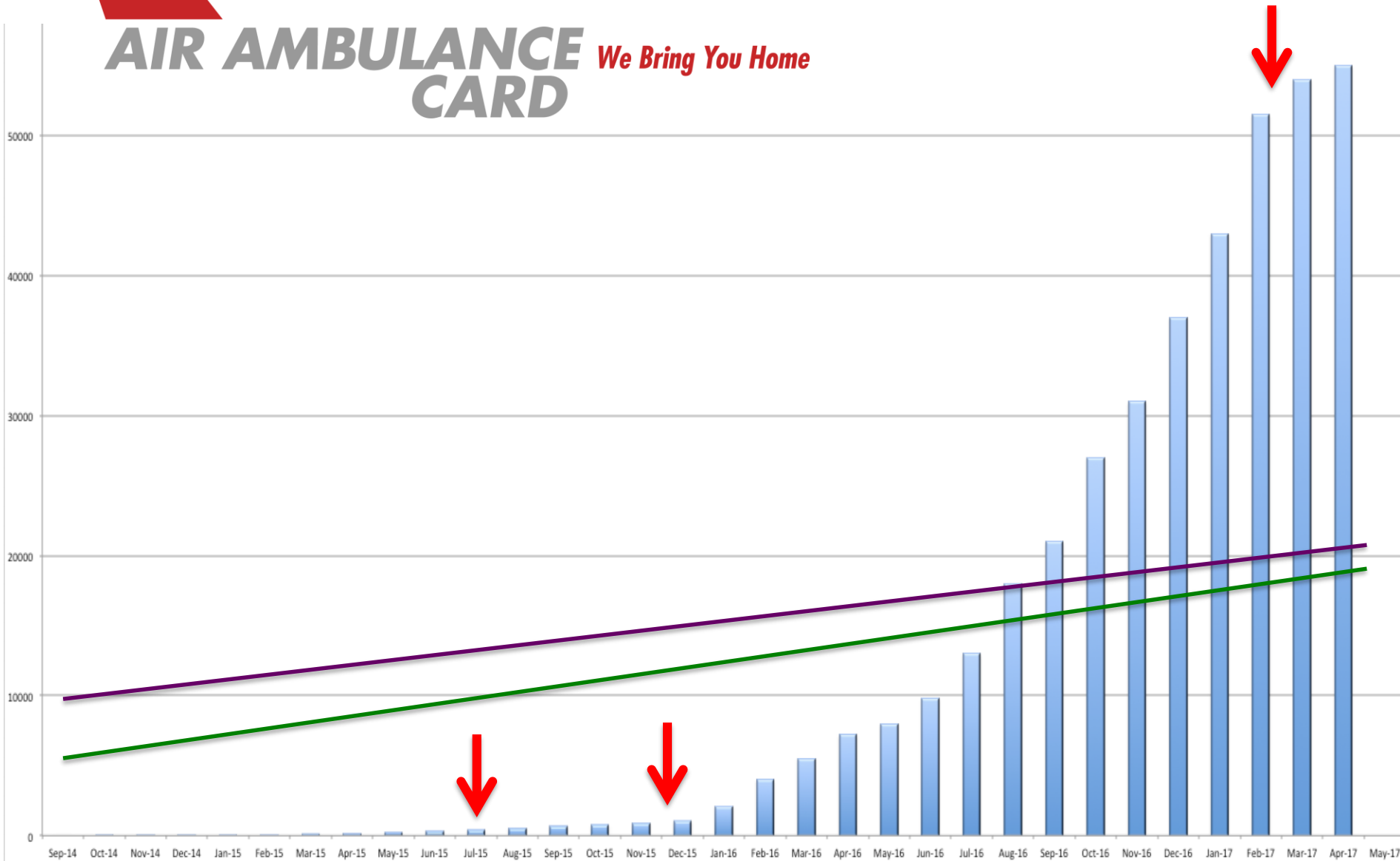
Refer a Friend

Mother
Archetype



AIR AMBULANCE CARD

We Bring You Home



**Become a
brand geek...**



**...like me.
Not this guy.**

Questions?



FLOCK 
MARKETING
Take Flight

Kevin Skarritt

Chief Peep

www.FlockMarketing.com

[@skarritt](https://twitter.com/skarritt)

facebook.com/flockmarketing

linkedin.com/in/skarritt