

BBB News

Building Better Brands with
Amy Angell Marketing



Welcome to AAM's marketing news!

0.5 min read

- This newsletter is called Building Better Brands (BBB) because that is our pledge to you.
- Every issue we will cover brand results, marketing tips and trends, and any updates.
- Enjoy, share with others, and check out our site and social for more information.

As a marketing lecturer, consultant, and business coach, I am a firm believer in investing time in relationships. Through my work, I have mentored peers, worked with students on action-learning projects, and positively impacted over 200 small businesses!

Our talented team includes content writers, graphic designers, researchers, media planners, and brand strategists.

We can't wait to work with you!

Amy

amyangellmarketing.com

info@amyangellmarketing.com



IN THIS ISSUE

WELCOME FROM AMY & THE AAM TEAM

DRIVING RESULTS: DIAMOND FRESH

MARKETING TRENDS: ARTIFICIAL INTELLIGENCE

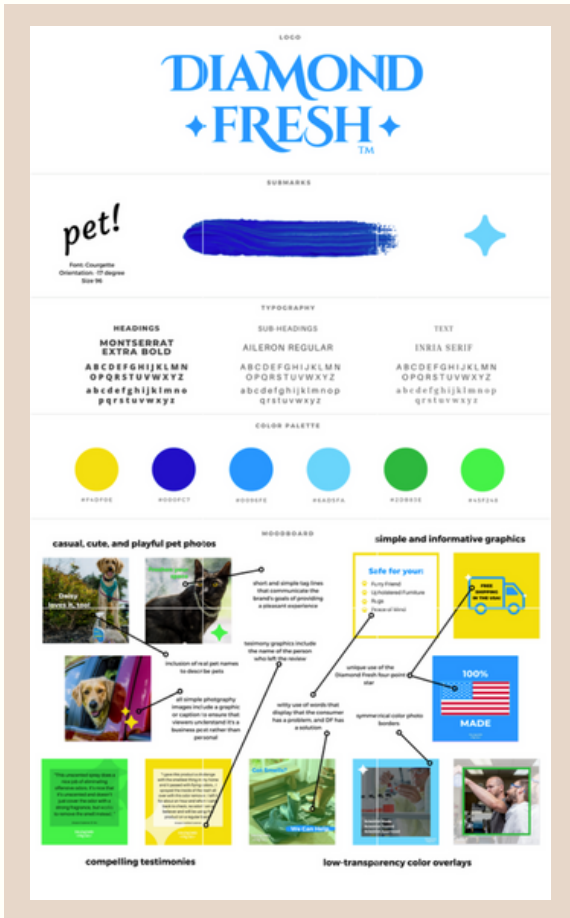
QUICK TIPS: DIGITAL MEDIA EXPANSION

DID YOU KNOW: WE HELP AWARDEES

KEY TAKEAWAYS / KEY RESULTS

After AAM created a new brand identity & brand assets:

- 131% increase in post engagement & reach
- 218% increase in 3-second video plays
- 50% increase in sales over 6 months



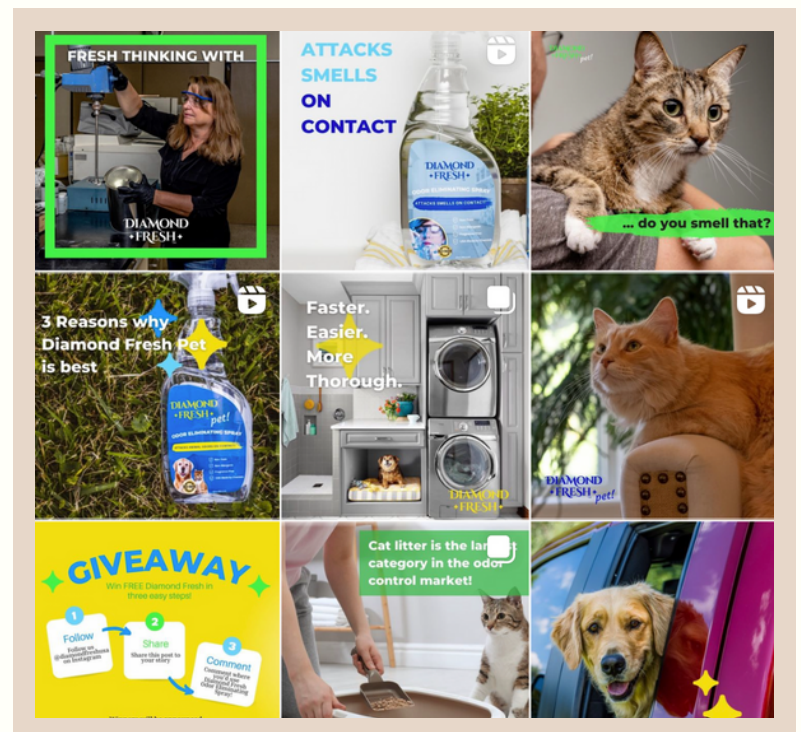
Driving Results

1 min read

Diamond Fresh, an odor eliminating brand with a unique colorless and fragrant-free formula, asked us to create a brand identity, brand assets, and product labels for its new Instagram and Amazon accounts.

After conducting extensive research, we crafted welcoming and concise messaging and paired this with a color palette that aligned with values of cleanliness, safety, and reliability, fonts that provoked ideas of consistency and simplicity, and visual graphics that expressed ideas of personal connection, playfulness, and uniformity. (See left for style guide.)

Then we designed a social media renovation to reflect the new look, resulting in a 131% increase in post engagement and reach (post reactions, comments, shares, number of people who saw the post), a 218% increase in 3-second video plays (a metric we use to assess the number of audience members who viewed a particular Reel for more than 3-seconds), and a 50% increase in sales over 6 months. (See right for Instagram.)



MARKETING TRENDS: AI

Artificial Intelligence (AI) is the ability of a computer to solve problems and carry out human-like tasks. You can take advantage of AI in your business by using ChatGPT for content writing or Midjourney for non AI-like images.

ChatGPT example prompts:

"How to plan a brand launch"

"Hottest trends in food packaging"

Midjourney example prompt:

"middle aged, medium-sized woman with brown hair doing yoga in the park with her friends"



Quick Tips

It's not about social media but rather digital media

1 min read

- To increase customer reach (# of people reached) and frequency (# of times people saw), use an integrated and consistent approach to delivering your brand message.
- Know your audience so that you can create appealing content just for them.
- Develop at least three customer touch points like website, Instagram, and email.
- If you're a B2B brand, promote on LinkedIn.
- To enhance brand image and recognition, ensure all content is on brand, meaning same logo, colors, fonts, taglines, account names, etc.
- Use quality brand pictures and videos to connect emotionally with your audience.
- Plan your content one month in advance, and post on all customer touch points.
- Create a schedule and stick to it. For example, post on Instagram and Facebook Tuesdays at 8:00 AM, Thursdays at 7:00 PM, and Fridays at noon; send email newsletters the first day of every month; and keep your website up to date (e.g., upcoming events, partner logos, customer testimonies, new products)

Did you know?

AAM is an approved provider for Motor City Match & ProsperUs awardees!

