

More Than a Successful Rebrand: Reflect Your Why

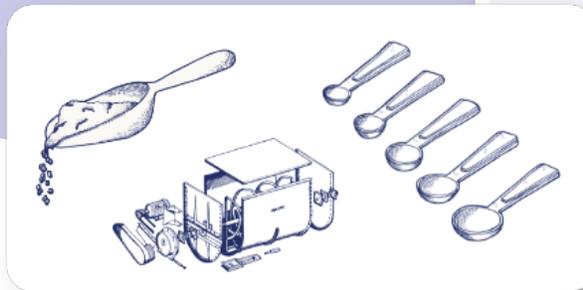
At the beginning of the year, the world is full of possibilities! From new goals and habits to plotting out big dreams, there are endless ideas running through our heads about what we want to accomplish. Whether you planned it in January or any other time, has your digital presence been on your mind?

In the marketing and business world, there are many ideas about what a successful brand looks like and how this impacts the website. Is it just changing up a logo? Using new brand colors? Or something else entirely?

In this free guide, we will help you understand the importance of brand identity, how that ties in to website design and digital marketing, and we will give you our three strategies to implement to grow your business' online presence through our Communication Journey. **Let's dive in!**



Brand Identity



Before we get into the WHAT of branding, let's start with our favorite part- the WHY. Why is brand identity important? When it comes to branding, many outside of and even within the industry immediately think of a brand as the chosen logo, fonts, and colors.

However, a brand identity is all encompassing. Yes, the visual aspects to a brand are important, but a brand isn't going to go very far without including the mission,

the vision, the values, and other things that truly make your business or non-profit tick. This even includes the language you use on your website or marketing materials and the overall culture that you create within your company.

That's why at The Molo Group, we start with the WHY of your business as the first step in the communication journey before we even touch the WHAT.

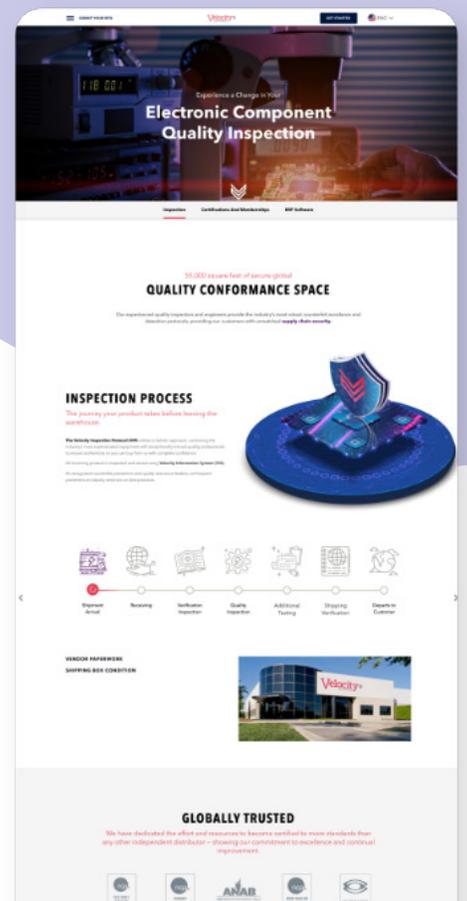
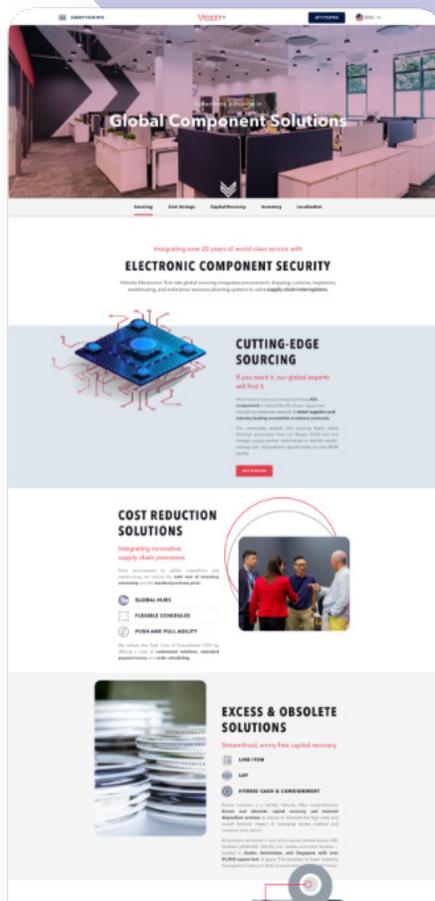
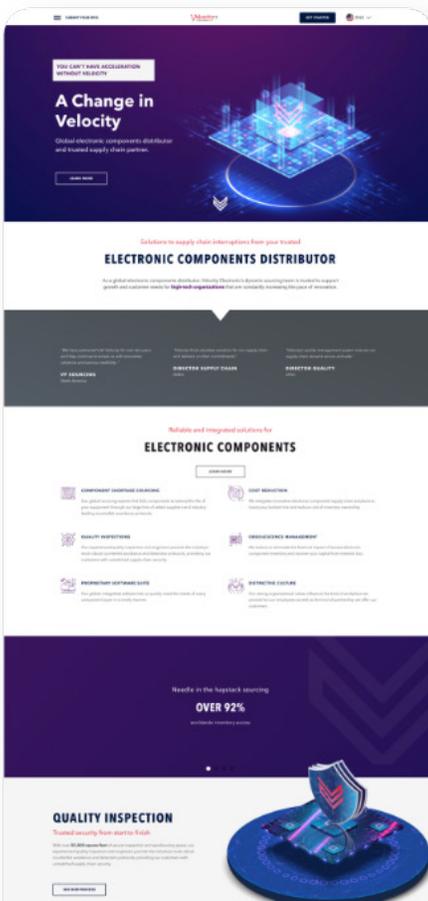
Website Design

After you have established and dug in to your why and discovered your brand identity, all of these pieces should impact your website design. If you already have an established website, looking at it through the lens of your branding will help you decide if you need to make any changes.

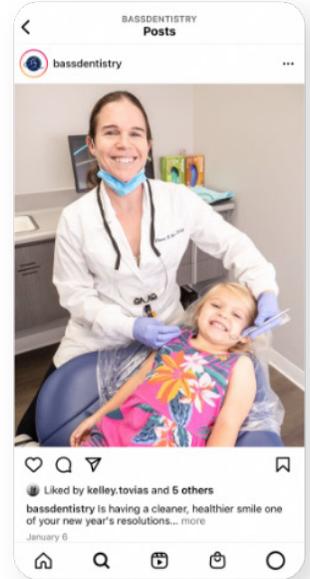
From evaluating the content you share on your site to completely redoing the look and feel of your pages, the why should be the ultimate motivator. As you

consider building or rebuilding as part of showcasing your why at this point in the communication journey, remember to take the user experience into mind.

Does your site fully reflect the values of your business? Is your why effectively communicated through your wording, images, and more? All of this ties in to a website that is streamlined, optimized, attention grabbing, and memorable.



Digital Marketing



We know you may be sick of hearing it at this point, but before we jump into digital marketing, let's go back to the WHY. We know, you could have called it. But the why is truly the center point for every other part of your business and should consistently be influencing your decisions.

While you may come back around to website design and branding, you can't approach digital marketing without first addressing these two points. Though some companies see their online presence as more of

a check box for existing on the web, you have to consider what is overall best for your company.

For a successful presence, you want to consider what the overall goals of your business are. Do you want to leverage digital marketing to establish authority on the internet? To gain new customers or leads? To compete with others in the industry? Whatever the purpose, understanding this before jumping into the digital marketing piece gives you an advantage and a great building block for starting.

Implementing Our Strategies

Now that you've read through our guide, you may be wondering how to put all of this into practice. Here are our suggestions:

1 Figure out where you are on your journey. Are you ready for a re-brand? Are you building something from the ground up or are you rebranding a previous online presence that just hasn't worked? Have you fully fleshed out your why? This is an important first step before jumping into your journey.

2 Start with your brand identity, then move on to website design and digital marketing. While you will always go back and tweak these things, we suggest moving in that order to help you incorporate your why into all that you do and ensure consistency.

3 Follow us on Facebook, Instagram, and LinkedIn for more tips! We love diving deep into the rebranding process and more, so head on over there to stay up to date.

No matter where you are on your unique journey, we can help you rethink your why. **Reach out to get started!**