BRAND IDENTITY

Strategy first!

Unique value proposition

Tagline/slogan

Logo
Surround Sound Marketing
AMAZING
SHAREABLE
CONTENT

Paid
- Display ads (print/digital)
- Paid search
- Paid social
- Native

Owned
- Website
- Social media
- Email
- Collateral
- Press releases
- Blog posts
- Webinars
- Events
- Studies/surveys

Earned
- Media coverage
- Speaking engagements
- Interviews
- Social engagements
- Influencers