**Subject: How To Create Consistency With Your Brand**

Dear NAME,

The only way to really make sure your brand sticks and that your audience remembers who you are and what you’re about is through consistency. They need to be exposed to your brand many times across multiple channels.

It also means that your brand needs to provide them with the same basic message and experience. If your brand is different on social media than it is in your email messages, the end result is confusion. Confusion drives people away. That’s not your end goal. Consistency builds brands.

**So how do you create consistency with your brand?**

• Project a consistent look - Make sure that your logo is used on social media, in your autoresponder messages, on your blog, and on your marketing materials too when it’s appropriate.

The colors you use, the style of your images and even the look and feel of your marketing materials should all help your audience immediately identify you.

• Communicate a consistent tone and voice in your communications - You have a voice and a personality. Make sure to express it in every single marketing piece and communication you share. For example, if you’re witty on your blog then you want to make sure that your social media communications share the same style.

• Embrace a consistent message across all of your marketing and communications channels - Your tagline is part of your message. However, it’s broader than that. Your company message is also part of your brand definition.

It’s what you stand for. For example, if your brand is about exceptional customer service then that message needs to be integrated into your content and marketing.

Consistency is about making sure that your prospects and customers never doubt who you are. Each time they come across your organization they receive a branding experience that further solidifies you in their mind. It’s about creating expectations and then meeting them each and every time you make contact with your audience.

As you create your marketing strategy and plan, make sure that your branding is consistent across all of your tactics and channels. Branding is comprised of words, actions, and visuals.

Next time we’ll take a look at the visual components of a brand.