

BUSINESS

TIPS

FOR COACHES

HOW TO STAY
CONSISTENT
WITH YOUR BRANDING

IVYBOOTHMARKETING

KEY

‘CONSISTENCY IS KEY’

We’ve heard it time and again, but why is ‘Consistency’ key to building a recognisable and trustworthy brand? When your brand is consistent across all platforms, from your website to social media, it becomes easier for customers to identify and connect with you. In this guide, we’ll explore how you can stay consistent with your branding and marketing efforts.

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CREATE BRAND GUIDELINES

Your brand guidelines should outline the following:

- Logo Usage: Include rules for how your logo can be used (e.g., colors, sizes, spacing).
- Color Palette: Define your brand's primary and secondary colors.
- Typography: Specify which fonts should be used for headers, body text, etc.
- Tone of Voice: Describe your brand's personality (e.g., professional, friendly, humorous) and how it should come across in writing.



SET A CONTENT CALENDAR

A content calendar helps you maintain a regular posting schedule:

- Plan Ahead: Outline the types of content (blogs, social media posts, videos) and when you'll post them.
- Stick to a Schedule: Consistency in posting builds audience trust.
- Balance Content Types: Plan a mix of promotional, educational, and entertaining content to keep your audience engaged.

THE

AUTOMATE WHERE POSSIBLE

Tools like Hootsuite, Buffer, or Later can help you schedule your social media posts in advance, ensuring you stick to your content plan even on busy days.

MONITOR AND ADAPT

Consistency doesn't mean rigidity. Pay attention to what works for your audience:

- Engagement Analytics: Track likes, shares, comments, and website visits to see what types of content resonate most.
- Adjust Frequency: If your audience engages more on certain days or times, adjust your posting schedule accordingly.



CONSISTENT ACROSS PLATFORMS

Your brand should feel unified across all channels:

- Visual Consistency: Use the same color schemes, logos, and fonts on your website, social media, emails, and printed materials.
- Message Consistency: Ensure your tone, values, and key messages are the same across platforms.



GET IN TOUCH

Consistency helps your brand stand out and builds trust with your audience. With brand guidelines, a content calendar, and consistent messaging across channels, you'll create a cohesive brand experience that keeps people coming back.

Get in touch to discuss how Ivy Booth Marketing can support you with staying consistent online or building a bold brand!

BRAND

TIPS

FOR YOU