

# <b>irmingham <b>logging <a>cademy

## Rocket City Bloggers The art of the brand

April 25, 2015

### 1. Goals

- Measurable
- Mini-goals
- Business plan

### 2. Values

- Examine
- Simplify

### 3. Consistency

- Be present
- Permeate
- React only when needed

### Bonus links

Cool buttons: <http://buttonguy.net>

Cool cards: <http://moo.com>

Social media size cheat sheet: <http://itswa.de/SM2015images>

**Slides:** <http://itswa.de/rcb2015>

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<http://twitter.com/wadeontweets>

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June 12, 2015  
Birmingham

A digital  
marketing  
conference

<http://yallconnect.com>