

irmingham logging <a>cademy

PRCA Montgomery The art of the brand

May 12, 2015

1. Goals

- Measurable
- Mini-goals
- Business plan

★ 2. Values

- Examine
- Simplify

3. Consistency

- Be present
- Permeate
- React only when needed

★- *What we covered during the luncheon*

Bonus links

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

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

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

See full hourlong version of this talk:

<http://birminghamblogging.com/2015/05/13/video-the-art-of-the-brand/>

Slides: <http://itswa.de/prcamtg15>

E-mail: wade@wadekwon.com

Twitter: @WadeOnTweets
<http://twitter.com/wadeontweets>

Web: <http://birminghamblogging.com>



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A digital
marketing
conference

<http://yallconnect.com>