

# MKM LIVE: Monday, July 23

- Creating and Promoting Events on Facebook
- July Workshop: Two Gingers' Tavern, Cascade
  - TONIGHT: It's All About the Content
  - Monday, July 23, 30: themed workshops 6:00-8:00
    - 23: Facebook 101
    - 30: Intro to Insta and Keepin' it Real
- Tomorrow: Noon on the Amerikan Made Facebook Page
  - Tips for weight-loss success
  - Drop 10 program



# MKM LIVE: Monday, July 23, Branding your Business

- Brands are memorable
  - Think about brands/campaigns you love
    - Dove
      - Body positive
    - Rachel Hollis
  - Think about brands/campaigns you hate
    - Hardees
    - GoDaddy



# MKM LIVE: Monday, July 23, Branding your Business

- Brands are three things:
  - Visual
  - Verbal
  - People



# MKM LIVE: Monday, July 23, Branding your Business

- Visual Branding
  - Logo
  - Color scheme
  - Font face



# MKM LIVE: Monday, July 23, Branding your Business

- Verbal Branding
  - What message are you sending?
  - Consistent voice
  - What you say matches you mission



# MKM LIVE: Monday, July 23, Branding your Business

- People
  - One person or many?
  - Do your people match your verbal brand?
  - Do they live your brand?



# MKM LIVE: Monday, July 23, Branding your Business

- Are you being consistent???
  - Doesn't mean never changing
  - Does mean being dependable and identifiable
- Think about
  - Coca-Cola
  -



# MKM LIVE: Monday, July 23, Branding your Business

- What does Molly Knuth Media do?
  - Visual branding
  - Verbal branding
  - Across digital marketing
  - Across physical marketing





# MKM LIVE, Monday, July 23: Events

- Mondays live at noon CST
- Next Tuesday, July 31: Cascade Heart & Soul
- Social Summer Nights
  - Monday nights in July
  - At Two Gingers'
  - Start with a free session
  - 3 weeks of paid workshops
  - Register at [www.mollyknuthmedia.com/events](http://www.mollyknuthmedia.com/events)
- Tomorrow: Amerikan Made LIVE

