

INSDGM007 - Maintain the brand identity and promote its awareness

Overview

This standard is part of competence area related to developing content, storytelling and influencing for digital marketing. It covers maintaining the brand identity and promoting its awareness. Your brand represents your organisation, its promise and its identity with aim to create loyalty for your customers. In addition to building your brand, you maintain brand strategy, deliver its awareness in terms of what your brand stands for and analyse how it is perceived by your customers. Your brand consists of visual representation elements, corporate message and mission statement. The mission statement delivers clarity on 3Ws – who, what and why of your organisation. You also maintain all marketing collateral, manage media assets and monitor legal compliance. You are responsible for brand consistency and keep it current on a regular basis to maintain a coherent image and reputation of your organisation. You understand that your brand identity keeps your business positioned on the market, therefore maintaining your brand identity should be performance driven and kept up to date. This standard is for Digital Marketing professionals who are involved in maintaining the brand identity and promoting its awareness.

Performance criteria

You must be able to:

1. define your organisation's values, key message and mission statement in terms of who, what and why
2. define your brand strategy for the target audience
3. develop coherent brand that delivers your organisation's purpose, values and mission statement
4. define your brand identity and assess its salience on the market
5. develop visual content for your brand to create its representation and recognition
6. ensure your brand is unique and does not breach or replicate any other existing brands
7. develop the relevant marketing collateral and identify improvements to keep the materials up to date
8. maintain the marketing materials' consistency by reviewing and updating them on a regular basis
9. create custom catalogues, where required
10. identify media assets and advertising options for promotion of your brand
11. assess your brand's performance and optimise it on social media or a website
12. engage with social media influencers and your customers to maintain regular brand experiences
13. set automatic expiration notifications on branded marketing materials and replace with new content
14. collate your customers' brand evaluation and recognition to maintain your brand equity
15. action customers' feedback on your brand
16. review and evaluate your brand on a regular basis
17. follow the legal, regulatory and ethical requirements relating to marketing activities

Knowledge and understanding

You need to know and understand:

1. your organisation's values, key message and mission statement
2. the brand strategy
3. the target audience for your brand
4. how to develop coherent brand that delivers your organisation's purpose, values and mission statement
5. your brand identity and its salience on the market
6. your brand equity
7. the visual content for your brand
8. the graphic design role and its core concepts
9. the relationship between platforms and their interface
10. the copywriting and editing skills for various audiences and channels
11. the wider dangers of copyright breach, defamation, falling foul of the Advertising Standards Authority (ASA)
12. how to handle civil cases against individual and corporate posts on social media
13. how to deal with SCAMS
14. the video, audio, podcasting, images and social media stories
15. how to create your brand's representation and recognition
16. the importance of ensuring your brand's unique identity and that it does not breach or replicate other existing brands
17. the principles of creating marketing materials
18. the custom catalogues
19. why the marketing materials need to be kept current and updated on a regular basis
20. the media assets and advertising options for promotion of your brand
21. your brand's performance and its optimisation on social media or a website
22. the engagement with influencers on social media
23. the regular brand experiences for your customers
24. how your customers evaluate and recognise your brand
25. how to action your customers' feedback
26. why it is important to review and update your brand on a regular basis
27. the legal, regulatory and ethical requirements in relation to marketing activities

Relevant Occupations Digital Marketing Executive, Digital Marketing Manager, Digital Marketing Analyst

Suite Digital Marketing

Keywords products and services, digital marketing, marketing content, marketing materials, marketing collateral, social media platforms, display advertising campaigns, brand identity, brand equity, re-branding, analysis, analytics, digital platforms, promotion, customers loyalty, evaluation