





**Marketing Success**  
MASTERMIND

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**Marketing Success**  
MASTERMIND

**Q&A Session**  
23 September 2020

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## What's Coming Up

- "What I feel like saying"
- Questions
- What's Next
- "What I feel like saying"



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HER  
BUSINESS

“What I feel like saying...”



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Your Questions

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Question - Tracey Bode



**Tracey Bode**  
**#question** I have a question about branding and consistency. I have a new logo (as of 2 years or so ago) but the old logo still appears in some places. For the company name we have Zyteq but I also write ZYTEQ and sometimes ZYTEQ. In the READY program we talk about being TEQ ready. The Q in the logo is an on/off button. We also have been known as the orange ladies at exhibits and have changed to have blue and orange in the logo and a blue shirt uniform. There was team dissent at wearing orange. I see the inconsistency but wonder how critical it is in the scheme of things.



Like · Reply · 3d



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## Question - Tracey Bode

- Brand Audit
  - A stocktake of all the places your brand appears and is it current or not
  - Systematic update - prioritise the most important / visible
  - Brand Consistency important
  - Printed materials - can run out and re-order new branded in next print run if needed / budget dictates



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## Question - Tracey Bode

- Corporate Identity Document / Style Guide
  - Do you have one?
  - Recommended it be provided to anyone doing any design or branding work for you
  - Demonstrate to internal team the importance also



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## Question - Tracey Bode

- Zyteq / ZyTEQ / ZYTEQ
  - Be pedantic :-)
  - Be consistent
  - Consistency conveys reliability, alignment, clarity
    - Audience, Team, Other Stakeholders
    - HerBusiness ALWAYS (not Herbusiness)
    - ASK Method ALWAYS (not Ask Method)



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## Question - Tracey Bode

- Your Brand is the heart of your business
  - It symbolises what you stand for and who you are
  - Pride, Attention to Detail, Alignment
  - Beyond Brand = Lovemark  
*Future Beyond Brands* by  
Kevin Roberts, CEO,  
Saatchi & Saatchi



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## Question - Chantel Gilbert

Chantel Gilbert  
7h · 🌐

#question I'm not \*YET\* great at engaging with my list regularly (I know its on the list to fix) is it too much to send 4 emails over one week inviting them to the Real secret online?

Thinking

- Invite 1 week out (Thursday)
- Another invite more content based (Monday)
- It's tomorrow (reminder to claim your free spot) (Wednesday)
- Last chance email (starting in an hour) (Thursday)

Michelle Falzon

👍 Suzi Dafnis

Seen by 7



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## Question - Chantel Gilbert

Chantel Gilbert shared a link.  
6h · 🌐

#question Here's my invite email for the real secret from last time.

Q - Can I use the same email edited?  
Q - How can I make it more relatable to current times with covid two angles

1. Reducing expenses so in the event of situations like these electricity costs are one less then.
2. Using more power than ever before and having the biggest bills people have ever had.
3. Being at home more or working from home moving forward.

Its never been a better time to consider solar.

How do I bring these into my copy and tone? Michelle Falzon

Here's the email

Hey - Contact First Name -

Big News. We're taking our "Real Secret to a \$0 Electricity Bill, Using Solar" event ONLINE, next Wednesday, the 6th of May. The tickets are FREE and, you can access them here.

In this new world, we've been looking at other options to in-person events, and people still need support getting the right Solar. So we've taken this opportunity to go online.

You may have the idea of a \$0 electricity bill and may have been put off either due to lack of knowledge, time, or the fear of being "sold".

While these are valid concerns, I hate seeing people miss out on the opportunities and savings that Solar can bring when you get the RIGHT solution.

Especially now we're home and using more power than ever before.

So, to start your solar journey with the RIGHT information... join me online on Wednesday the 6th of May at 12:30 PM.

Click here to find out more and get your FREE ticket.


Can't wait to see you there (virtually).

Get your free ticket here





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## Other Questions?



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## A Quick “Bragging” Round...

- Share one thing you want to #toot #brag about YOURSELF



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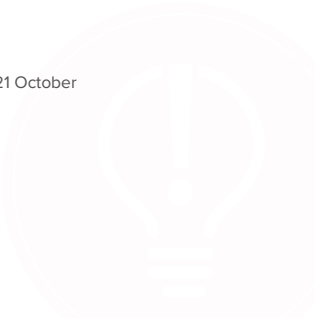
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## Announcements

- Friday Checkins
- Next Q&A - Wednesday, 21 October
- HerBusiness LIVE



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# HerBusiness LIVE





[herbusinesslive2020.com](https://herbusinesslive2020.com)



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# “What I feel like saying...”





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# Thank You




**Suzi Dafnis**  
HerBusiness



**Michelle Falzon**  
We Are Content





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