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Tips For Brand Consistency in Print & Digital Marketing



Consistency is key!

Using both print and digital advertising is essential to building a comprehensive marketing plan, but it's easy for your branding consistency to get lost when using multiple platforms. Here are four tips for keeping things consistent:

- 1 Use powerful calls to action that lead viewers to the same place. For instance, use your website URL on all of your print and digital pieces so you're driving prospects to the same place, no matter where they engaged with your ad.


- 2 Social media marketing is a great way to build a campaign that can be spread across several different platforms. Use print and email ads to drive prospects to connect on your social media sites.


- 3 Be sure that your branding elements are cohesive across all advertising. That means using your logo, a similar color scheme and specific font types on both digital and print ads. It also helps to keep the messaging consistent.


- 4 Keep all departments of your business in the loop regarding your marketing plan and goals. Sharing information with all parties involved helps keep the message and spirit of your brand strong.

