

TD CULTURE LAB
w e b i n a r

BRAND BUILDING TIPS FOR CREATIVES & ENTREPRENEURS

REGISTER ON EVENTBRITE
MAR 4 THURSDAY @7PM EST



Daniel Francavilla

TD



HELLO

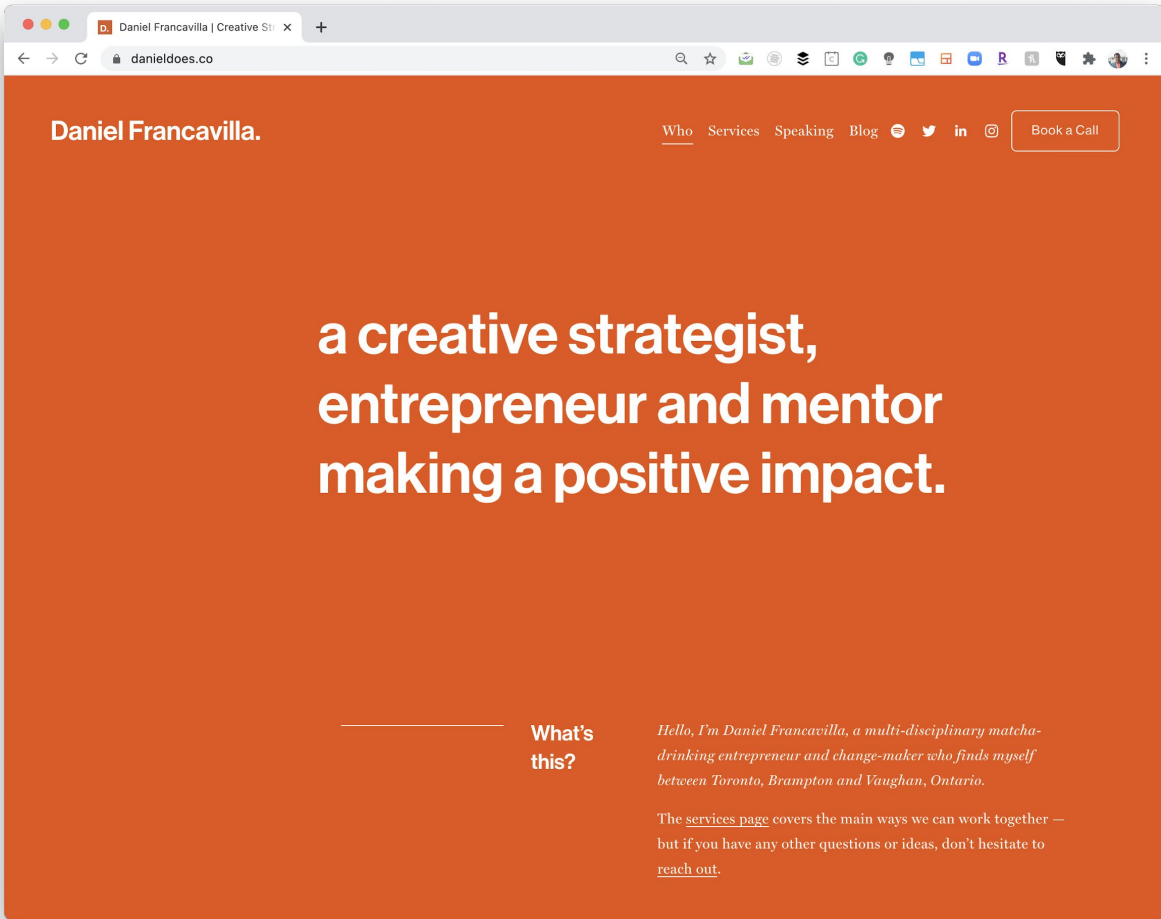


Daniel Francavilla

Creative Director & Founder
Now Creative Group 2013

Founder
ACCESS Innovation 2006





Daniel Francavilla.

[Who](#) [Services](#) [Speaking](#) [Blog](#) [WhatsApp](#) [Telegram](#) [LinkedIn](#) [Instagram](#)

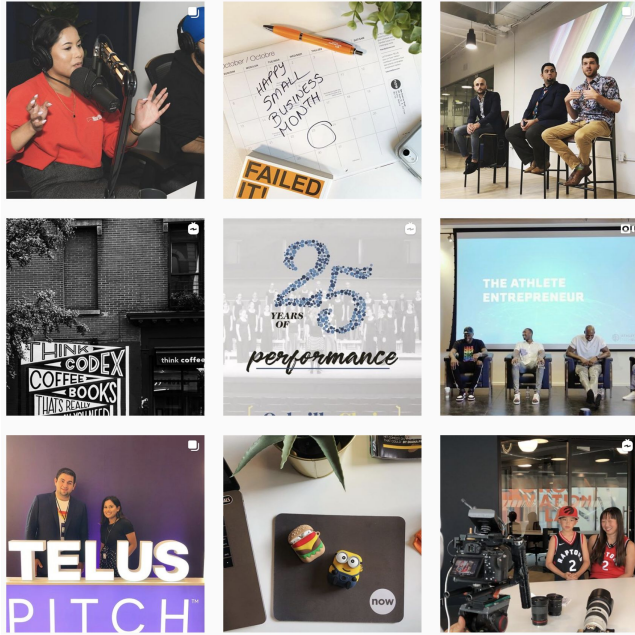
[Book a Call](#)

a creative strategist,
entrepreneur and mentor
making a positive impact.

**What's
this?**

Hello, I'm Daniel Francavilla, a multi-disciplinary matcha-drinking entrepreneur and change-maker who finds myself between Toronto, Brampton and Vaughan, Ontario.

The [services page](#) covers the main ways we can work together — but if you have any other questions or ideas, don't hesitate to [reach out](#).



Now Creative Group

Fueled by entrepreneurial thinking and positive impact. We focus on strategic branding paired with quality content to share stories, create change, and enable growth.

A creative agency serving startups, non-profits, and large enterprises with branding, content creation, social strategy and more.



Watch the Video

What is a brand?

Your brand is
your *promise*.

Your personal brand?

Everyone has one — what's yours?

Your personal brand?

How do your *friends* and *acquaintances* describe you and your work?

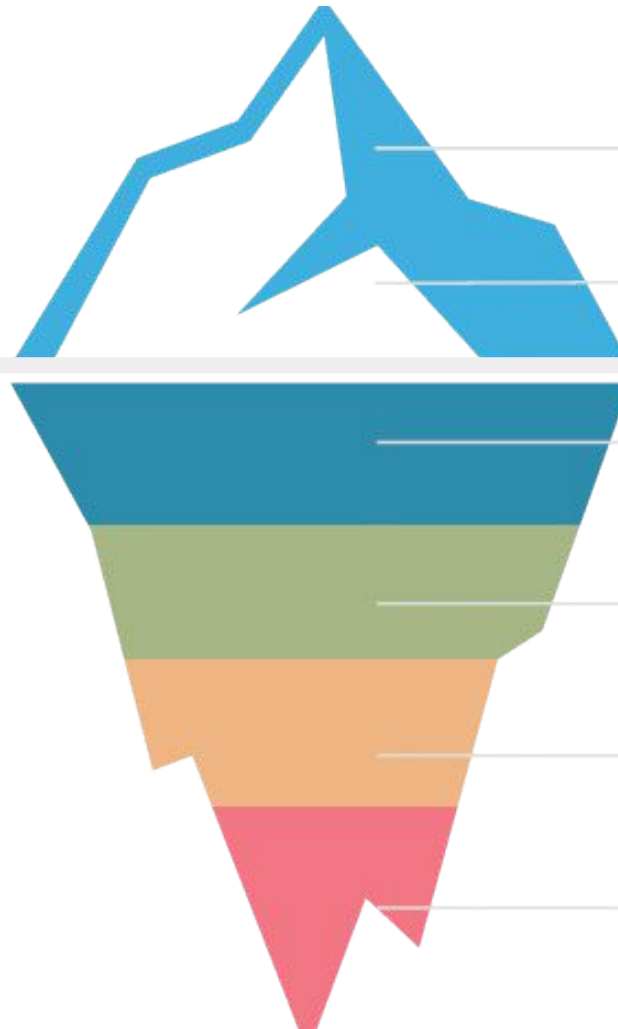
Brand your *public self*.

First, get clear on *you*.

Define your brand & biz.

What is a brand?
It's *not* just a logo.

Brands are more
than you can see.



Visual Identity

The logo or mark that visually represents your brand.

Key Messaging

A shared vocabulary for telling your brand story.

Team

Investing in the growth and development of your people.

Environment

Creating a place that supports your vision and values.

Core Values

What you believe as a company and how you live out your values.

Vision

How your Core Why aligns with your customer's Core Need.

Definition:

Brand.

A name, term, design, symbol, or other feature that **distinguishes** an organization or product from its rivals in the eyes of the customer. Brands are used in business, marketing, and advertising.

What about **Personal Brands for Creatives**

“But I’m an artist,” you say. “My ‘personal brand’ is my work.”

Yes and no. Just as a corporate brand tells its customers what to expect, a personal brand is your promise to your audience. It’s more than your work: It’s *how* you work and *why* you do it.

What should people expect from you when they book you? What’s your specialty? Even the most Renaissance man or woman has a niche or two to fill. Creating a personal brand helps you claim ownership of those spaces and establish yourself as a force to be reckoned with.

What's *your* brand?

Create a mission, vision, and value set to be the backbone of your brand.

Create value from your passion.

What do you stand for?

Is this clear and concise?

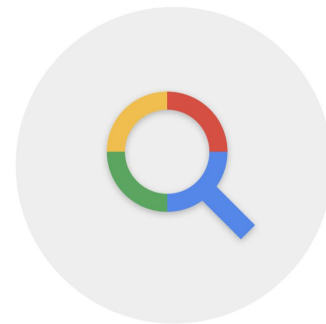
How do others see you?

Brand Building

What do your current profiles
and bios say about you?

Why do they speak to?

Audit Your Presence & Become Searchable



What do people find when they search you?

- **On Social** – Are you easy to find? Consistent usernames?
- **On Google** – Are there old, outdated profiles, posts or accounts?

Who are you affiliated with?

- Directories and Listings
- Memberships
- Awards
- Competitions

Brand Building

What you can *start* doing
now, in “these times”.

Authenticity is more important than ever.

- What does your brand stand for?
- Avoid jumping on the bandwagon.
- Acknowledge you don't have all the answers.
- Be more personal, consider being present on camera.
- Now is a time to show your values.

Empathy and transparency are key more than ever, as many people are feeling vulnerable right now.

Authenticity is more
important than ever.

What's your story?

Your personal brand should revolve around your story, and you should leverage that story in marketing yourself.

- Your **story** needs to drive your personal brand.
- Why do you do what you do?
- Why should people care?
- Audiences and potential clients respond well to passion.

Serve and connect with your *community* in a meaningful way.

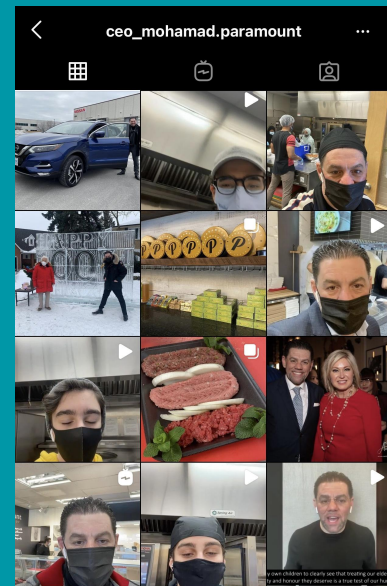
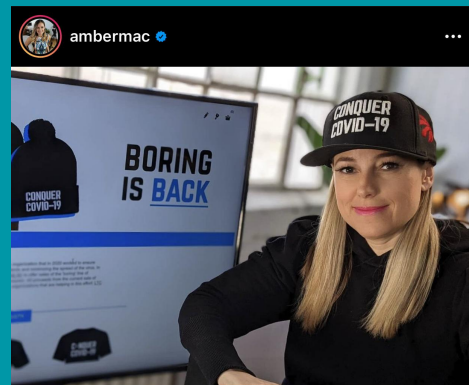
Who does that include?

- Your Customers
- Online Following
- Local Community
- Charitable Organizations
- Partners and Peers

Serve and connect with your *community* in a meaningful way.

Give back.

- Your time, your work, your network or audience.
- Participate in social justice and community campaigns.
- Partner with and promote local small businesses..



Create *valuable* and timely content.

- Emphasize Your Expertise
- Casual Reminder You're There
- Offering to Help & Accommodate
- Evergreen Content (Non-Pandemic Specific)

Remember that some of your audience still has more time to consume content right now.

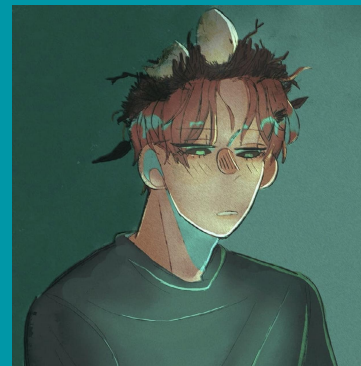
Share *positive* content, but be *considerate*.

- The news is *still* heavy and anxiety-inducing for some.
- You can be a source of positivity, instead.
- Humour can be appreciated, but be sensitive.
- Get a sense of what others are sharing, and read the comments
- Take a moment to connect and ask your audience what type of content they'd like to see more of.

Share *positive* content,
and get *creative*.



From OCAD University's online exhibition **PathoGEN Error: Compiling 2020** from students in the COVID-19 Responsive Art course including Amanda Lam's Four Seasons, @color.citronella's Sofia, @fiorrets's "Still Life" and @canoopsy's "Maskbag" [OCADU.ca/Pathogen](https://ocadu.ca/pathogen)



You're needed *more* now. Consider creating *more* content.

“With social distancing keeping many people at home, we’re also seeing major shifts in behavioral trends. Consumers have returned to broadcast and cable television and other **premium media sources** for credible information. They are also seeking more in the way of **escapism and entertainment** — downloading gaming apps, spending even more time on social media, and streaming more movies and scripted programming. And between remote working arrangements and live-streamed workout classes, college lectures, and social engagements, we are testing the bandwidth of our homes.” — [HBR](#)

Track trends and *measure* results.

- Rules are constantly changing and new platforms are launching.
- Note what's working. Quick pivots and adapting is key.
- Document stats and trends to better adapt your content and captions.
 - Observe conversations across social media platforms, comment sections and ecommerce product pages to look for opportunities.

Start to really own digital methods of connecting with your audience, like collecting email addresses and yes, even phone numbers.

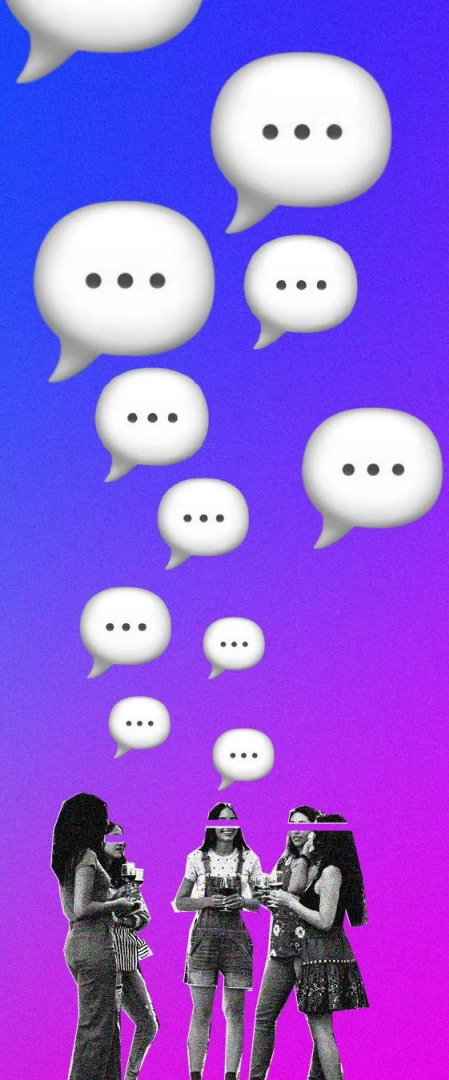
“Great brands build their equity in crises like these”

Setting Your Social Media Goals

Why Grow Your Audience?

Social media means more than just *self promotion*.

How are you engaging your followers, fans and pushing the scene forward?



Setting Your Social Media Goals

Why Grow Your Audience?

#Goals

- For 90% of small business owners, the main goal of advertising online is to get customers to call, visit a store, or make a purchase. (Google Ads)
- Goals include:
 - Brand Building
 - Awareness & Reach
 - Lead Generation
 - Transaction (Sales/Donations)
 - Follower/Subscriber Building
 - Event Registrations

What to share?

- Show the **process**
- Show your **progress**
- Show the **issues**

What to Share on Social Media

Types of Content

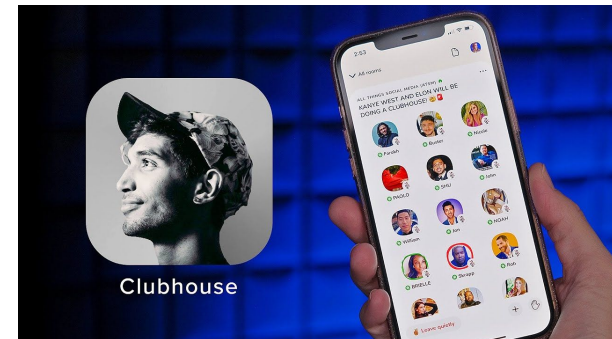


Key Questions

- Who is your audience?
- What device do they use?
- How frequently are they online?
- How niche can you go?

Content Format Examples

- Video content (informal BTS and produced)
- Blog posts or articles (sharing tips and experiences)
- Photography
- Podcasts
- Inspirational: quote graphics/lyrics
- Resources: downloadable guides, exclusive content
- Live content: Instagram or Facebook Live, Twitch, Clubhouse



What to Share on Social Media

Types of Content

Strategy | Series & Categories

- **Behind the Scenes** – Your Workspace, Studio
- **Throwbacks** – Your Journey, Previous Events, Old Work
- **Build-Up and Reveal** – Build hype when launching something new
- **Interviews** and **Connect** with Your Audience
- **Collabs** – with like minded creators in your space + others
- **Clips** – repurposed from IG Live, Podcast Interviews
- **Fun** – Occasionally play into **Trends** (TikTok, Reels)



What to Share on Social Media

The Content Model

DOCUMENT PILLAR CONTENT

One long form piece of content (i.e my daily vlog, Q&A show, keynotes, or podcast)

REPURPOSE INTO
MICRO CONTENT

Create short-form pieces of content (i.e articles, memes, images, quotes, stories, mashups, remixes, rants, GIFS, etc.)

DISTRIBUTE
ACROSS
SOCIAL
MEDIA

Distribute all content on relevant social platforms



Virtual showcases

DesignTO **distanced & digital** Festival Schedule

Festival Schedule

Distanced and Digital

DesignTO is about creativity, community and experimentation.


There are several events and exhibitions to experience online. Most events are free, but some require a RSVP or purchased tickets. All window installations are viewable from the outdoors at venues across the city. Click on each event to learn more.

COVID protocols are in effect. DesignTO is not recommending unnecessary travel or congregating in groups. Please keep physically distanced from others at all times.

All other events are being adapted to current lockdown conditions.







Local and niche *media*



NEW THEORY RADIO
EST. 2008

THEORIES ON MENTAL HEALTH
ISOLATION, CREATION AND MINDFULNESS

HOSTED BY
NAV NANWA

 SIDDARTHA ARTIST	 TENESHIA T. SAMUEL ARTIST/THERAPIST	 LINDSEY KEMP MULTI-DISCIPLINARY ARTIST	 JULES DIVYA MEDITATION INSTRUCTOR
---	--	---	--

SPONSORED BY:
PAMA PITTSBURGH AREA MENTAL HEALTH ASSOCIATION

SUNDAY 11AM-12PM | MONDAY 8-9PM | NEWSTALK SAUGA 960 AM

NEW THEORY RADIO LIVE
CURATED BY NAV NANWA

NOVEMBER 28
7:30PM (EST)

FREE TICKETS
RESERVE NOW

2020
2021

THE ROSE AT HOME

THE ROSE

THE ROSE AT HOME

THE ROSE



Artist Examples | Music

thelegendofbalu

50 Posts 12.5K Followers 4,718 Following

Singer | Community Strategist
Public Figure
Toronto | Tellippalai, Sri Lanka
Founder @suwamt
"Do not just slay your demons, dissect them and find what they've been feeding on."
www.thelegendofbalu.com
Followed by ethan.cabral, navnanwa and 6 others

Follow Message Email

World BROWNALL... Balus Music Past Shows

haviahmighty

71 Posts 19.4K Followers 1,654 Following

HAVIAH MIGHTY
Musician
FOR INQUIRIES:
www.haviahmighty.ca/contact
linktr.ee/haviahmighty
Followed by astawa.ca, itsdjlegacy and 29 others

Follow Message

HOLT RENF... OTTAWA BOILER RO... LA OAKLAND

Idaati

950 Posts 3,891 Followers 1,703 Following

Tremayne Stayoutlate
Gas Station
For Bookings: t.45@stayoutlate.ca
@stayoutlate @whatisbodega @roywoodtoronto
@wkyrant @beevibjuicery
#3millionpeopleintoronto
linktr.ee/stayoutlate
Toronto, Ontario
Followed by _jflow, navnanwa and 17 others

Follow Message Email

Music Events Notes to my... Shows Interviews

Artist Examples | Visual

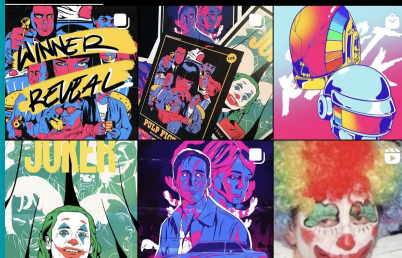
faysov 266 Posts 1,109 Followers 667 Following

FAYSOV IDEA MACHINE™
Artist
dms & merch store open
etsy.me/2N6yxPu
Toronto, Ontario
Followed by april.hos and mikhailaleech

View Shop

Follow Back Message Email

WOW TIMELAPS WALLS PHOTOLOG2 SCRAP




andreacataro 377 Posts 970 Followers 2,841 Following

Andrea Rodriguez
Artist
Lettering & mural artist
Plants, letters, colour
Toronto
doing what I love
andreacataro.com
Followed by torontocreatives.ca, astawa.ca and 5 others

Following Message Email

Letters frie... Murals 2 #WIP My murals Lettering



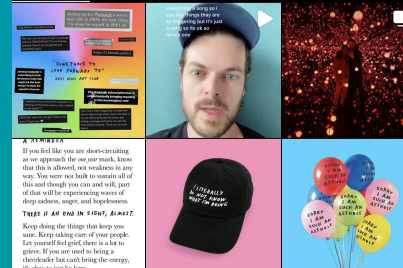
adamjk 255 Posts 319K Followers 632 Following

Adam J. Kurtz
artist & author he/him yes honolulu
shop.adamjk.com/products/surprise-pack
Followed by thoughtfull.co, goodgoodgoodco and 41 others

View Shop

Following Message Email

pin collection fooodood BLM speaking things are

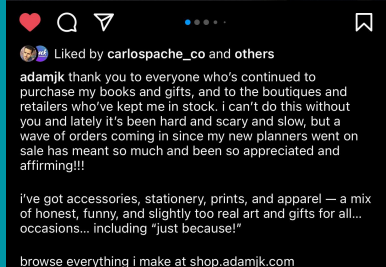
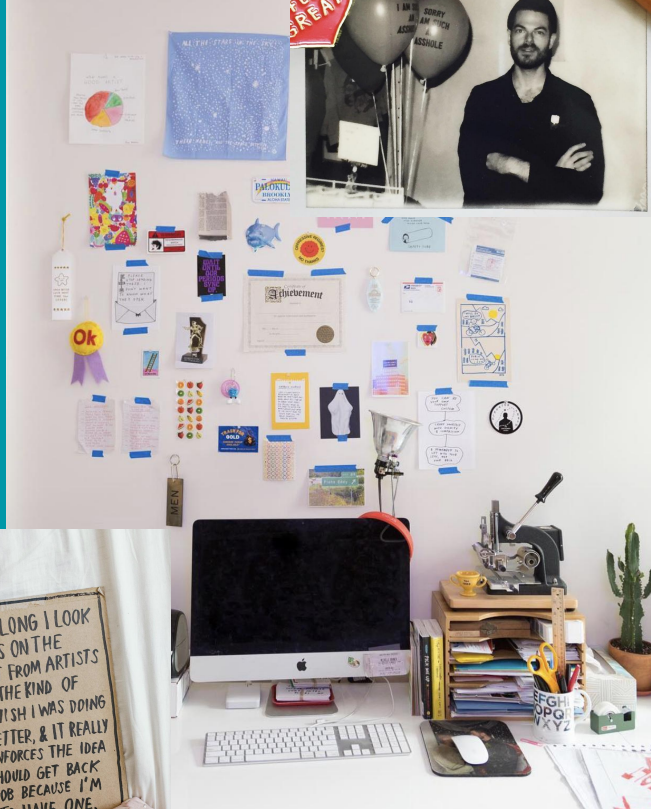
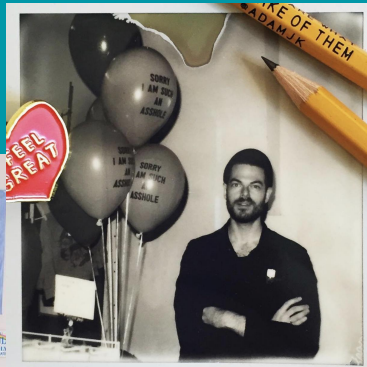


Artist Examples | Adam J. Kurtz

I DO BELIEVE THAT
"LUCK" EXISTS BUT
PEOPLE CHOOSING TO

ALL I'VE DONE THIS YEAR
IS KEEP PLATES SPINNING
AND MISS DEADLINES AND
GAIN 20LBS AND I WISH I'D
CREATED MORE BUT I JUST
DID NOT AND I'M REALLY
HAPPY FOR PEOPLE WHO'VE
ACCOMPLISHED GREAT THINGS
DURING THE PANDEMIC BUT
MY VERSION OF THAT HAS
BEEN JUST STAYING ALIVE
xoxo, @ADAMJK

ALL DAY LONG I LOOK
AT IMAGES ON THE
INTERNET FROM ARTISTS
THAT DO THE KIND OF
WORK I WISH I WAS DOING
EXCEPT BETTER, & IT REALLY
JUST REINFORCES THE IDEA
THAT I SHOULD GET BACK
TO MY JOB BECAUSE I'M
LUCKY TO HAVE ONE.
@ADAMJK



Reframe your content strategy.

“

**Our rallying cry right now is this:
Retention is the new acquisition
and helping is the new selling.**

—

Sangram Vajre, Co-Founder of Terminus

HubSpot

“

**We're shifting our investment from
advertising to empathy, philanthropy,
facilitating community connection,
and inspirational content."**

—

Rahul Raj, Founder and CMO of 5&Vine

HubSpot

Address and *respond* to the *changing* customer needs.

Free Offers & Guides



SMB Social Media Guide

SocialRank 

Prepared by Trufan

trufan.io • Following ...

trufan.io We had over 1,000 SMBs sign up for our SMB offering (45 day free access to @socialrank). We are excited to service the SMB market and to help provide even more value we have put together a social media guide for small businesses. It covers best practices for all the major social platforms. To get the guide, check out our link in bio!

6d

goswish  6d 1 like Reply

— View replies (1)

devante_browne Fire guys. Just the beginning

Liked by hennyempowers and 27 others

6 DAYS AGO

Add a comment... Post





COVID Relief Campaign for Small Businesses

Powered by TRUFAN

First of all, thank you for taking the time out of your day to read this! We hope you and your loved ones remain healthy and safe.

We've noticed that in these uncertain times many small businesses are looking to digitize and engage with their customers online. So we are offering **small businesses with less than 25k followers** free limited access to SocialRank for 45 days. After speaking with marketers, we felt we needed to do whatever we could to help small businesses reach their communities.

So if you're on Instagram or Twitter, complete this short survey to receive the following:

- A free detailed audience report
- 45 days of SocialRank platform access
- A strategy guide & walkthrough video


The video was tailored for this small business program by our Chief Growth Officer, Scott Berty. The sole purpose is to help you identify/retain highly engaged customers who follow you and make use of your time on SocialRank at home.

[Start](#) press Enter

Address and *respond* to the *changing* customer needs.

Email Marketing & Insights

3 Insights For A Post-Pandemic U.S. 🛒 📧 📦 💰 📧 Inbox x

 **Nadia Masri** nadiamasri@getperksy.com via mailchimpapp.net
to me ▾

Tue, Apr 21, 4:59 PM (8 days ago) ☆ 🔄 ⋮

Hello Friends!

Hope you're all keeping healthy! I don't know if it's just me, but I think my body is starting to reject the lockdown on a cellular level. I feel like every one of my atoms is just raging like an angry teenager who just lost cell phone privileges. Along the same vein, this week's newsletter is focused on what younger audiences are thinking about in post-pandemic America.



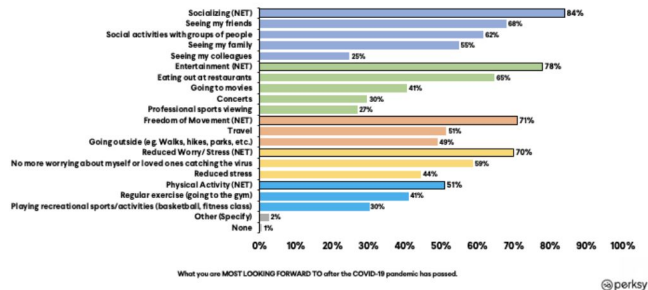
Before we get to that though, big thanks to everyone who attended our webinar last week on Millennials & Gen Z in the Age of COVID-19. What stood out to me most from our data was how the majority of these younger consumers are buying different brands since the pandemic began. In case you missed it, you can [watch the full virtual talk here](#).

Although social distancing is helping curb the spread of COVID, Millennials & Gen Z are eager to meet face to face, but have some concerns. Take a look

2. People are **MOST LOOKING FORWARD** to socializing with others once the pandemic has passed.

84% of people are ready to see friends/family or participate in social activities with large groups of people! 78% are excited to go to restaurants, movies, concerts or view professional sports again.

People are **MOST LOOKING FORWARD** to socializing with others once the pandemic has passed



Daniel Francavilla

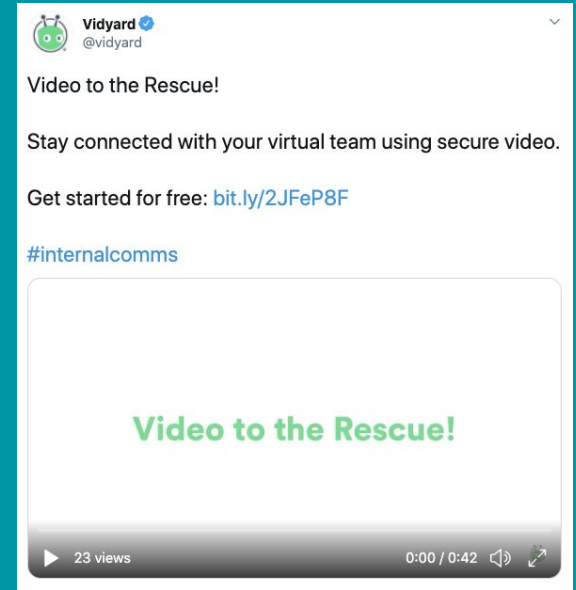
now

Address and *respond* to the *changing* customer needs.

New Free Product Offering

Vidyard introduces free video messaging to improve internal communications during pandemic.

Vidyard has introduced a new free offering, **Vidyard for Internal Communications**, to help remote workers stay connected through secure video content and messaging. The offer allows executives and employees to record, secure, and share private videos from their web browser and email app. CEO Michael Litt said it was a solution Vidyard was intending to release as a paid offering, but the company decided to accelerate the launch and make an early access version available at no cost in light of the pandemic.



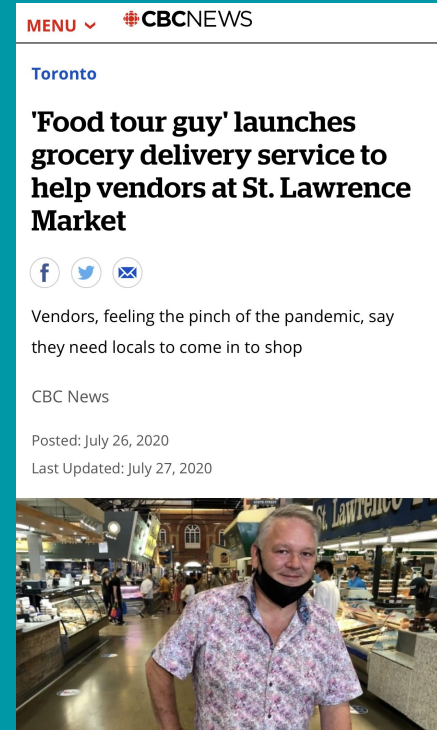
Address and *respond* to the *changing* customer needs.

Toronto Food Tours founder launched a curated food delivery service with items from St. Lawrence Market.

Chef Scott Shop, offers more than 500 products from more than 20 independent market vendors.

Some vendors at Toronto's St. Lawrence Market say they have lost more than half their business due to COVID-19.

Pivoting & Supporting Local



The image is a screenshot of a news article from CBC News. At the top, there is a navigation bar with 'MENU' and the CBC NEWS logo. Below that, the location 'Toronto' is indicated. The main headline reads: "'Food tour guy' launches grocery delivery service to help vendors at St. Lawrence Market'. Underneath the headline are social media sharing icons for Facebook, Twitter, and Email. A short paragraph of text follows: 'Vendors, feeling the pinch of the pandemic, say they need locals to come in to shop'. Below this is the source 'CBC News', the posting date 'Posted: July 26, 2020', and the last updated date 'Last Updated: July 27, 2020'. At the bottom of the screenshot is a photograph of a man with grey hair, wearing a floral patterned short-sleeved shirt and a black face mask, standing in what appears to be a market aisle.


Address and *respond* to the *changing* customer needs + focus on impact.

Relevant Solutions & Content *#StandWithOwners*

TELUS Business
21,366 followers
1mo •

+ Follow ...

Explore ways to give your employees the flexibility to connect, communicate and collaborate no matter where they may be working.



Helping our customers to enable Virtual Work.

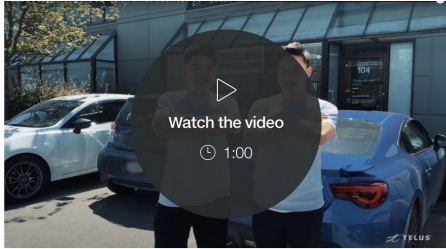
Enabling Virtual Work for your business | TELUS Business
telus.com

89 • 2 Comments

Meet the owners

Small business is the heartbeat of every neighbourhood. Each week, we'll feature owners from across the country, and share their incredible stories of running a small business during COVID-19.


[Owner stories >](#)



Watch the video
1:00

TELUS #StandWithOwners: A Conversation...

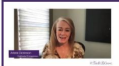


Watch later Share



Arlene Dickinson
Celebrated Entrepreneur

#StandWithOwners

Expert advice on how to manage your business during & after COVID-19.

-  A conversation with Arlene Dickinson, Celebrated Entrepreneur
-  A conversation with Ashley, Rachel & Mik
-  A conversation with Dan

Address and *respond* to the *changing* customer needs + focus on impact.

Relevant Solutions & Content
#StandWithOwners

Tag your *favourite* small business and we'll purchase a \$25 gift card for you to use.

#StandWithOwners

You did it!

4 days. 20,000 social posts.
\$500,000 to support owners.

Thank you.

#StandWithOwners

Acknowledge and *recognize* your community.

Community Support



Tim Hortons launched a cup design to honour of essential workers across Canada.

Hero Cups featured Thank You where the logo usually is, and the rest of the cup's surface area was covered with the names and professions of 100 essential workers.

Respond to changing customer and community needs + focus on impact.

Launching a New Brand

maskwell

Protective masks
Positive impact



Respond to changing customer and community needs + focus on impact.

Launching a New Brand

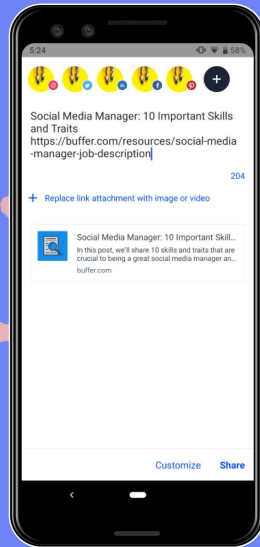


Source fresh *ideas* and trending content.

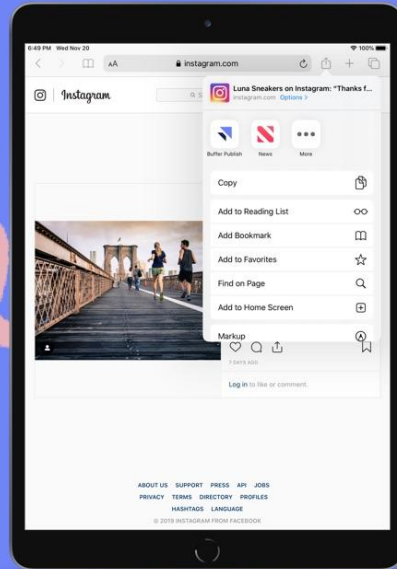
The image shows the BuzzSumo website interface. At the top, there is a navigation bar with the BuzzSumo logo, menu items for Features, Use Cases, Resources, and Pricing, and buttons for Login and Start Free Trial. The main heading reads "Find the content that performs best. Collaborate with the influencers who matter." Below this is a sub-heading: "Use our content insights to generate ideas, create high-performing content, monitor your performance and identify influencers." A search bar contains the text "Try it out! Enter a keyword or domain" and a magnifying glass icon. Below the search bar, an example text reads "For example: 'Content Marketing', 'Cnn.com'". The bottom portion of the image is a screenshot of the BuzzSumo dashboard. The dashboard has a top navigation bar with tabs for Discover, Content, Influencers, Monitoring, and Projects. The main section is titled "Trending" and "Displaying All Active Feeds". It includes a sidebar with "New Feed" and "Trending Feeds" sections, and a main content area with a "Filter your results" section (24 Hours, Country, All Languages) and a "Sort by: Trending Score" dropdown. The main content area displays two feed items: one from "indiatrav.com" with a photo of a car and the text "Artificial intelligence to solve", and another from "youtube.com" with a photo of a man and the text "Flux, Musk says". To the right of the feed items is a line graph titled "Engagement & content over time" showing engagement metrics over time.

Plan and *schedule* your content in advance.

Manage and publish
your social media
content in one place.



Share from your favorite
apps via our Extension



Install the Buffer Extension to share directly
from other iOS apps on your device.

A screenshot of a social media scheduling calendar interface. The calendar shows a grid of days from Monday 16th to Sunday 22nd. The vertical axis represents time from 0:00 to 7:00. Various posts are scheduled at specific times, with their titles and scheduled times visible in the cells. For example, on Monday 16th, a post titled "15 New Soci..." is scheduled at 0:00, and another titled "25 Question..." is scheduled at 1:06. On Friday 20th, a post titled "The Complet..." is scheduled at 4:59. On Saturday 21st, a post titled "18 Incred..." is scheduled at 05:13. On Sunday 22nd, a post titled "20 of the Bes..." is scheduled at 02:06. The interface includes a mouse cursor pointing at the 3:00 mark on Friday 20th.

Turn your *vision* into something you can *sell*

- Finding Your Brand Story
- The Art of Storytelling, Concisely
- Build the Bridge Between Your Story and Your Brand
- Find Your Voice

What's your idea?

Finding your Brand Story & Storytelling

Step 1: **What's your why?**

- If 1000 other people are serving the same purpose, how do you stand out?
- How is your story unapologetically you
- What is your story - and who cares

Step 2: **Use your story**

- How do you use your story in your brand messaging
- How can this be reflected in your copy and correspondence?
- Summarize your story into 3 sentences for easy access

Step 3: **Find your voice**

- Write in language that resonates with your audience and is genuinely you
- Be comfortable with telling people your story, over and over again

Be *clear* with
your messaging.

Offer *value* that
benefits others.

Really *listen*
and *interact*.

Engagement
over followers.

Build *meaningful*
relationships.

Nobody likes
being *sold* to.

Give them a *reason*
to stay following.

Targeting tools
are your friend.

Know your *niche*.

Make it *easy* for us
to support you.

Be searchable.

No deposit,
no *return*.

and finally, remember
Brands evolve.
People evolve.



Daniel Francavilla
danieldoos.co



nowcreativegroup.com
@nowcreates

Questions?

Thank You

