



DIGITAL ROUTES

OF CULTURAL HERITAGE FOR A SUSTAINABLE FUTURE

Module 4: Communication and Branding for Cultural Entrepreneurs



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Consortium

The consortium consists of seven organisations – six countries, each one with its own experience and field of expertise. Their aim is to motivate people to become active citizens of their communities and to branch out into the wider context.



Coordinator -
Poland



Poland



Germany



Cyprus



Greece



Romania



Hungary



Table of Contents

01

Introduction

The DIGITALROUTES@CULTURE project (aims and objectives)

02

Module Description

Cultural Entrepreneurs - Communication & Branding Competence

03

Topic 1 – Brand Vision

Topic 1 description (aims, objectives etc.)

04

Topic 2 – Communication tools

Topic 2 description (aims, objectives etc.)

05

Topic 3 – Organizational skills

Topic 3 description (aims, objectives etc.)

06

Conclusion & Module Scenario

Conclusion & Module scenario for the Open Badges





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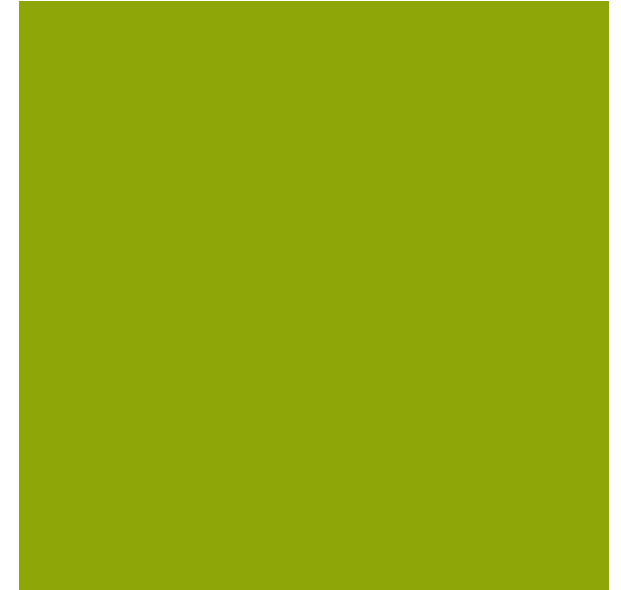


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Introduction



Cultural Heritage





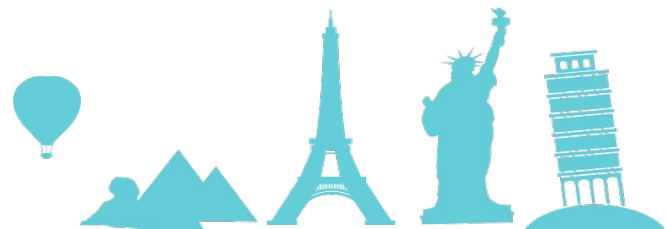
Cultural heritage is nowadays regarded as playing an important role to the overall European GDP.

According to the 2020 Eurostat culture statistics, in 2019 7.4 million of jobs, have been covered by cultural jobs in the EU. The new European Agenda for Culture of 2018 moreover strengthens the importance of supporting culture-based creativity in education and innovation as well as for employment and growth and harnesses the power of culture and cultural diversity to ensure social cohesion and wellbeing.

32% employed people in the field of culture was self-employed in 2019 (Eurostat, 2020).

“

*'A person without
the knowledge of
their past history,
origin and culture
is like a tree
without roots'
(Marcus Garvey)*





Aims & Objectives



#1

To encourage young people to professionally engage in cultural sectors and equip them with the necessary social entrepreneurial and digital skills to be involved in new cultural related job opportunities.



#2

To develop an open, dynamic and interactive Web-Portal and a mobile application which will map the cultural heritage spaces using augmented reality features.



#3

To address the issue of youth unemployment and youth urbanization.



#4

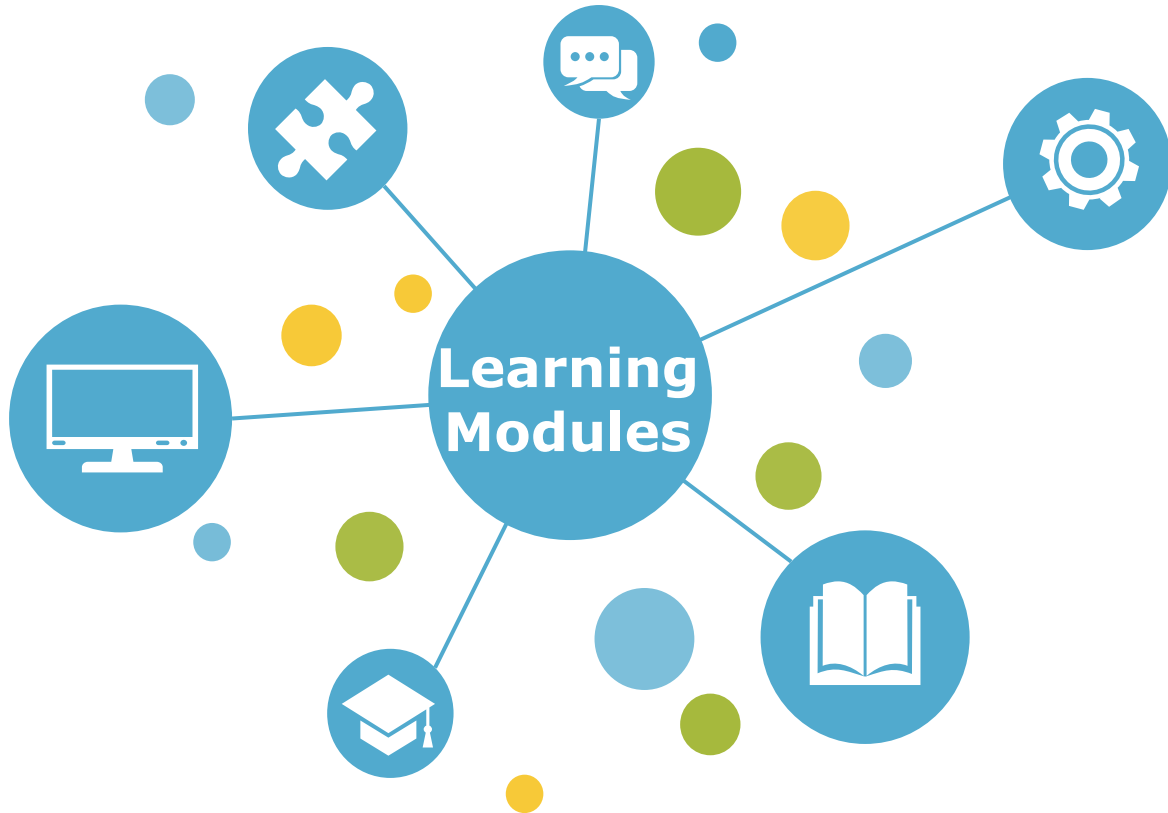
To support culture-based creativity in education and innovation, and for jobs and growth.





DIGITALROUTES@CULTURE

Learning Modules



Module 1

Introduction - Meet the Cultural Entrepreneur

Module 2

Entrepreneurs in Cultural Tourism

Module 3

Cultural Entrepreneurs - Business Competencies

Module 4

Cultural Entrepreneurs - Communication & Branding Competence

Module 5

Cultural Entrepreneurs - Digital Competencies

Module 6

Cultural Entrepreneurs - Creative Competencies

Module 7

Cultural Entrepreneur - Working with Local Communities



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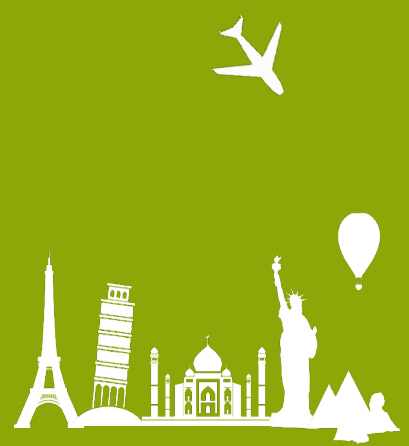
Module Description



Cultural entrepreneurship can be defined as the **specific activity of establishing cultural businesses** and bringing to market cultural and creative products and services that encompass a cultural value but also have the potential to generate financial revenues. Cultural entrepreneurs are **the creators of epistemic focal points that people can coordinate their beliefs on**. They change people's motivation for contributing to economic development. They even challenge and constantly change people's understanding of what is possible.



Entrepreneurial marketing includes **innovation, risk taking, and being proactive**. Entrepreneurial marketing campaigns try to highlight the company's greatest strengths while emphasizing their value to the customer. Focusing on innovative products or exemplary customer service is a way to stand out from competitors.



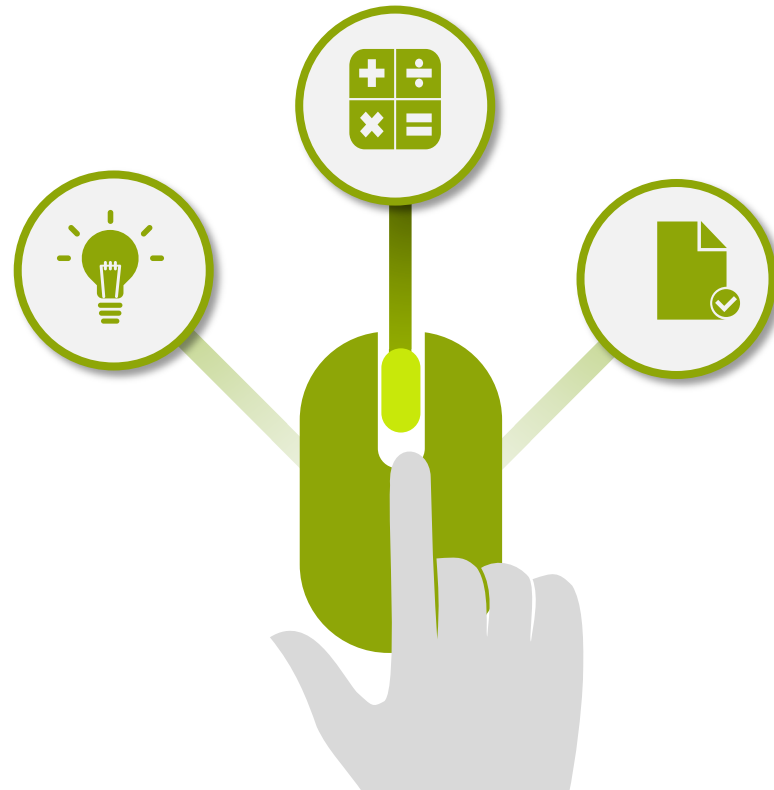


Module 3 - Cultural Entrepreneurs - Communication & Marketing Competence

Topic 2

Communication tools

Topic 1
Brand Vision



Topic 3
Organizational skills



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Topic 1 – Brand Vision



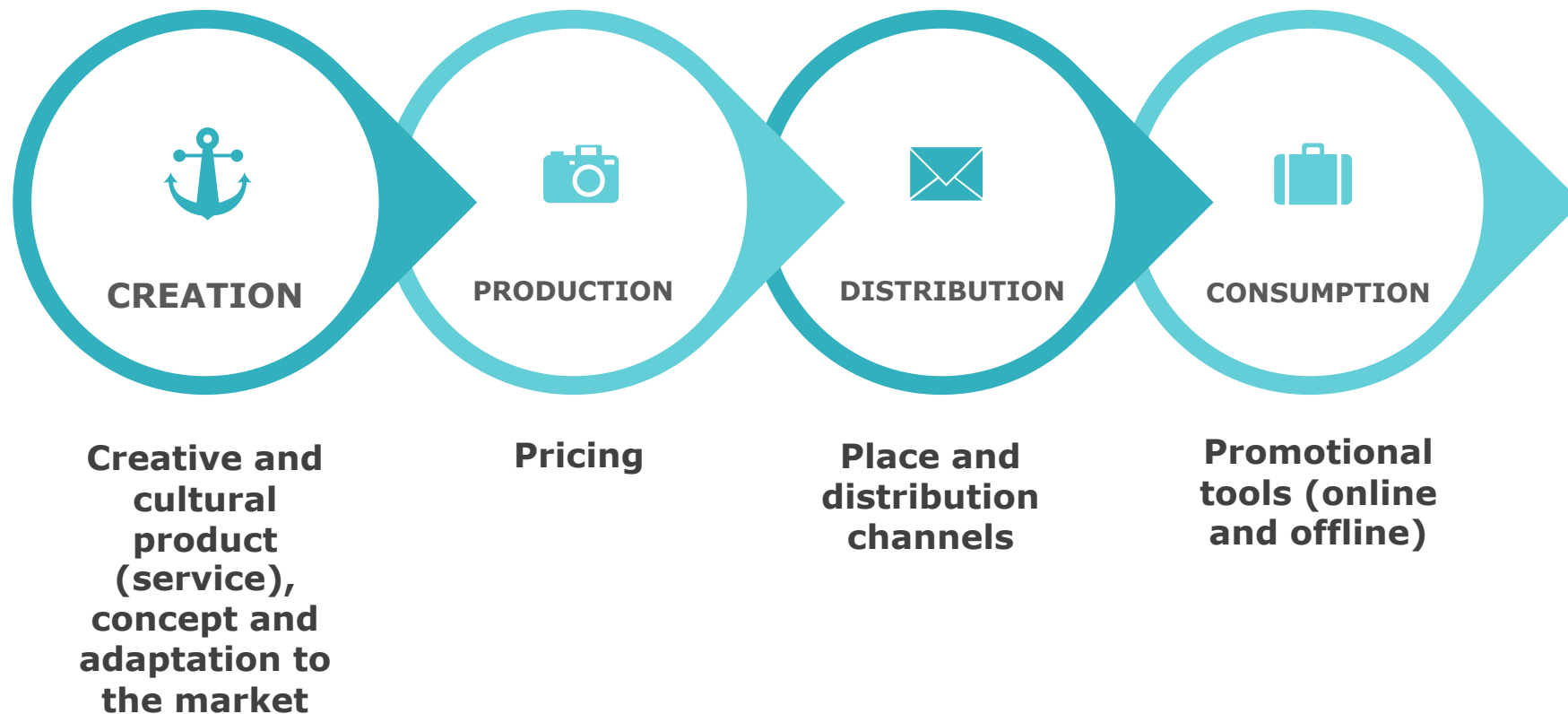
In contemporary society, every entrepreneur must be aware with digital technologies and the power of social media. The online marketing and promotional tools can not only to present the entrepreneurs' art products and services to widen audience, but also to create truly fans and admires, to attract investors and partners, to rise his/her reputation and perspectives.

Example of the tools are:

- **Social media marketing and promotion:** gaining website traffic or attention through social media
- **Affiliate marketing and promotion:** promotion by placing ads or links to the website
- **Blogging:** regular online posts (weblog) pertaining to particular
- **Online video advertising:** placing a short video advertisement at the beginning of an online video



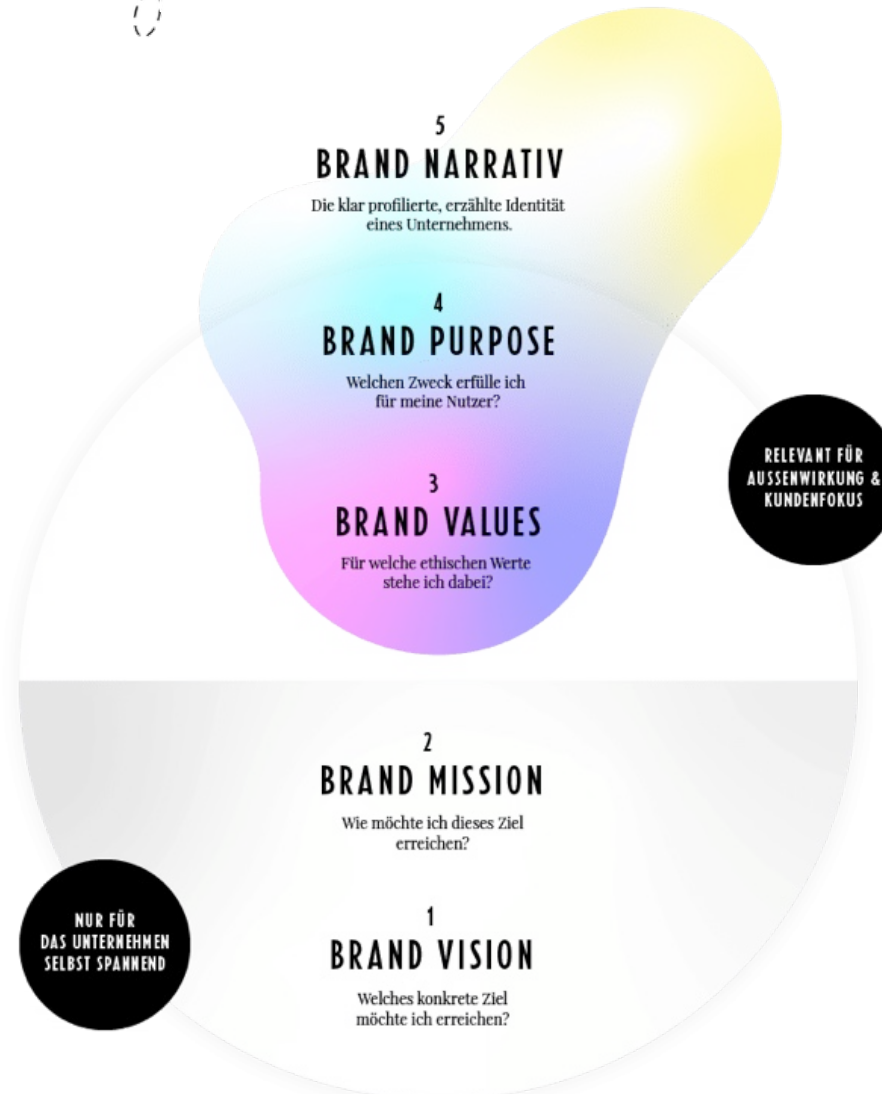
The young cultural entrepreneurs can use the value chain for culture for identifying their place in the complex network of cultural and creative activities.





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What is Brand Identity ?

The visible elements of a brand, such as design, logo and color, that identify and distinguish the brand in consumers' minds.



- Brand vision is the group of ideas behind a brand that help shape the future.
- When the brand vision clicks, it reflects and supports the business strategy, differentiates from competitors, resonates with customers, energizes and inspires employees and partners, and precipitates a gush of ideas for marketing programs.
- If the brand appears to be absent or superficial, it will drift aimlessly and marketing programs will possibly be inconsistent and ineffective.



Brand Identity: Creating your Branding Persona!

Content branding isn't about what your brand wants or what you're interested in. **It's about what your audience is interested in.**

So how do you craft meaningful, useful, and valuable content marketing that people will care about?

By creating branding personas that help you intimately understand your audience: who they are, the challenges they're facing, and—most importantly—how you can help them solve their problems



PERSONA

NAME, AGE

PICTURE

PERSONALITY

CONSERVATIVE OPEN

CAREFREE ORGANIZED

INTROVERTED EXTROVERTED

COMPETITIVE COOPERATIVE

CONFIDENT VULNERABLE

KEY DATA & BIOGRAPHY

NEEDS, DESIRES & MOTIVATIONS

PROBLEMS & FRUSTATIONS



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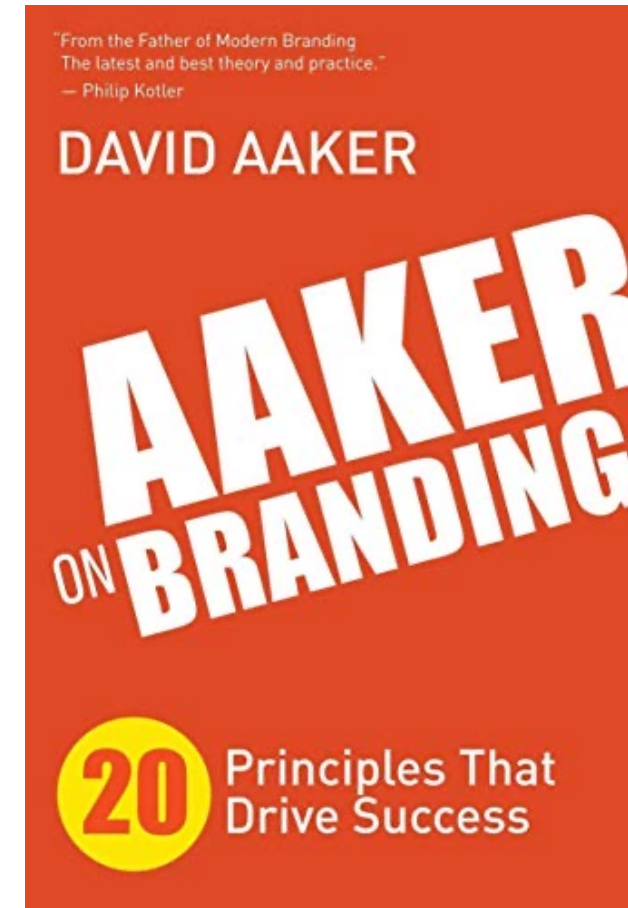
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Why is it important?

Brand identity is the cornerstone of brand strategy and brand building. You need an articulated description of the aspirational image for the brand, what you want the brand to stand for in the eyes of customers and employees.

That description drives the brand-building component of the marketing program, and greatly influences the rest of your brand's activity.

In fact, seven of the 20 principles in the book Aaker on Branding: "20 Principles That Drive Success" are centred on getting the brand identity concept right.

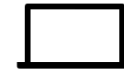




Social Media Promotion

- Promoting in social media is all about creating and sharing content on social media networks in order to achieve your marketing and branding goals.
- Social media marketing includes activities like posting text and image updates, videos, and other content that drives audience engagement, as well as paid **social media advertising**.

HOW TO PROMOTE YOUR BRAND ON SOCIAL MEDIA



FILL OUT YOUR PROFILE



ADD YOUR BRANDED HASHTAGS



"FOLLOW US ON SOCIAL": CROSS-PROMOTE ON OTHER CHANNELS



PROMOTE YOUR SOCIAL ACCOUNTS IN NEWSLETTERS & EMAIL SIGNATURES



Topic 2 - Communication tools



What will become Next email?

Digital tools are part of the 21st century project management. However, even they get outdated.

The discussion about a tool that could become as impactful as the e-mail goes on for the last decades. Can you guess what it is?

Communication tools:



vs.





What do slack & yammer offer?

Slack and Yammer are internal communication tools. Even though they seem similar, they each have their own features. Slack is a messaging app where you can share messages, files and have built-in tools. Yammer on the other hand is more known as a social network

Slack and Yammer both have the following features:

- Privately message members.
- Create groups/channels.
- Upload pictures, videos.
- Join open groups.



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Culture Goes Eu...

maribyk

Jump to...

All Threads

Channels

- # administrative-issues
- # cge_board
- # cge_localevents
- # cge-events
- # cge-media
- # communitygoeseurope
- # communitygoeseurope2
- # culturegoesdigital
- # dc4jobs
- # euronics
- # externalopportunities
- # general**
- # ideaspool
- internal
- # ka2_mixitup
- # ka2_school_and_adult
- # openday2018
- # partner-projects
- # redesigning_office
- # sprachclub
- # uni-presentations
- # wearethepeacemakers

#general | 38 | 0 | Company-wide announcements and work-based matters

Tuesday, April 9th

9+ Updates

Due to the simultaneous scheduling of a KA2 partner meeting for tomorrow, I was asked to reconsider the Excel session. Depending on your feedback, I can keep it, change it to the afternoon or postpone it indefinitely (maybe April 26th?). Let me know your take on it, please. If needed, I can run one session tomorrow and another one later in the month.

Stefan Feichtinger 2:48 PM
I like the Idea of having it at the 26th of April.

1

1 reply 8 days ago



Wednesday, April 10th

bojanamatuzovic 10:29 AM
Anyone in the office? Can you please open the door for me :) its locked

1 reply 7 days ago

Monday, April 15th

mborchardt 11:09 AM
Hi all, due to health issues I likely won't be in the office before the early afternoon. See you then!

Today

bojanamatuzovic 11:12 AM
Hi! Anyone coming to the office soon? Jasmin and I dont have keys anymore :)

maribyk 11:28 AM
I was planning at around 13. Is Zafar not there? He planned to pick up stuff for the training
I can also give the key, since I'm living around the corner

Message #general



Office 365 Yammer Calendar Settings Help Profile

Home 3 Notifications More

Search

GROUPS

- Summer Sales 7
- London Sales & Marketing 1
- Central Customer Conne... 20+
- East Coast Share Out
- Secret Project 19
- All Company 3

[Browse Groups](#)

[+ Create Group](#)

Update Poll Praise Announcement

What are you working on?

DISCOVERY **ALL** FOLLOWING Settings

Central Customer Connection

Michiyo Sato – 12m ago
Hi Team! We have the new version of the Customer Connection website almost ready. Please, if you haven't submitted your changes, do it today.

contoso.com
Customer Connection - Contoso
Let's talk!

LIKE REPLY SHARE More

Max Smith – 10m ago
Great work! This is a MASSIVE improvement, I can't wait. I have found a couple of typos in my content. Should I post the corrections in this thread?

LIKE REPLY SHARE More

Write a reply

NETWORK USAGE POLICY

Your use of Yammer is governed by the Contoso Usage Guidelines

- RECENT ACTIVITIES**
- Alex Darrow and 3 others viewed Patrick's Reports in Apps Team group.
 - Janet Schorr downloaded List of EMEA Partners from the EMEA Sales group.
 - Katie Jordan viewed an image in the Marketing Sharing group.

- SUGGESTED PEOPLE**
- Fabrice Canel
Senior Marketing Lead
[FOLLOW](#)
 - Sara Davis
Mobile Engineer
[FOLLOW](#)

SUGGESTED GROUP





Cons and pros

Some of the Pros for Yammer is that is a hybrid between Twitter and Facebook. People can follow, share and discuss topics which stimulates collaboration between co-workers.

On the other hand, Slack offers a better file organisation, sharing and browser system (which Yammer doesn't).

Yammer integrates with Office 365 where Slack is also able to integrate with Google Drive, Asana and Dropbox among others.

Conclusion

To help you choose between these two platforms, consider the type of information you want to be shared.

Yammer has a post feed similar like Facebook, where posts are created and have a comment section, unlike Slack where messages stack on top of each other. For this reason Slack is better for a quick messaging scenario and Yammer is better suited for a more "passive" information, like brainstorming or open discussions.



Topic 3 – organizational skills



Organisational Skills and Digital Tools

- Managers do not generate a useful product on their own. Instead, they provide and coordinate resources so that others can generate useful products.
- In order to be a successful, a manager must have a combination of **managerial and social skills** to foresee potentially problems and to implement the appropriate response.
- For a proper administration and coordination dividing a project into phases simplifies the process and enables leadership in the best possible direction.



The project management processes





Project management phases

- At the beginning of a project, the basic idea needs to be well explored and elaborated. Moreover, this initial phase includes goals for the project, decisions concerning the partners and parties to carry through the project implementation, and the project leader writing the plan and/or proposal.
- Even though the project management cycle and other project management methods create a tight framework, the leadership should be visionary and motivating.

Optimising Project Management Processes with Digital Tools

- Internal communication is vital for establishing a well-functioning network in which the input of all internal stakeholders is needed for the successful achievement of project objectives.
- Effective internal communication can be created from a combination of selected methods and digital tools to be used in project implementation.
- The selection of internal communication methods must be decided desirably by the project manager. The selected methods will guide the members towards coherent communication.



Once the method(s) and tool(s) have been selected, the following points should be specified



WHO NEEDS THE INFORMATION

WHEN IT IS NEEDED



WHO WILL DELIVER IT

HOW IT SHOULD BE DELIVERED





The following explains briefly the most significant ways digital tools provide value in organisations:

Improving collaboration. Internal social tools can enable employees to engage with co-workers more widely, building awareness of expertise and increasing collaboration across the organization.

Enhancing knowledge sharing. Companies are increasingly using social tools to gain a competitive advantage through internal knowledge sharing. Often this benefit emerges organically and is then put to strategic use.

Creating a connected global company. Employees who work in different locations around the world often have a hard time building relationships and forging a shared identity. Social tools can facilitate personal and professional connections, increasing trust and rapport across geographic and cultural borders. Making employees feel like a family, more connected.

Preventing duplication of work. Social tools allow employees to learn about existing projects and initiatives that overlap with their own and to coordinate efforts. This can reduce work duplication and free up time to generate new knowledge or projects.

Increasing innovation. With the help of social tools, employees can sometimes borrow ideas and solutions from other parts of the organization and combine them in fresh ways to create new products or processes.



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WORKSHOP: How do you organise your tasks?



Task allocation tools:



Basecamp



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The screenshot shows a Trello board titled "CGE TEAM" with a background image of a mountain range. The board is organized into five columns, each representing a different project area:

- CGE WEBSITE:**
 - Updating the website front page (Due: Jan 15, 2018)
 - Transferring from old website to new one www2.cge-erfurt.org (Due: Jan 12, 2018)
 - Uploading more project results (Due: Jan 12, 2018)
 - Creating DC4 Jobs page and improving Code for Youth (Due: Feb 23, 2018)
- CGE PROJECT REPORTING:**
 - SUBJECT NOT OBJECT (Assignee: MB)
 - AA Stadt Im Dialog (Progress: 0/5)
 - TC INFORMAL REVISION (Due: Jan 31, 2018, Progress: 1/2)
 - TC EMOTIONAL MANAGEMENT (Due: Jan 19, 2018, Progress: 1/2)
 - EVZ QUO VADIS (Due: Jan 19, 2018, Progress: 2/2)
 - KJP JOURNALISMUSS (Due: Jan 12, 2018)
 - KJP SHOW ME A FUTURE
- CGE PROJECT DEADLINES:** (Empty column with "+ Add a card")
- CGE AS PARTNER KA1/KA2/KA3:** (Empty column with "+ Add a card")
- CGE OFFICE:**
 - Office Keys
 - OFFICE EQUIPMENT REVISION

The interface includes a top navigation bar with "Boards", "New stuff!", and "Trello" branding. The board header shows "CGE TEAM" with a star, a search icon, and a "Team Visible" status. A right sidebar shows a list of other boards.



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asana ☰

- Home
- My Tasks
- Inbox
- Portfolios

Favorites

- Community Goes Europe
- Website
- DC4JOBS

Show more

Reports

- Tasks I've Created
- Tasks I've Assigned to Others
- Recently Completed Tasks

Upgrade for more reporting

Teams

- Culture Goes Europe ...
 - De
 - am
 - as
 - AL
- Culture Goes Digital
- Community Goes Europe
- Community Goes Europe 2
- We are the Peacemakers!

Home

Go to any project or task...

+ New



Upgrade



▼ Favorites



Community Goes Europe
Culture Goes Europe (...)



Website
Culture Goes Europe (...)



DC4JOBS
Culture Goes Europe (...)

▼ Recent Projects



DC4JOBS
Visited Apr 14 - Culture Goes Europe (CGE) Erfurt e.V.



Website
Visited Apr 9 - Culture Goes Europe (CGE) Erfurt e.V.



Social Media
Visited Apr 4 - Culture Goes Europe (CGE) Erfurt e.V.



Community Goes Europe
Visited Mar 28 - Culture Goes Europe (CGE) Erfurt e.V.



We are the Peacemakers!
Visited Mar 28 - Culture Goes Europe (CGE) Erfurt e.V.





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Mix it up shake it up - follow up of international events

AS FC IO LR LT MB NG SM Add/remove people

Campfire

- Tamara Gojkovic 3:04pm hi guys! hope you are all well
- Tamara Gojkovic 3:04pm we should speed up a bit th...
- Tamara Gojkovic 3:06pm I think we are missing the p...
- Tamara Gojkovic 3:06pm can you please tell us when...
- Tamara Gojkovic 3:10pm additionally, I will send you

Message Board

- Report form [Interim KA2 Report]
- Meeting February 8th - minutes 1
- Focus groups Hello, as I didn't have the
- Surveys Hello guys, I posted the 2
- Survey Hey guys! Here is the article

To-dos

- Events
- C1 - training course Jun 24 - Jun 30 Tamara G. Dragana J. Daniel C. ADEL S. Sofia M. Zafar S. Marina B.
- Dissemination event - Brussels, Belgium Apr 15, 2020 Tamara G. Dragana J. Daniel C. ADEL S. Sofia M. Zafar S. Marina B.

Schedule

- Tue, Apr 30**
 - First draft of IO1 Project IOs
- Sun, Sep 1**
 - Deadline for testing phase + draft of IO3 Project IOs

Automatic Check-ins



Create recurring questions so you don't have to pester your team about what's going on.

Docs & Files

- First Interim Report
- Interim Report - ADEL SLOVAKIA
- Monitoring Meeting in Erfurt, Germany
- Surveys and focus groups analysis





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Conclusion



Digital social tools bring the greatest benefits when employees are exposed to ideas and insights from people across the organisation — particularly people they wouldn't normally encounter.

The challenge, however, is that focusing attention on content coming from multiple departments — many of which have different goals and may seem unrelated to one's own work — is difficult.

For the communication tools: To help you choose between these two platforms, consider the type of information you want to be shared. Yammer has a post feed similar like Facebook, where posts are created and have a comment section, unlike Slack where messages stack on top of each other. For this reason Slack is better for a quick messaging scenario and Yammer is better suited for a more “passive” information, like brainstorming or open discussions.

For the organizational skills: Trello and Asana are both strong contenders among project management apps. They both share the same basic features. If you don't have a bug team Trello might be the one you are looking for. If instead you will have to manage a bigger amount of people and tasks and even several projects Asana is a safer bet, the all in one functionality and more advanced features will help you and your team work productively. If on the other hand you are an individual or your team is very slow Basecamp can be a safe option.



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Glossary



After each module, a glossary will also be developed in order to explain the most important notions, concepts and terms of the module. It is important to keep in mind that the first time that a concept, notion or term that will be further explained in the glossary, is mentioned in the body of the module and it should be bolded.

TERM	DEFINITION
Brand Narrative	A brand narrative is a central building block of a meaningful brand strategy. It is built upon the insights and information gleaned during the kickoff process, with a particular focus on the business-related shifts the brand seeks to make.
Brand Identity	Brand identity is the visible elements of a brand, such as color, design, and logo , that identify and distinguish the brand in consumers' minds.
Digital Tools	Digital tools are programs, websites or online resources that can make tasks easier to complete.
Managerial skills	Managerial skills are the knowledge and ability of the individuals in a managerial position to fulfill some specific management activities or tasks.
Communication platforms	A communication platform is a software solution that facilitates external and internal messaging . It utilizes many channels, including phone, video conferencing, task management, and team messaging.
Social media advertising	Social media advertising (also known as paid social) involves running paid ads on various social media channels , such as Facebook, LinkedIn, Instagram, Twitter, etc. These can include banner ads as well as native ads and activities like boosting posts or like campaigns.



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<https://www.youtube.com/watch?v=k2VSSNECLTQ>

<https://www.forbes.com/sites/rachelmontanez/2018/12/13/the-best-companies-for-corporate-culture-in-2018/#3b240efb3ee4>

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/277164/ep6-technology-trends-relevant-to-manufacturing.pdf

<https://www.nytimes.com/2017/02/22/technology/uber-workplace-culture.html>

<https://www.frc.org.uk/getattachment/d246eacb-5774-4912-98e1-c03f1c8f692f/Corporate-Culture-and-the-Role-of-Boards-Report-of-Observations-tagged.pdf>

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Module Scenario



SCENARIO AND QUESTIONS FOR MODULE 4: Creating Brand Identity

Sabine is a digital communication graduate and she had 2 years of experience prior to her graduation as assistant visual communication designer. Additionally, she has been practicing photography and is a passionate traveler and foodie. Together with her friends, Sabine is interested to open a photography studio to offer service for restaurants and tourist attractions in the region. She has been creating her portfolio through her professional website and intends to expand her product outreach through social media. She will promote the purpose of her service to keep her customer interested with new and innovative content. She will also ensure that there will be a sense of involvement from her customers. She knows that the most challenging part is to attract her customers and build a brand identity for her enterprise.



She would like to present her service as an “advertising photographer” that bring the authenticity of the object she is working with, to tackle an enormous variety of briefs, including interior photographs for hotel, restaurants and for destinations and attractions. Her client based are usually from the location or a supplier of interior design or from the kitchen appliances companies. She works on specific location, but can also produce set ups as demo work stations, to studio set builds that are required for brochure image. Her friend is a web-designer and together, they strength is in designing, producing image banks for the website and social media to market a restaurant/ hotel/Airbnb/tourist attraction.

Therefore, the main consumers of their products/service as mostly restaurants and food industry. Sabine and her partner created a brand identity through creating branding identity which is started with a mission statement generally consists of 3 components:

- **Key Market:** Who is the target client/customer?
- **Contribution:** What product or service provided to that client?
- **Distinction:** What makes product or service unique, so that the client would choose the service?

After working on their branding identity, Sabine works on creating the brand persona for her enterprise. Her businesses need to tell a compelling story that connects with its audiences on an emotional level. Every story requires a clearly understood central character with which people can identify and create a long-lasting emotional bond: the brand persona. Without a strong brand persona, the brand narrative lacks a focus.



QUESTIONS:

1. How can social media build the strong brand identity?
 - a. Communicating the brand through content
 - b. Connect with your customer to build a branded community
 - c. All of the above

2. How can Sabine and her partner find out who their target segments:
 - a. By collecting a list of customers based on their client base
 - b. Analyzing the customers list at company level
 - c. All of the above

3. What is the fundamental element of branding identity?
 - a. Logo, website and brochure
 - b. value of the product/service that your audience is interested in
 - c. social media outreach and content management

4. What is the difference between brand identity and brand persona? (explain your answer)

5. by using this template, create the potential persona of Sabine's customer (exercise)

PERSONA

NAME, AGE

PICTURE

PERSONALITY

CONSERVATIVE OPEN

CAREFREE ORGANIZED

INTROVERTED EXTROVERTED

COMPETITIVE COOPERATIVE

CONFIDENT VULNERABLE

KEY DATA & BIOGRAPHY

NEEDS, DESIRES & MOTIVATIONS

PROBLEMS & FRUSTATIONS



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