

Beware your Content, it becomes your Brand.

CONTENT
IS KING

"Beware your thoughts, they become your words;

Beware your words, they become your actions;

Beware your actions, they become your habits;

Beware your habits, they become your character;

Beware your character, it becomes your destiny."

— Lao Tzu*

Beware your Content, it becomes your Marketing

Beware your Marketing, it becomes your Branding

Beware your Branding, it becomes your Strategy

Beware your Strategy, it becomes your Identity

Beware your Identity, it becomes your Brand.



Content
Marketing
Branding
Strategy
Identity
Brand



Brand
Identity
Strategy
Branding
Marketing
Content

Brand

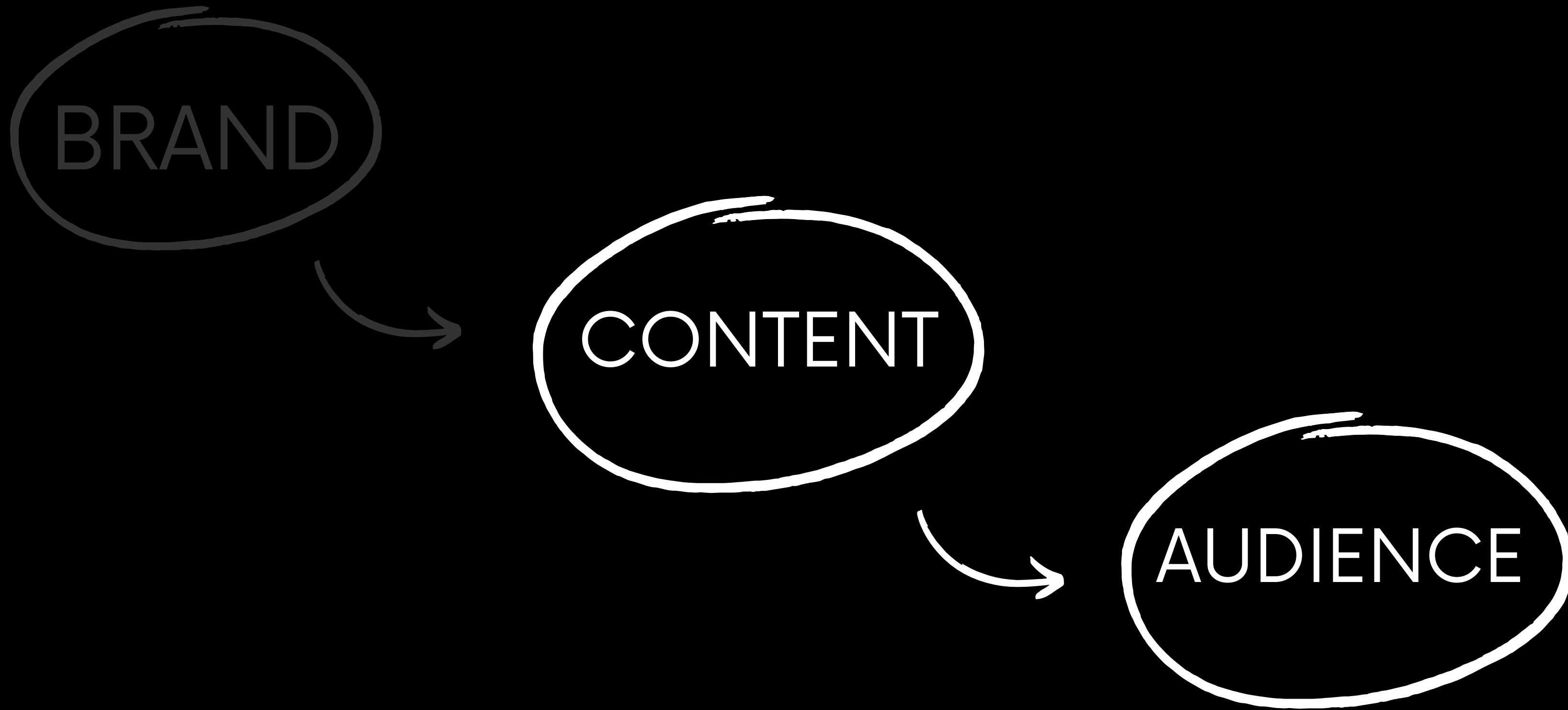
Identity

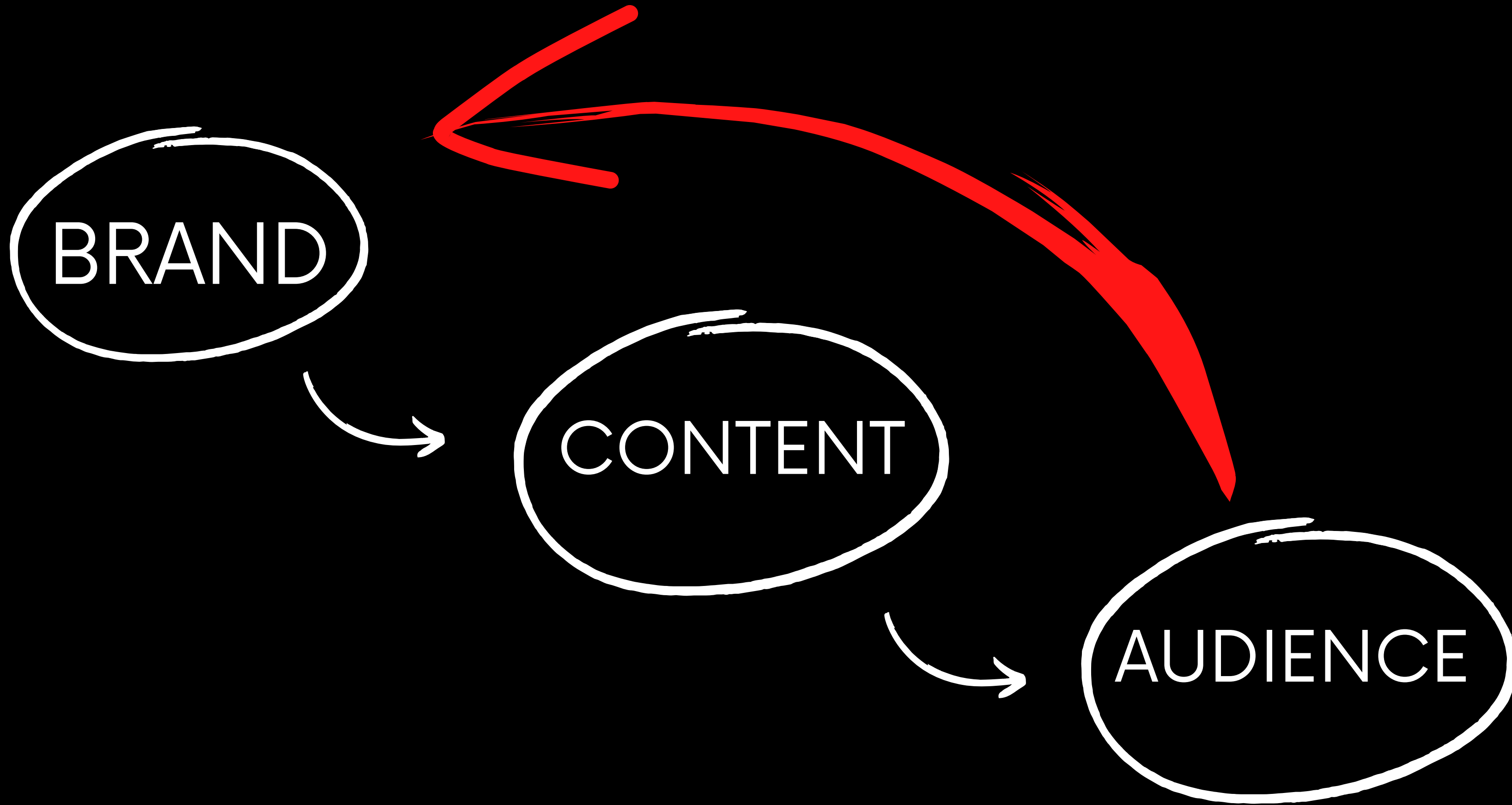
Strategy

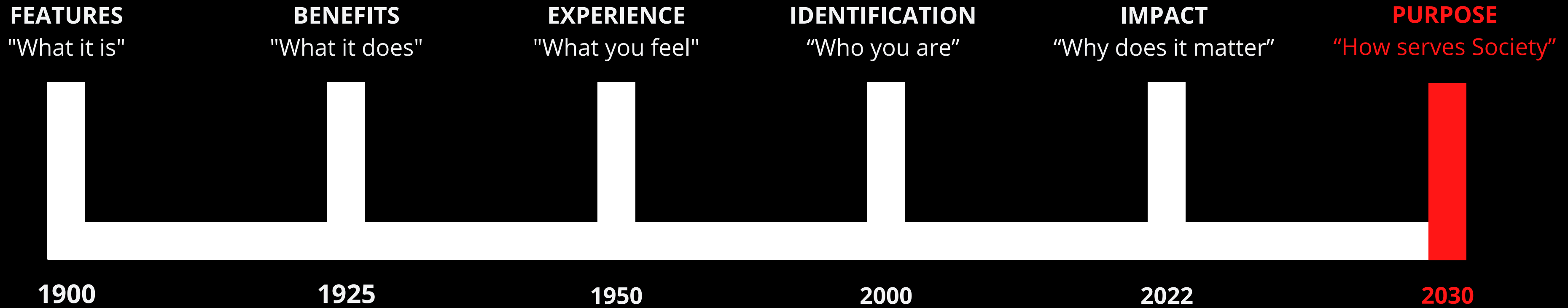
Branding

Marketing

Content







Source: The Brand Gap, by Marty Neumeier

George Paratsokis @weareseen

DEFINE YOUR
BRAND

ARCHETYPE
PERSONALITY
TONE OF VOICE
YOUR WHY
YOUR IMPACT
YOUR PURPOSE

INTERNAL MEMO

DEFINE YOUR
CONTENT



EVERY TOUCHPOINT

George Paratsokis @weareseen

FOUR PILARS OF CONTENT

INFORMATION

UPDATES

ENTERTAINMENT

EDUCATIONAL

ATTENTION SPAN

MEANINGFUL
CONTENT

8 ||

450

MEANINGFUL CONTENT

NEEDS
DESIRES
PROBLEMS
PAINPOINTS
(Buyer Personas)

MEANINGFUL CONTENT

NEEDS
DESIRES
PROBLEMS
PAINPOINTS
(Buyer Personas)

Via
STORYTELLING

MEANINGFUL
CONTENT

EVERY PERSON
IN YOUR ORG

+ DESIGN THINKING

FROM
IMAGE
TO
IMPACT

Coming soon: Purpose

George Paratsokis @weareseen