



BRANDING BASICS

5 Basics of Branding That Help Your Education Program Stand Out

- 1 Brand Personality:** Adjectives that describe your organization's values, culture, and mission.
- 2 Brand Identity:** Colors, fonts, logos. etc. that make your brand recognizable.
- 3 Brand Positioning:** The factors that make your program different from others.
- 4 Brand Awareness:** Created through marketing, advertising, social media, and other efforts.
- 5 Brand Loyalty:** How committed students are to your program.

Key Elements of a Successful Branding Strategy






Clear Brand Guidelines: Include your brand colors, messaging, logo, how the logo should be used, and related guidelines for anyone who will create content or marketing collateral for your program.

Strong Brand Storytelling: Telling stories about your brand and your students helps build an emotional connection with your audience and prospective students.

Targeted Brand Messaging: Develop messages that show how your unique value proposition is the

solution for the needs and interests of your customers. For example: At CourseStorm, we make course registration simple so you can focus on what you do best—teaching students.

How to Build Your Brand

	Identify your target audience.	Who do you want to serve? Get specific! Age, location, interests, etc.
	Claim your brand position.	What makes your program unique? Ask your students!
	Develop a brand personality.	How would an ideal student describe your brand? What adjectives would they use?
	Share your brand messages.	Are you using these messages in your outreach? Website, social media, ads, etc.
	Monitor your results.	Are your social media mentions and student loyalty increasing? Your efforts are working!

CourseStorm can help with your education program's marketing and enrollment. [Contact us](#) today to find out how!