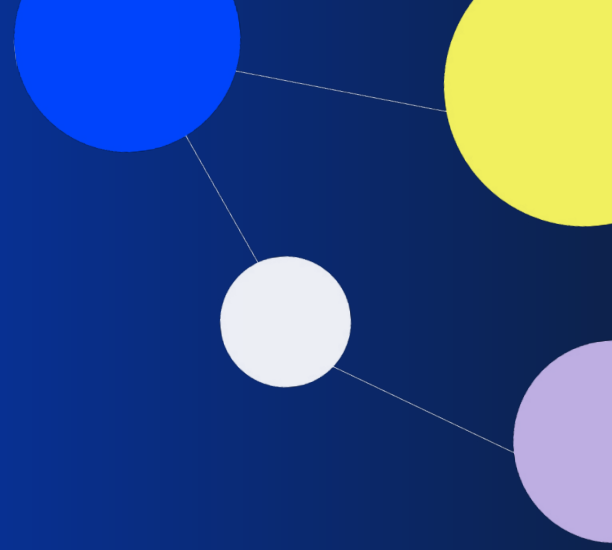


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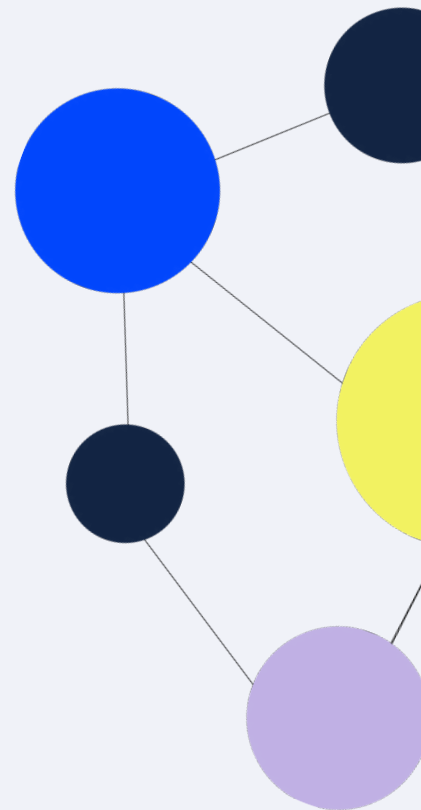
Marketing playbook

10 high-impact strategies to grow your business today

fdc.agency

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Accelerate your growth

We created this marketing playbook to help set your business up for sustainable growth.

Simply having a great product or service just won't cut it in today's hyper competitive and saturated world.

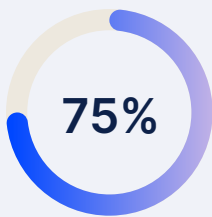
In this guide, we outline 10 impactful tactics to ensure the foundations of your marketing and branding has been set up effectively from crafting an iconic logo and world-class website to strategically leveraging paid advertising and optimising essential parts of your customer's user journey.

Whether you're a startup or an established business, FDC's actionable marketing playbook will empower you to forge deeper connections, maximise acquisition and retention, and ultimately create sustainable, profitable growth.

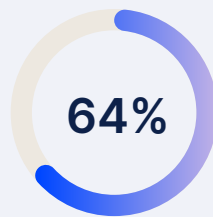


Create a standout logo

Your logo is the face of your brand and often the first thing customers notice. A great logo should be memorable, versatile, and aligned with your brand's identity.



Of consumers judge a brand's credibility based on its logo design [\(Source\)](#)



A brand with a simple logo design is more likely to be recommended by 64% of consumers. [\(Source\)](#)

A strong logo...

- Makes a powerful first impression
- Solidifies your brand identity and separates you from competitors
- Builds trust and loyalty over time as people become familiar with your brand

When creating your logo, ask these questions:

- Is your logo simple and easily recognisable?
- Does it differentiate you from industry competitors?
- Is your logo versatile enough to work well across different sizes, screens, and orientations?

Whether you're a new business or an established brand, having a well designed and considered logo is essential.

Good logo vs Bad logo example

Bad logo



Modern style logo but forgot the most important thing, legibility.

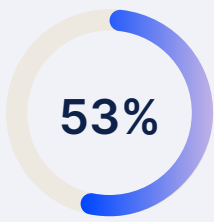
Good logo



Timeless, simplistic with hidden arrow shape between E & X to signify moving your package forward.

Build an exceptional website

Your website is the core of your brand's online presence and often a customer's first interaction with your business. Your online presence, regardless of industry, can have a massive impact on your success.



Of consumers say they always do online research before they buy to ensure they are making the best possible choice. [\(Source\)](#)



It takes 0.05 seconds for users to form an opinion about your website that determines whether they like your site or not and whether they'll stay or leave. [\(Source\)](#)

An exceptional website...

- Establishes credibility and trust
- Offers an engaged user experience
- Educates potential clients and customers
- Elevates your brand reputation in customers' eyes
- Helps generate qualified leads and drives conversions
- Helps increase your customer base through organic traffic



When creating your website, ask these questions:

Content and copy

- Is your content engaging?
- Is your content informative?
- Does it highlight your value proposition?
- Does it address your audience's needs and interests?

Design and user experience

- Does your website look great?
- Does it have an intuitive navigation and layout?
- Does your website have a unified visual identity?
- Is it designed responsively for seamless experiences across devices?

Technical optimisation considerations

- Are your page load times fast and performance-optimised?
- Do you have strong security protocols like HTTPS?
- Is your website optimised for search engine visibility and rankings?

Evaluate your website's quality

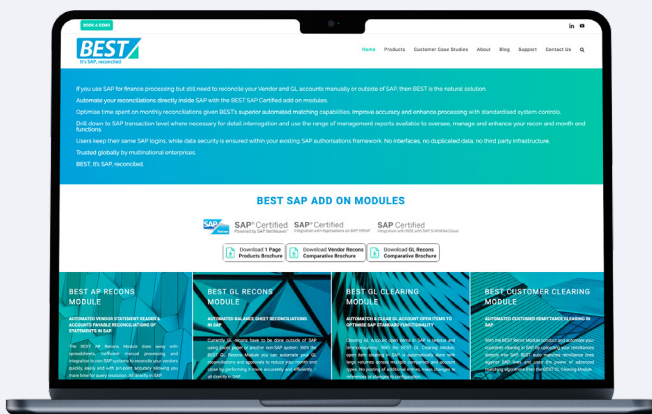
Conduct periodic audits analysing metrics like traffic, engagement, conversion rates, page speeds, mobile-friendliness, and search visibility.

Gather quantitative user feedback and identify areas for improvement in design, content and conversion pathways, and technical areas.

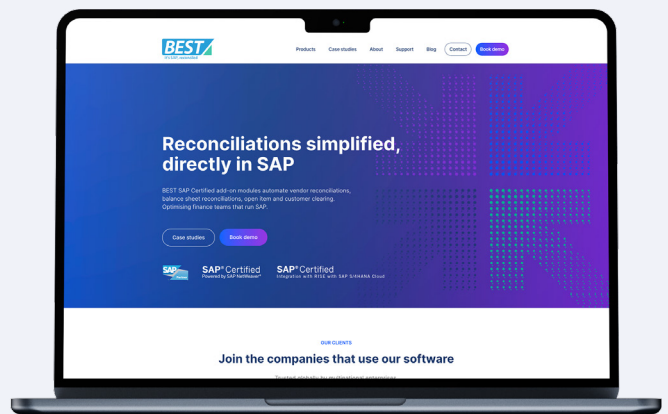
A website for every use-case

- **Corporate website:** A comprehensive digital hub that houses your brand's core information, services, and marketing content. Ideal for establishing an overarching online presence.
- **Sales landing page:** A focused, conversion-optimised page that markets a specific product or service. Ideal for driving targeted sales.
- **Personal website:** A personalised site that expands your reach and influence. Ideal for entrepreneurs, speakers, and individuals wanting to establish their personal brand.
- **Blog:** A content marketing platform that shares insights and thought leadership content with your audience. Ideal for nurturing leads and building authority.
- **E-commerce site:** An online storefront that facilitates product browsing, selection, and secure transactions. Ideal for businesses selling physical or digital goods.

With an exceptional, high-converting website as the centerpiece of your digital ecosystem, you ensure an optimal user journey that accurately represents your brand while driving sustainable business growth.



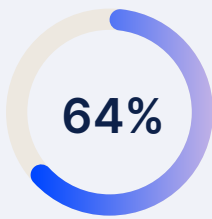
Old website



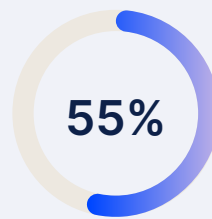
New website

Have a clear brand positioning

Successful brands understand their unique value and effectively communicate what differentiates them. Your brand positioning clarifies why your customers should choose you over others. It allows you to stand out with a compelling brand message that resonates.



Of consumers form brand loyalty because of shared values. [\(Source\)](#)



Of consumers are more likely to buy a product if they love a brand's story. [\(Source\)](#)

Define your brand positioning by identifying your target audience, distinct competitive advantages, and the specific benefits you offer. Clarifying your positioning guides marketing efforts and helps you connect with the right customers.

When creating your brand positioning, ask these questions:

- Who is your target customer?
- What specific needs do you solve for them?
- What makes your solution different and better than the alternatives?

A strong brand positioning should...

- Clearly differentiate you from competitors
- Guide consistent marketing messaging that sticks
- Attract your ideal target customer primed to purchase
- Streamline operational decision-making across the business
- Establish you as the best solution for your audience's pain points
- Create customer loyalty by delivering on your unique brand promise

How do you create an effective brand positioning strategy?

1 Define your target audience

- Develop detailed buyer personas
- Identify their core needs, pain points, and desired outcomes

2 Analyse the competitive landscape

- Assess competitors' positioning and value propositions
- Identify opportunities to differentiate

3 Determine your unique value proposition

- What core benefits do you offer better than anyone else?
- How do you uniquely solve your audience's key problems?

4 Craft a compelling positioning statement

- Concisely summarise your target, key benefit, and differentiator
- Example: "For busy professionals (target), our meal prep service (product) provides healthy, pre-made meals (key benefit) without the hassle of cooking (differentiator).

5 Align all messaging and content

- Ensure your website, sales collateral, advertising, etc., consistently reinforce your positioning.

6 Gather feedback and refine

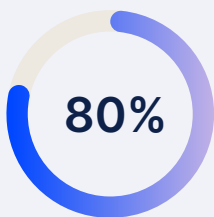
- Test positioning with real customers to validate resonance
- Continuously optimise based on performance data

In summary, dive deep into what differentiates your brand while illustrating the unique value your customers will gain.

Develop a visual identity that resonates

Your visual identity extends beyond your logo. A visual identity includes design elements like colour, typography, imagery, and iconography that work together to represent your brand. Establishing a memorable, consistent, cohesive visual identity reinforces brand recognition and delivers a unified experience.

A visual identity is how a brand presents itself visually to the world and distinguishes itself from competitors. A strong visual identity helps convey the brand's personality, values, and mission, making it recognisable and memorable to the audience.



Colours can help improve brand recognition by 80%. [\(Source\)](#)



It only takes people an average of 7 seconds to form an impression of your brand. [\(Source\)](#)

A strong visual identity should...

- Establish trust and credibility
- Build instant brand recognition
- Differentiate you from competitors
- Form a connection with the audience
- Create a seamless, professional experience
- Reinforce your brand personality, values, and key messaging
- Simplify the creation of marketing materials with a clear and consistent guide

When creating your visual identity, ask these questions:

- Does your imagery reflect your brand personality?
- Are your typography and font styles unique, readable, and on-brand?
- Do you have a distinct and appealing colour palette that aligns with your brand?
- Is there a consistent style for marketing materials like brochures and presentations?
- Is there a unified look and feel across digital experiences like your website and app?
- Do you have a comprehensive document outlining how to use visual elements correctly?

Your visual identity is a critical brand asset that extends far beyond just your logo. Investing in a thoughtful, unified visual system that is rooted in concept and strategy strengthens brand equity and credibility.

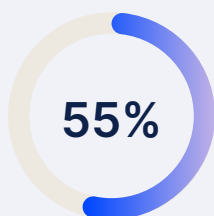


Develop a quality organic content strategy

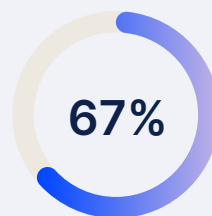
Publishing valuable, educational, organic content positions your brand as an industry authority and trusted resource. Develop a cohesive content strategy focused on creating relevant blog posts, whitepapers, videos, and other formats and directly address your target audience's interests, challenges, and search inquiries.

Why organic content matters

Organic content is important because it builds trust and authenticity with your audience, encourages genuine engagement, enhances brand loyalty, and improves search engine rankings. It allows businesses to connect with their audience on a more personal level, leading to stronger relationships and long-term growth.



Companies that maintain a blog get 55% more visitors. [\(Source\)](#)



Companies with blogs produce an average of 67% more leads monthly than companies that don't blog. [\(Source\)](#)

A strong organic content strategy should...

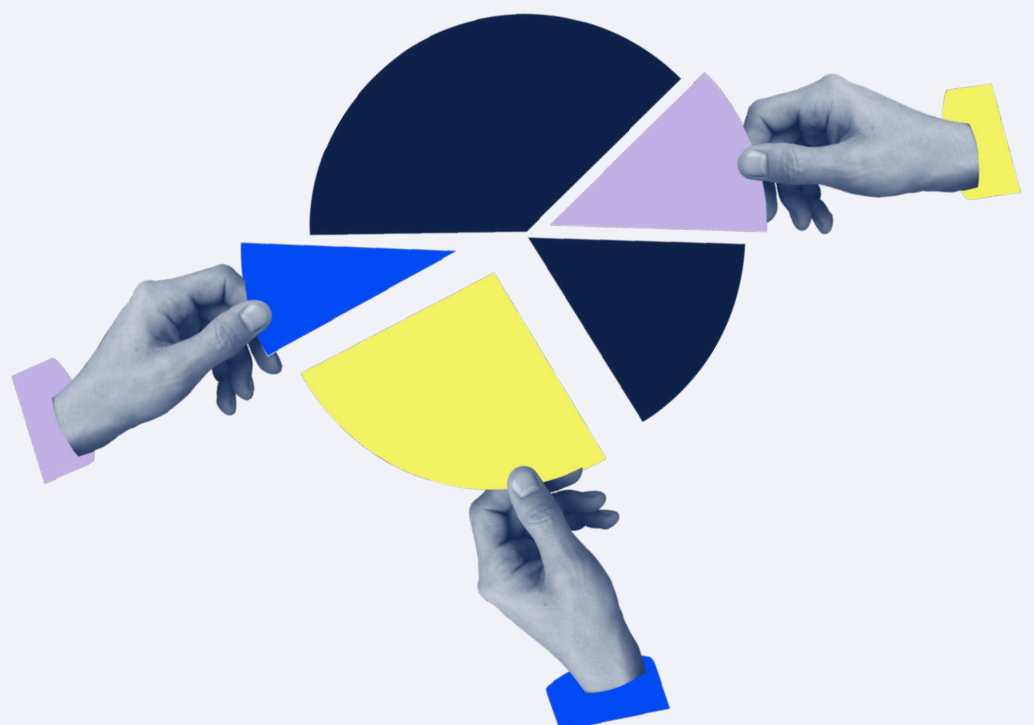
- Create a loyal and engaged follower base
- Create authentic connections with your audience
- Generate quality inbound leads and website traffic
- Attract visitors to your website or social media pages
- Improve search engine rankings for relevant keywords
- Offer useful information or entertainment to your audience
- Establish thought leadership and credibility in your industry
- Allow you to intimately understand and serve your audience's needs
- Be a low-cost way to educate your customers about your company's products or services

When creating a good organic content strategy, ask these questions:

- Who is your target audience and what do they care about?
- Does your brand voice sound genuine, consistent, and defined?
- How can you publish consistently to keep your audience engaged?
- Which channels are more important to your industry and audience?
- How can you make informed iterations based on your engagement results?
- What do you want to achieve? For example, more engagement or higher traffic?
- Have you optimised on-page elements on your website for search engine visibility?
- What can you share, relevant to your industry, and useful, interesting, or entertaining?
- Have you incorporated images, videos, and infographics to make content more engaging?

Types of organic content

- 1 **Blog posts:** Articles or updates on a website that provide valuable information, insights, or entertainment to readers.
- 2 **Social media posts:** Updates, images, videos, stories, and other content shared on platforms like Facebook, Instagram, Twitter, LinkedIn, etc.
- 3 **Videos:** Informative, educational, or entertaining videos shared on platforms like YouTube or Vimeo.
- 4 **Infographics:** Visual representations of information or data designed to be easily understood and shared.
- 5 **User-generated content:** Content created and shared by users of a product or service, often showcasing their experiences or opinions.
- 6 **Email newsletters:** Content shared directly with an engaged and subscribed database.



How to evaluate your content strategy:

A business can evaluate its content strategy by setting key performance indicators (KPIs) such as engagement, traffic, and conversion rates. They should track engagement by monitoring likes, shares, comments, and interactions on social media and analyse traffic using tools like Google Analytics to see how much traffic their content drives to their website.

Measuring conversions, such as sign-ups, purchases, or downloads resulting from the content, is also crucial. Gathering feedback from the audience through surveys or comments provides valuable insights.

Reviewing content performance helps identify which pieces perform best and why, while benchmarking against industry standards or competitors provides a comparative perspective. Finally, businesses should use the insights gained to refine and improve their content strategy.

Organic content is key to building a loyal and engaged community, fostering trust, and encouraging word-of-mouth marketing. It contrasts with paid content, which is promoted through paid advertising campaigns to reach a broader or more targeted audience.

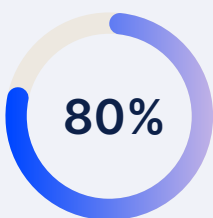


Enhance paid advertising efforts

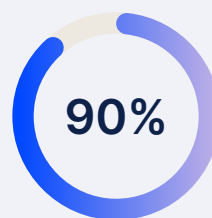
While organic content builds sustainable audience connections, incorporating strategic digital paid content can greatly expand your reach. This includes using Google Ads, Instagram ads, Facebook ads, LinkedIn ads, programmatic ads, and other digital ads to target specific customer segments and drive quality traffic to your website.

What is paid content?

Digital paid content is any online content that a business or individual promotes through paid advertising. This includes sponsored posts, ads, and promoted content on social media, search engines, and other online platforms. By paying for increased visibility and engagement, digital paid content aims to reach a wider audience, drive traffic, and achieve specific marketing goals.



Digital ads can increase brand awareness by 80%. [\(Source\)](#)



Of internet users will see a Google Ad during their online experience. [\(Source\)](#)

A strong paid digital content strategy should...

- Generate quality website traffic
- Reach targeted audiences with pinpoint accuracy
- Promote time-sensitive offers and drive conversions
- Keep your brand top-of-mind through tactics like remarketing
- Quantify results to help optimise high-performing campaigns

When creating a paid digital content strategy, ask these questions:

- Are you leveraging customer data for strategic audience targeting?
- Are you consistently testing and optimising based on performance data?
- Is your copy clear and benefit-oriented, resonating with target personas?
- Is your paid advertising aligned with broader marketing goals and campaigns?
- Do you have compelling messaging that not only attracts attention but offers something valuable?

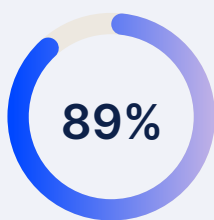
Reviewing ad performance is an essential step to identify which ads performed best and why. These insights can be used to refine and improve future campaigns.

It's important to remember that a paid digital campaign strategy is only as good as the product or service being promoted, or the value you add. If the core campaign does not attract genuine attention and engage on a helpful and valuable level, your campaign will fail no matter how much ad spend you invest.

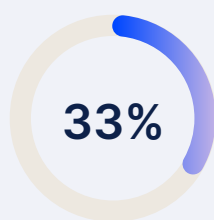
With strategic digital paid content that resonates, you can amplify your organic efforts, and attract your ideal audience.

Prioritise contactability across platforms

Contactability across various platforms allows you to meet customers where they are, providing a seamless experience no matter how they want to engage. It increases brand visibility, makes connecting easier, and demonstrates your commitment to communicating without barriers.

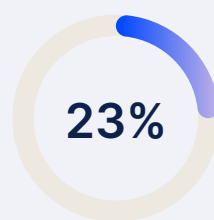


Strong omnichannel approach



Weak omnichannel approach

The customer retention rate of companies with a strong omnichannel approach sees engagement of about 89%, while companies with a weak omnichannel approach see a retention rate of 33%. [\(Source\)](#)



A consistent presence on all platforms can increase revenue by 23%. [\(Source\)](#)

Strong contactability should...

- Reach your audience through their preferred digital channels
- Provide multiple touchpoints to initiate and continue conversations
- Enable customers to easily find information and get support how they want
- Allow you to nurture relationships and be present throughout the journey
- Showcase your brand's modern, customer-centric approach

When addressing your business's contactability, ask these questions:

- Do you offer multiple contact methods like phone, email, chat, and messaging apps?
- Are there any gaps that might get in the way of you providing a seamless, integrated experience to your audience?
- Do you provide an integrated experience bridging the physical and digital worlds?
- Are you monitoring and promptly responding to inquiries across all channels?
- Do you have a clear voice in your communication?
- Is your website design mobile-friendly for all devices and screen sizes?

Meeting customers where they are and allowing them to connect how they prefer builds positive brand sentiment, forges relationships, and removes barriers to interacting with your business.

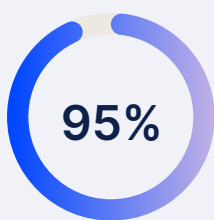


Build credibility with trustworthy content

Establishing credibility and trust with your audience is essential for driving sustainable business growth. Leverage social proof through customer testimonials, case studies, and industry awards on your website and marketing materials. Boost your authority further by publishing informative whitepapers, industry reports, and insightful blog content that demonstrate your expertise.

Why credibility matters

Audiences are bombarded with choices and need convincing signals that your brand is credible, trustworthy, and the best choice for their needs. Providing credibility-building content builds the confidence prospects need to choose you over competitors.



95% of consumers read online reviews and testimonials when considering a purchase. [\(Source\)](#)



A business with 10 or more reviews gets an increase of 15-20% in search traffic. [\(Source\)](#)

Strong credibility should...

- Validating your products/services through social proofing
- Establish your brand as a respected industry leader
- Nurture trust and stronger customer relationships
- Attract higher-quality inbound leads to your business
- Differentiate you from less credible alternatives

When addressing your business's credibility, ask these questions:

- Are you using authentic customer testimonials, reviews, and case studies?
- Are you providing statistical data, original research, and fact-based insights?
- Are you publishing authoritative whitepapers, reports, and long-form content?
- Is your blog content consistent, high-quality, and covering audience pain points?
- Are you showcasing awards, certifications, and credentials to establish authority?

Investing in authoritative, customer-centric credibility content provides powerful evidence that your brand is the trusted choice for audiences seeking the solutions you provide. It tips the scales in your favour over alternatives.



Create a high-conversion sales page

Your sales and lead-generation landing pages are pivotal for capturing visitor interest and converting website traffic into tangible leads or customers.

What is a high-conversion sales landing page?

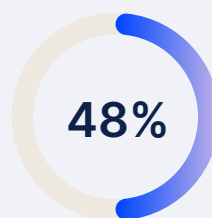
A high-conversion sales landing page is a focused, distraction-free web page designed to persuade visitors to take a specific desired action, such as making a purchase or becoming a lead. These pages eliminate unnecessary navigation to guide visitors towards completing a conversion goal.

Why is a high-conversion sales landing page important?

An optimised sales landing page ensures your marketing spend isn't wasted by maximising conversion rates. It provides a frictionless path for interested prospects to learn about your offer and take action. A high-converter landing page directly impacts bottom-line revenue.



The average landing page conversion rate is 9.7%. [\(Source\)](#)



48% of landing pages contain more than one offer, but including more than one offer can decrease conversion rates by 266%. [\(Source\)](#)

A high-conversion sales landing page should...

- Increase conversion rates for lead generation and sales
- Yield a higher return on your marketing and advertising investment
- Add more qualified leads to your sales pipeline
- Focus user experiences tailored to specific offers
- Allow you to continually optimise and improve your efforts through user data

When creating a high-conversion sales landing page, ask these questions:

- Do you have a clear, compelling value proposition?
- Is your sales copy concise, persuasive and focused on core benefits and USPs?
- Do you have compelling visual elements like product/service images and videos?
- Do you have social proof, like testimonials and reviews?
- Is your design clear, responsive and optimised for mobile?
- Do you have obvious call-to-action buttons to convert?

How do I create a high-conversion sales landing page?

- Define a specific conversion goal for the page
- Research customer pain points to address in messaging
- Craft a compelling, benefits-focused headline and subheadline
- Write persuasive sales copy articulating your unique value
- Include visual elements like product pics/videos
- Incorporate customer testimonials and trust signals
- Design a clean, distraction-free layout
- Optimise CTA buttons and lead capture forms
- Implement on-page SEO best practices
- Test variations and analyse data to further improve

How do I know if my landing page is working?

Look at metrics like traffic sources, conversion rates, bounce rates, and sales funnel drop offs. Identify underperforming pages and run A/B tests to isolate areas for improvement, such as messaging, layouts, and CTAs. Leverage heat mapping to pinpoint friction areas.

Thoughtfully designed and continually optimised landing pages ensure your marketing captures maximum returns by guiding prospects into becoming new customers for your business.

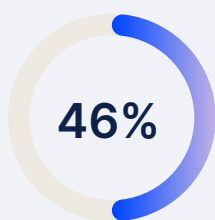


Map and optimise the customer journey

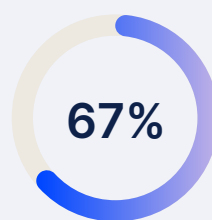
Creating an exceptional customer experience requires understanding and optimising every touchpoint in your audience's journey. Map out all the different channels and interactions a person has with your brand - from initial awareness and research to the interest and decision phases, through to conversion, onboarding, and continued loyalty.

Why is the customer journey important?

Optimising this experience is crucial for attracting and converting interested prospects while fostering loyalty that leads to repeat business and referrals. An optimised journey prevents leaks where potential customers fall out of your funnel.



Of customers expect more personalised communications to trust a brand. [\(Source\)](#)



Of customers expect a resolution within three hours. [\(Source\)](#)

There are key stages of the customer journey:

- Awareness: Capturing interest through SEO, content, ads, referrals
- Consideration: Nurturing with educational content and targeted offers
- Decision: Overcoming objections and conveying superior value
- Conversion: Providing clear next steps to become a customer
- Onboarding: Ensuring a smooth welcome and setup experience
- Retention: Continuing to deliver stellar value and loyalty incentives

An optimised user journey should...

- Increase conversion rates from prospect to customer
- Decrease acquisition costs for new business
- Provide insights to better service customer needs
- Foster brand loyalty and maximise customer lifetime value
- Create a frictionless experience that wows customers

When creating a high-conversion sales landing page, ask these questions:

- How can I facilitate a smooth transition to the next stage?
- What are the areas of friction where the audience is unhappy or stuck?
- How can I track audience behaviour and engagement at each touchpoint?
- How can I meet customer needs and expectations throughout the journey?
- Have I considered all potential touchpoints across marketing, sales, and service?
- What are the touchpoints in relation to different key stages of the customer journey?

Considerately mapping and optimising every phase of the customer journey allows you to replicate your most successful processes at scale. It translates to more prospects becoming satisfied, loyal, and vocal promoters of your products and brand.

Conclusion

The success of any business depends on various factors, with branding and marketing playing a significant role.

This playbook provides a framework to help you define or improve the fundamentals of your brand and marketing strategy.

This is where the hard work begins.

Whether you are hyper-focused on a single tactic or have ambitions to address everything we've covered, starting with a clear idea of your objectives and key results is crucial.

We hope this playbook empowers you to forge deeper connections, maximise acquisition and retention, and ultimately create sustainable, profitable growth.

Whether you want to refine your brand, reach new audiences with engaging content, improve lead generation with a digital strategy, or make it easier for your customers to reach you, FDC has a solution to help you grow.

[Click here to book a free consultation](#)

[Click here to request a quote](#)