

BRAND TEMPLATING: THE SECRET TO CREATING MORE EFFECTIVE CONTENT THAT GETS RESULTS

- How the buying process has changed for customers
- The key elements of truly effective content that gets results
- The 10 most common template mistakes brands make and how to fix them

THE 10 MOST COMMON TEMPLATING MISTAKES BRANDS MAKE:

1. Not creating templates in the first place because...
2. Only creating templates for a single channel or use case
3. Creating generic templates that people don't really need and won't use
4. Only sharing templates and not assets
5. Thinking MSWord and Powerpoint templates are the only option
6. Not locking down important elements of your templates
7. Assuming people will find and use your templates on their own
8. Not redirecting new marketing requests back to the templates
9. Only creating "dumb templates" that don't use automation
10. Assuming your work is done after creating your templates

FIXES FOR THE 10 MOST COMMON TEMPLATING MISTAKES BRANDS MAKE

1. Make brand templating a strategic priority from the top down
2. Make it an organization-wide initiative
3. Do research to identify which templates to create
4. Make both templates AND assets available
5. Find a platform that specializes in brand templating
6. Lock down important elements to ensure brand consistency
7. Internal marketing for your template program
8. Educate, educate, educate
9. Create "smart templates" that auto populate information and images
10. Always be improving your template program

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