



# SETTING UP YOUR BRAND FOR SUCCESS

Five basic planning principles to set up your brand for success.



## 1 MAP YOUR MOMENTS

Every live event is composed of a series of moments before, during, and after the event itself. And the majority of these “live” moments are predictable and can be preplanned for. Before the event, make a list of all planned, predicted, and anticipated moments.



## 2 PLAN SCENARIOS TO WIN

Review the list of moments and identify what pre/during/post moments make sense for your brand and what your brand can authentically own. The moments you select should make sense for your brand and allow it to express its personality. Those are your moments of opportunity to join conversations and break through the noise of an event. Look for moments your brand can authentically own.



## 3 MAKE CONTENT NOW BASED ON THE LIST OF PRIORITIZED MOMENTS

You should be creating content for pre/during/post event moments and both for moments you know and think might happen. You can get your content preapproved and be ready to publish and hit the ground running as soon as event conversation begins. This way, content produced in real time should represent a very small minority of your activity.



## 4 SET CREATIVE TEMPLATES

For both preproduced and real-time content, create templates to ensure consistent execution and to tie any unexpected content (such as audience reactions) back to your brand, key messages, or your value propositions. Consider recurring hashtags, visual treatments, and consistent overall aesthetic to bring content together.



## 5 PICK TARGETING PARAMETERS

Based on the moments previously identified, create targeting parameters to ensure that your great content is relevant — it should be seen by the right people, at the right moment, and at scale.

These planning principles go hand in hand with superior creative executions. Adapt these planning principles in a way that is right for your brand and your marketing goals. Then read part two in this series for creative strategies to build and maintain powerful live connections.