

Welcome to Your Self-Guided Branding & Marketing Journey

Modern Media Design
for Michigan State University's
Center for Regional Food Systems



Goal of the Modules



How to Use This Course



**WATCH EACH MODULE
AT YOUR OWN PACE**



TAKE NOTES



**APPLY WHAT
YOU'VE LEARNED**

What You'll Learn

MODULE 1

**Why Branding
& Marketing
Matter**

MODULE 2

**Building
Your Brand**

MODULE 3

**Marketing
Basics**

MODULE 4

**Social Media
Made Simple**

MODULE 5

**Your Action
Plan**



Module 1 - Why Branding & Marketing Matter

Branding Builds Trust

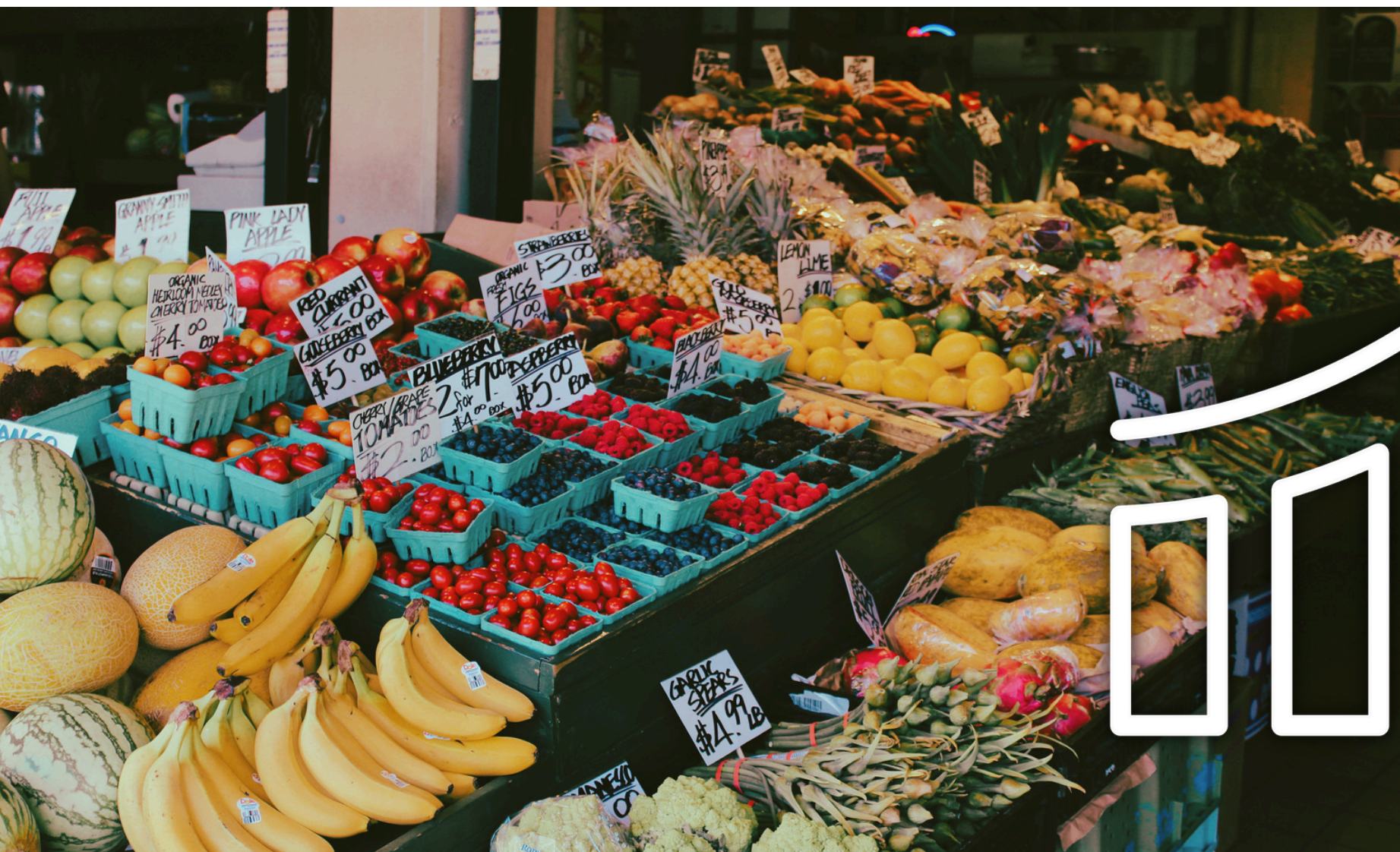


If Customers Can't See You, They Can't Buy From You

No Branding v. Branded Products



Marketing Fuels Growth



Local Farm to Market Shelves

Your Voice Matters



Marketing Ensures Your Voice is Heard



Module 2 – Building Your Brand

Branding = Your Business Personality

Tea That Starts Conversations



3 Questions to Define Your Brand

1

Who are you serving,
and what do they care
about most?

2

What problem are you
solving, and how do
you make life easier
or better for your
customers?

3

What makes you
different—your story,
your values, or the
unique way you deliver
your product or service?



Name • Logo • Colors • Voice

Name



- Defines Identity
- Drives Recall
- Sets Expectations
- Creates Differentiation
- Builds Emotional Connection
- Supports Growth

Logo



- Create First Impressions
- Define Identity
- Build Recognition
- Differentiate from Competitors
- Tell a Story
- Foster Trust & Loyalty

Brand Colors & Font Styles



Color palette



E9B949

333333

FDF6EC

8B5E3C

Font styles

HONEY BEE

Alegreya

PREMIUM QUALITY

Canva Sans

- Express Personality
- Grab Attention
- Evoke Emotion
- Boost Recognition
- Signal Meaning
- Create Connection

Brand Voice



- Shows Personality
- Keeps Messaging Consistent
- Builds Connection
- Differentiates from Competitors
- Earns Trust
- Drives Loyalty

How to Be Recognizable Everywhere



Module 3 – Marketing Basics

Marketing = Getting the Word Out

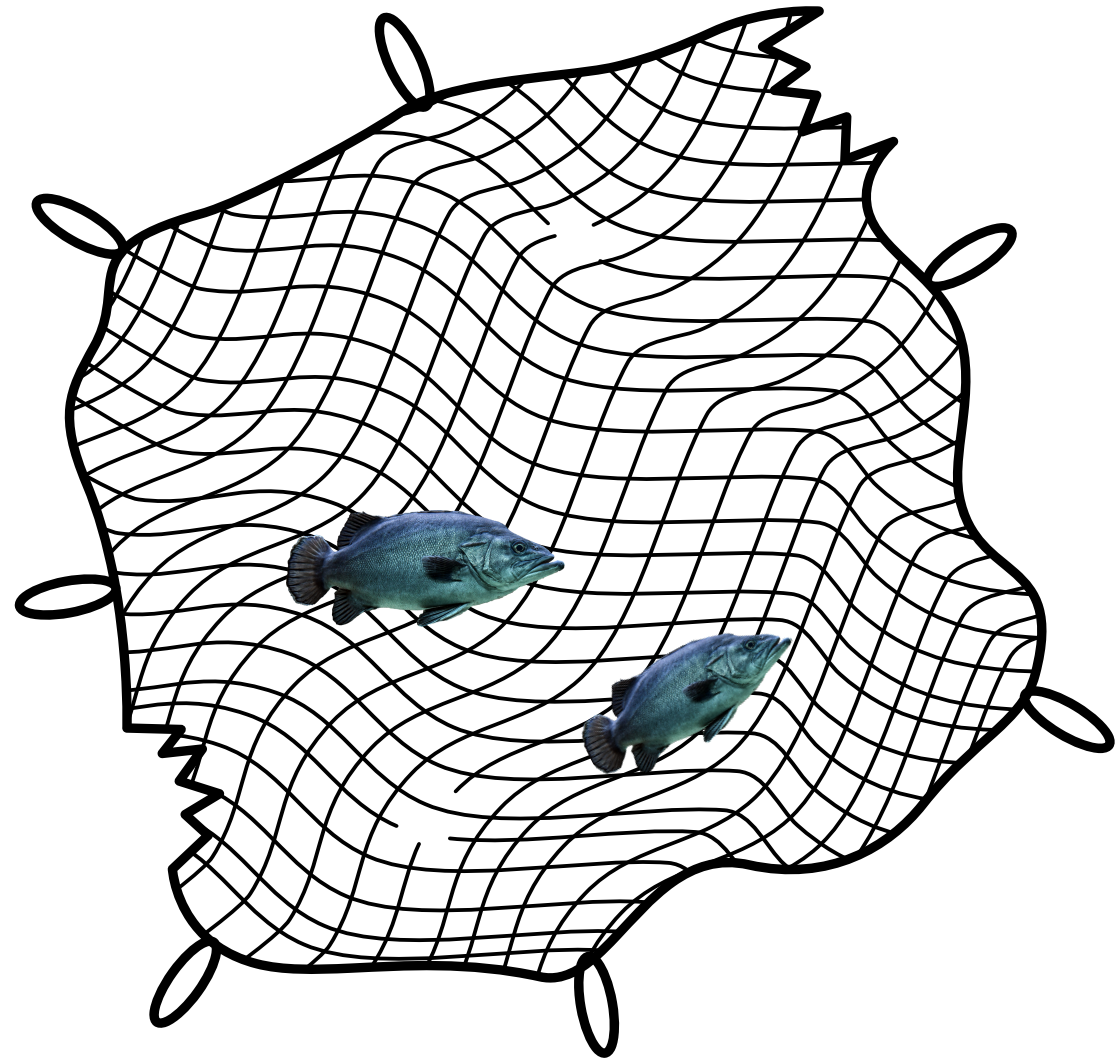


UNKNOWN = UNNOTICED



MARKETING = AMPLIFIED REACH

Know Your Audience

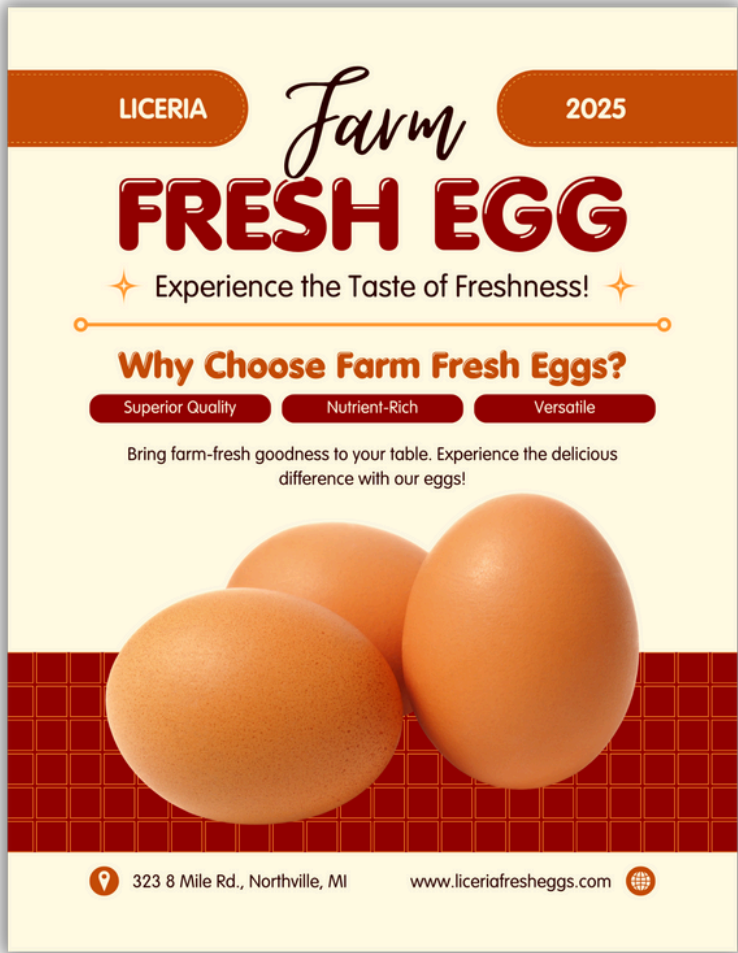


CASTING A WIDE NET = WASTED ENERGY

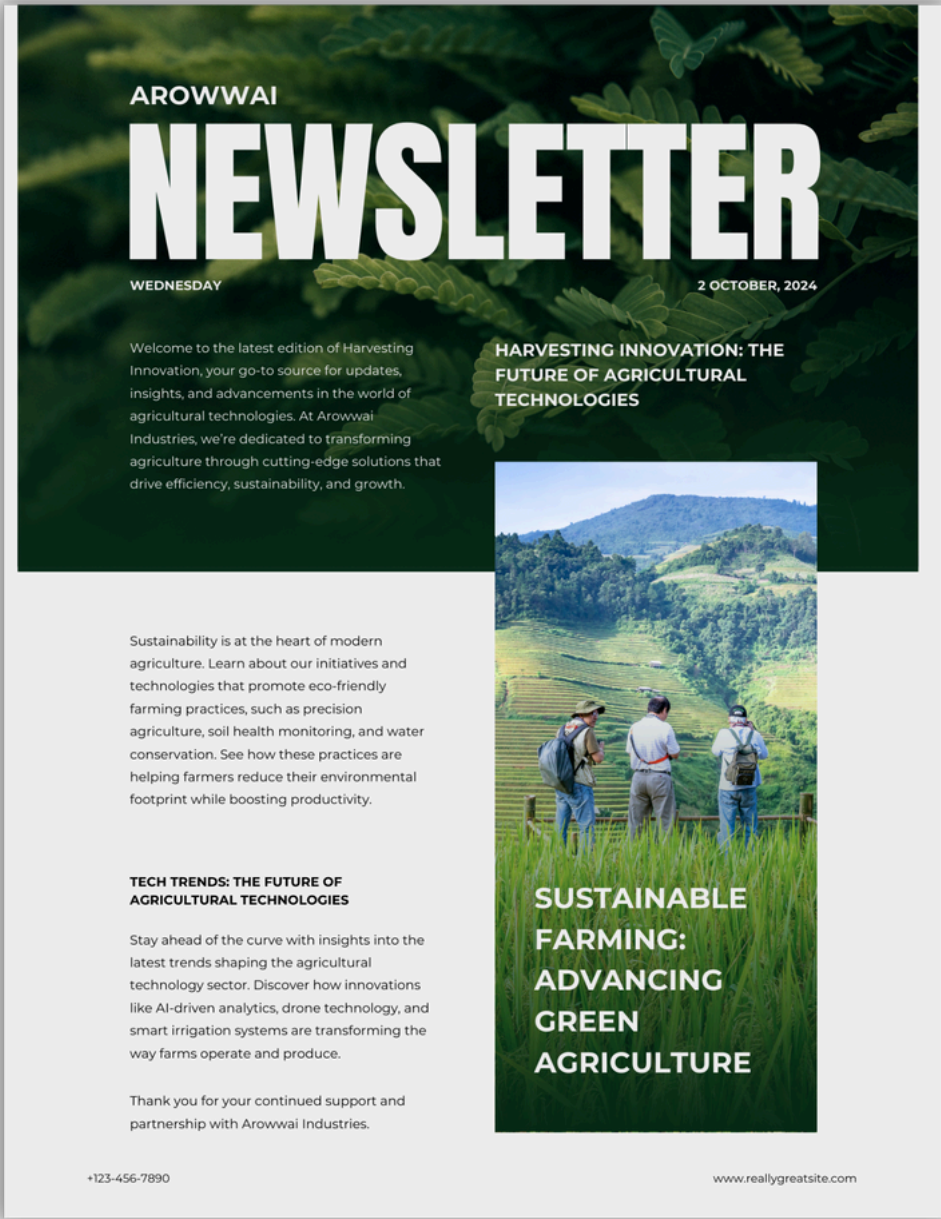


KNOWING YOUR AUDIENCE = STRONGER IMPACT

Simple Ways to Spread the Word



FLYERS



NEWSLETTERS



SOCIAL MEDIA

Example Marketing Ideas



TASTING STATIONS



LIMITED TIME PROMOTIONS



EMAIL EXISTING CUSTOMERS

Module 4 – Social Media Made Simple

Why Social Media Works



One Platform = Strong Impact



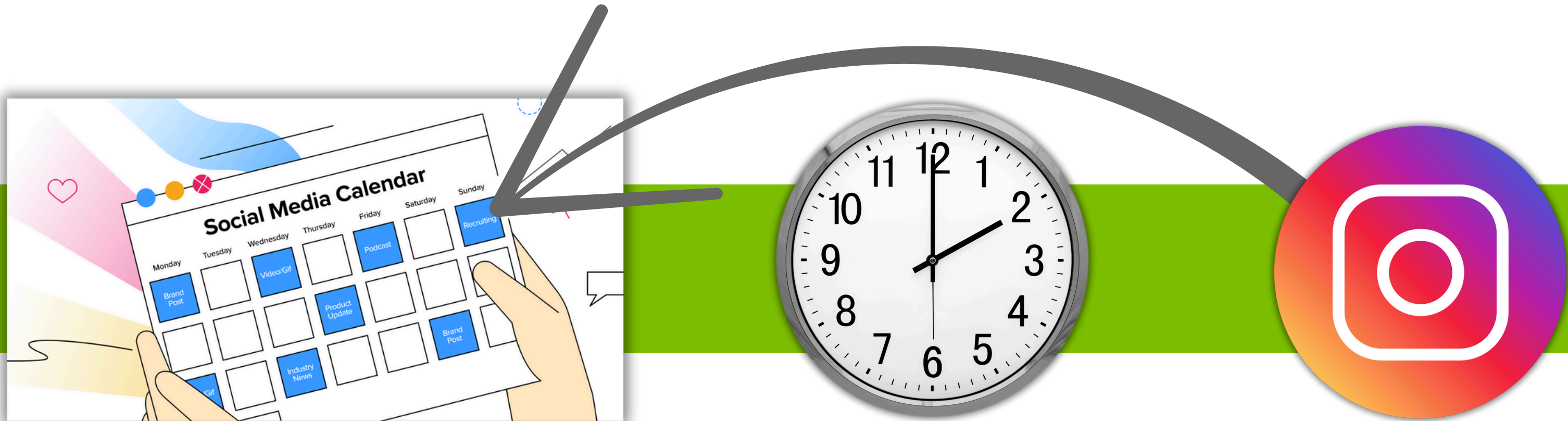
**FOCUS ON
ONE PLATFORM**

**DEPTH BEATS
SHALLOW REACH**

The 3 E's of Social Media



Post Consistently



CONSISTENCY BUILDS TRUST

PLAN. SCHEDULE. STAY TOP OF MIND.

Marketing Do's & Dont's for Beginners



Use clear, quality high-resolution photos



Share your story



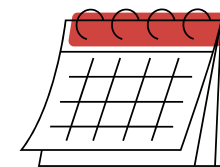
Respond to your audience



Don't try every social media platform at once



Don't post only SALE pitches



Don't be inconsistent

Module 5 – Your Action Plan

Your Marketing Journey: From Learning to Action

Even Small Steps
Create Big Momentum



Social Media

Sharing Your Story



Marketing Basics

Branding



You've Got the Tools
Now Build Your Path

3-Part Action Plan

1

PRESENCE

Stay visible and easy to find:

- Social media profile
- Website
- Google business listing

2

CONSISTENCY

Choose 2 actions and repeat regularly:

- Post weekly
- Send a short email
- Attend a local market

3

GROWTH

Try bigger ideas:

- Run an ad
- Collaborate w/other businesses
- Host an event

Measure What Matters

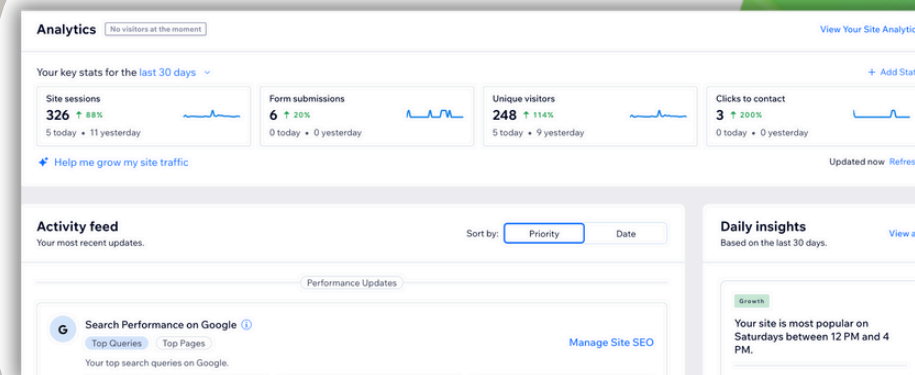


A Strong Action Plan = Do the Work + Measure the Results

Social Media



Website



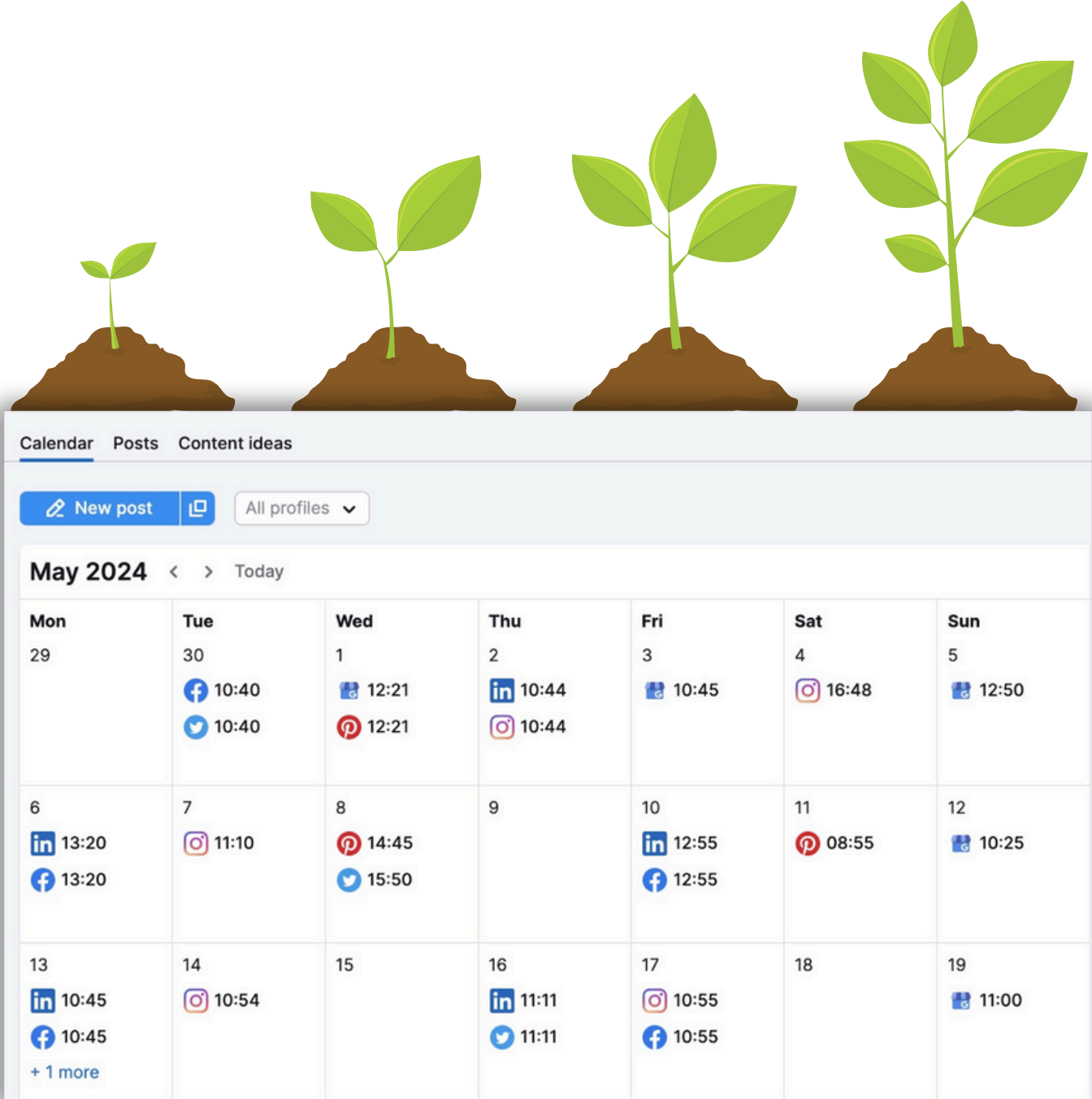
Email



Notice Patterns. Focus on What Works.

Stay Consistent, Stay Visible

Consistency Builds Trust.



Visibility Turns Awareness
Into Action.



thank you

On behalf of Modern Media Design, thank you for joining us on this branding & marketing journey.
We're excited to see how you put these tools into action to grow your business.

For questions or support: olivia@modernmediadesign.online
Visit us: www.modernmediadesign.online



MICHIGAN STATE
UNIVERSITY

Center for
Regional Food Systems

