

SHBUILDSBRANDS



BRAND

EXPERIENCE

By Kubi Springer

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L'Oréal Colour Bar



In light of us all digitalising our brands, understanding your online brand experience is critical.

In this E-Course Kubi talks about her experience working with L'Oréal Professionnel on their Colour Bar campaign in their hair salons.

This E-Course covers:

- Customer's Experience
- Customer's Journey Planning
- Brand Consistency

**BRAND
EXPERIENCE**

Customer Experience

Let's Do The Work!

1. What experience do you want to create?

2. What are the things you need to put in place in order to create that experience?

3. What focus group can you get feedback from?

4. What are the insights from your clients/customers

Customer Journey

Let's Do The Work!

1. How can you make your customers aware of your products?

2. What can you educate your customer's on?

3. What is the customer's purchasing experience?

4. How can you get your customers to talk about your product?

Brand Consistency

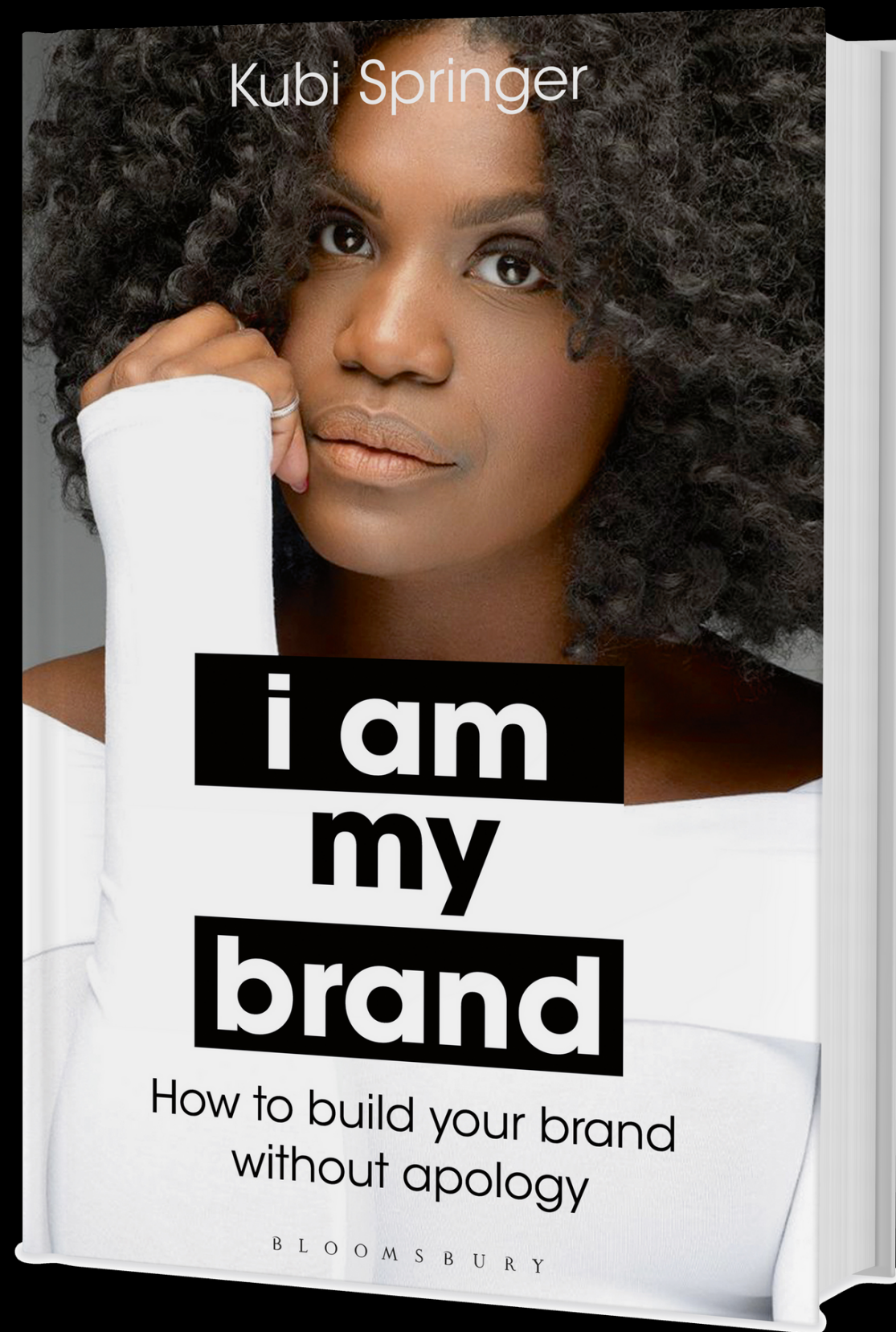
Let's Do The Work!

1. What font/fonts do you use?

2. What are the Pantone colours of your brand?

3. What is your communication style?

4. How is your brand styled visually?



“**DEFINE YOUR BRAND**
OR THE WORLD
WILL DEFINE IT FOR YOU”

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