

3 Ways to *Enhance* *Brand Consistency*



As your organization grows and more teams create email campaigns, it becomes all too easy for your brand to lose its sense of identity. Fortunately, there are some simple steps you can take to maintain consistent branding and establish a specific perception, reputation and tone of voice.

1. **Establish copywriting standards.**

What is your brand's goal perception? Bold? Edgy? Academic? Whatever the case, anyone responsible for creating public-facing content should have a solid grasp of this perception and the accompanying messaging and tone of voice required to achieve it.

Consider creating a guide for internal use that employees can quickly reference as copywriting questions arise – and as an extra safeguard, ensure you've got robust editing procedures in place, assuring no new copy hits the public until its tone has been reviewed.

Generative AI Note: If you're using gen AI to assist with copywriting efforts, it can take some work to ensure you're generating content reflective of your brand voice. You'll need to preface each gen AI prompt with your desired tone, or train your own model with existing brand copy.

2. Lock down your template styles.

Developing brand consistency when you've got multiple teams or locations creating their own campaigns can be an arduous task. To promote a more consistent image of your brand, consider locking down your campaign templates. This means centralizing key brand elements like your designs, color palettes, logos and the like, ensuring that regardless of which person or team is creating campaigns, some variables will remain constant.

DID YOU KNOW... Marigold enables you to customize your email templates with branded colors, fonts, imagery and structure using our drag-and-drop campaign designer. Approved templates and content blocks can be locked down and distributed among teams, locations and brands.

3. Implement robust permissions management.

The messages you send matter. They should be guarded accordingly. To mitigate accidental sends or malicious actions and permit only qualified team members to launch email campaigns, you need a tight permissions management framework in place. Set up separate accounts for every distinct team or location – each with its own set of user permissions – with one central dashboard controlled by leadership. This establishes a clear hierarchy and will enable your leadership team to take swift action when necessary to edit team member permissions and review campaigns.

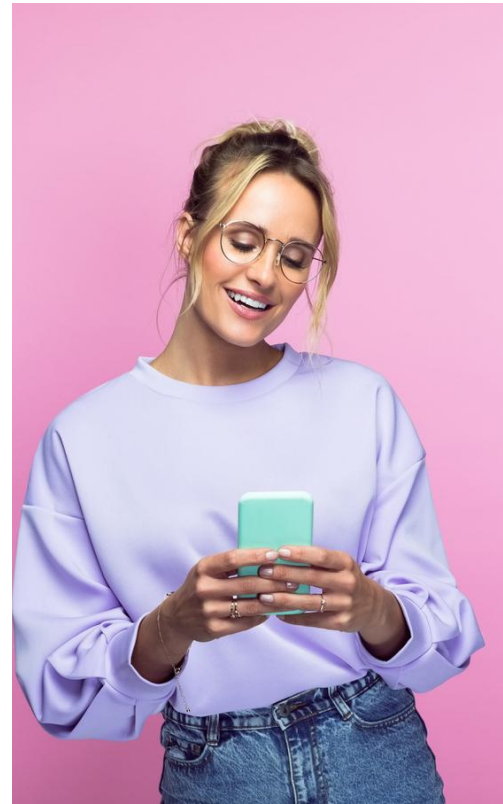


Wrap Up

Going to market with a consistent image and tone of voice is a great way to establish your reputation. Simple procedural changes can help foster this consistency.

If you're exploring messaging solutions, consider Marigold. Our solutions can deliver on features like template style locking and permissions management, as well as a host of other critical capabilities, including robust segmentation features and automated customer journeys.

[Let's talk!](#)



ABOUT MARIGOLD

Marigold is a global martech leader focused on delivering relationship marketing solutions that support the entire customer lifecycle and make it easy for brands to create long-term relationships, build loyalty, and grow their business.

Today, Marigold is helping over 40,000 brands and organizations worldwide to find their customers, get to know them, and ultimately turn them into superfans by delivering relevant, ultra personalized customer experiences at scale.

With offices in the United States and across Europe, and a network of global partners, Marigold serves more than 50 countries with local, personalized service.

Find out more at meetmarigold.com

