



JXT

**THE #1 PROVIDER
OF DIGITAL MARKETING
SOLUTIONS FOR RECRUITERS**

YOUR ONLINE BRAND

JXT

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YOUR ONLINE BRAND

Your digital brand is the online gateway to your organisation. It might even be the only way people get to see and connect with you. It's critical that candidates and clients, current or potential, perceive you in a positive way that they recognise your values and identify with them. Clarifying your digital brand will ensure you project the best image of your organisation and deliver consistent messages.

For success at this stage in the process, we highly recommend working through the following and collecting assets as you go:



1. WHAT'S OUR ONLINE BRAND?

This is anything to do with the look and feel of your organisation. For example:

- ◆ What images do we use?
- ◆ Do we have a slogan?
- ◆ What sort of content do we put out?
- ◆ Do we use specific fonts?
- ◆ Our brand promise
- ◆ Core values



2. HOW IS OUR ORGANISATION PERCEIVED?

- ◆ What are our specialisations?
- ◆ What are the key messages we want to send?
- ◆ Are we targeting clients, candidates, consultants or all three?



3. WHAT IMAGERY BEST REPRESENTS YOU?

- ◆ What images reflect us and our niche?
- ◆ What images do our competitors use?
- ◆ How can we stand out from the crowd?

To help you get started, here are some examples of organisations that have defined their brand and use it well online:

- 🌐 smaart.com.au
- 🌐 enterprise.co.nz
- 🌐 springasia.com
- 🌐 lawsondelaney.com.au
- 🌐 veritasrecruitment.com.au

Here are some sites we really think will help for visual inspiration.

Images? Look here:

- 🔗 istock.com
- 🔗 ingimage.com

Colours? Look here:

- 🔗 http://www.w3schools.com/colors/colors_picker.asp
- 🔗 <http://paletton.com/>

Of course defining your online brand isn't always easy, so if you're struggling to find the best images, let us take on the challenge. Talk to your project team about how we can focus on this task, so you can concentrate on the bigger picture. We're passionate about your success and here to help.

Ready to jump ahead? Here are the upcoming fact sheets:

- ③ Pre project kick off
- ④ Five steps for project success
- ⑤ SEO, social and content
- Preparing for UAT
- ⑦ Going live – what you need to know
- What next for success?



NEED HELP?



Don't have time to do it yourself? Call us for us to do it for you.



Have an enquiry regarding in how to enhance your brand, talk to our projects team

Call us on 02 9955 7170 or email projects@jxt.com.au

