

Believe! Part One

WebTech&BrandDesign

Episode 1



No.	TC	In	TC	Out	Subtitle
1.	00:00:00:0		00:00:11:0		Welcome to the first episode of our show.
2.	2		3		We're glad to have you here on WebTech &BrandDesign.
3.	00:00:11:0		00:00:15:1		Ati what?
4.	5		1		AI ni nini?
5.	00:00:15:1		00:00:16:1		At Vulani.
6.	3		1		Salale!
7.	00:00:16:1		00:00:17:1		WebTech&BrandDesign.
8.	3		1		We're glad to have you here on WebTech &BrandDesign.
9.	00:00:17:1		00:00:18:1		Hi everyone, welcome to WebTech&BrandDesign, the podcast where we focus on leveraging
10.	4		1		web technologies to help make your unique brand come alive through building, maintaining
11.	00:00:18:1		00:00:19:1		and protecting your digital assets.
12.	3		1		I'm Fra Josiah Onimbo and I'm thrilled to kick off this maiden episode with a topic
13.	00:00:19:1		00:00:20:1		that's close to my heart, believing in the brand you create and making moves to build
14.	3		1		it in a sustainable way.
15.	00:00:20:2		00:00:35:2		Let's dive in.
16.	4		4		So I'm sure you're asking, what's a brand?
17.	00:00:41:2		00:01:02:2		A brand isn't just your logo or name.
18.	4		4		It's the entire experience your customers or followers have with your company or whatever
19.	00:01:06:0		00:01:11:0		outfit you choose to do business under.
20.	4		7		It's your reputation, basically.
21.	00:01:11:0		00:01:13:0		Your promise to the customer or follower and the way you just present yourself to the world
22.	9		7		down to how you communicate to it.
23.	00:01:13:0		00:01:16:2		It's everything about how we perceive you.
24.	9		4		When we look at your brand, when we look at or when we hear your name, what do we think?
25.	00:01:17:0		00:01:21:2		Now that's your brand.
26.	2		1		Believing in your brand is crucial, very, very crucial.
27.	00:01:21:2		00:01:23:1		This belief starts with understanding and valuing the unique aspects of what you offer.
28.	3		8		When you believe in your brand, it gives you confidence to make those bold decisions, take
29.	00:01:23:2		00:01:28:0		risks and stay committed to your vision, even when the challenges arise.
30.	0		5		So whatever you go through, that foundation you have as a true believer, the first true
31.	00:01:28:1		00:01:31:2		believer in your brand, that's what holds the ship steady.
32.	8		1		Belief empowers you to take concrete steps, those hard steps to bring your brand vision
33.	00:01:31:2		00:01:34:2		to life.
34.	3		3		It helps you make decisions with the conviction and resilience, essential traits for any
	00:01:35:0		00:01:39:0		entrepreneur
	0		1		or brand driver or brand creator.
35.	00:02:44:1		00:02:48:0		Be your biggest cheerleader and also your biggest critic.
36.	00:01:39:0		00:01:42:2		Don't wait for the rest of us to support you.
	6		5		
	3		0		
37.	00:02:48:0		00:02:51:1		After all, you know, we're only human and we might have our own reasons not to support
	00:01:42:2		00:01:44:1		you.
38.	7		1		
	2		4		
39.	00:02:51:1		00:02:53:0		So when you start a brand or a business, you'll meet four kinds of people around you.
	00:01:44:1		00:01:48:1		
40.	3		4		
	6		6		
	00:02:53:0		00:02:57:2		
	00:01:48:1		00:01:51:0		
	6		2		
	8		8		
	00:02:57:2		00:02:58:2		
	00:01:51:1		00:01:54:1		
	4		2		

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41.	00:03:04:1		00:03:10:0		Number one, I call them the meh, that's people who will ignore, not care and want to move
42.	6		4		on to something else.
43.	00:03:10:0		00:03:11:1		So did you watch the game?
44.	6		3		Number two is the advantage takers who will want to milk what they can out of you for
45.	00:03:11:1		00:03:13:1		free.
46.	5		9		So can you build me a website?
47.	00:03:13:2		00:03:19:1		So can you sing me a song?
48.	1		1		So can you, you know, they'll pretend they want to keep you busy, but you know, they
49.	00:03:19:1		00:03:20:2		just take advantage of you.
50.	3		3		Number three is the pretenders.
51.	00:03:21:0		00:03:22:0		These are people who will make you think they support you even when public, even publicly,
52.	0		6		but only for the look of it or reputation.
53.	00:03:22:0		00:03:23:1		They want to say that they helped you in one way or another.
54.	8		9		And number four, the believers or diehards who ask, so what can I do?
55.	00:03:23:2		00:03:28:1		And we'll help make your brand successful, whether publicly or not.
56.	1		0		These are the ones that will always be there for that, for that brand end, which is like
57.	00:03:28:1		00:03:29:1		the serious minority.
58.	2		4		That's the bare minimum.
59.	00:03:29:1		00:03:30:2		You have to believe in your brand.
60.	6		4		The entrepreneurial journey is not easy.
61.	00:03:31:2		00:03:36:0		It's filled with ups and downs.
62.	1		8		When you truly believe in your brand, you can navigate these fluctuations more effectively,
63.	00:03:36:1		00:03:38:1		maintaining focus and motivation during tough times.
64.	0		2		They toughen you up.
65.	00:03:38:1		00:03:42:1		They make you resilient.
66.	4		0		Consistency over quick wins.
67.	00:03:42:1		00:03:48:1		Sustainable brand building is about being consistent.
68.	2		9		It's about consistent, well-planned actions rather than quick hacks.
69.	00:03:48:2		00:03:51:2		It's about that creating a lasting impression.
70.	1		3		You have to create a lasting impression and that brings a loyal customer base.
71.	00:03:52:0		00:03:59:0		So what are the key elements of building a sustainable brand?
72.	0		5		One, defining your brand identity.
73.	00:03:59:0		00:04:01:0		Clarify your vision, mission, values, and unique selling proposition.
74.	7		1		What makes you different?
75.	00:04:07:1		00:04:09:0		The unique selling position, the USP is what makes you stand over others?
76.	9		1		What are you bringing different to the table?
77.	00:04:09:0		00:04:12:0		So these elements from the core of your brand, they form the core of your brand and guide
78.	3		0		all the actions and communications.
79.	00:04:12:0		00:04:14:1		If you have this as the core, it informs all the actions that you'll take to be consistent.
80.	2		6		This brand always does this.
81.	00:04:14:1		00:04:17:1		This brand always does this.
	8		7		
	00:04:17:1		00:04:21:1		

No.	TC	In	TC	Out	Subtitle
82.		00:05:39:0		00:05:41:1	So it gives them a positive vibe.
83.	3		7		So number two is developing a cohesive brand aesthetic, something that is understandable.
84.		00:05:42:2		00:05:50:1	Make sure you have consistency in your visual and verbal identity across all digital touch points,
85.	4		4		from your website down to all social media platforms.
86.		00:05:51:1		00:05:57:2	When someone visits any of your online properties, they see that this is the same brand I've
	3		1		been
87.		00:06:10:0		00:06:00:2	speaking to, the same brand as the website, something consistent.
88.	4		8		Number three is developing, is creating high quality, valuable content.
89.		00:06:14:1		00:06:10:0	Engage your audience with content that educates, entertains and provides value.
90.	0		2		It has to provide value.
91.		00:06:20:1		00:06:25:0	This builds trust and positions your brand as an authority in the field.
92.	0		9		Number four, my favorite is leveraging web technologies.
93.		00:06:26:0		00:06:27:2	Utilize tools like SEO, which is a search engine optimization.
94.	2		3		I will drive further into that to improve your online visibility, social media,
95.		00:06:28:0		00:06:31:0	to connect with your audience because your audience,
96.	0		5		they love social media, at least for the most part.
97.		00:06:32:0		00:06:37:0	And wherever they decide to communicate with you,
98.	2		5		be there and respond just like you would on phone or email or text message.
99.		00:06:37:2		00:06:41:1	Be on social media, be active.
100	1		3		Also, under web technologies, website optimization to enhance user experience and conversion
		00:06:42:0		00:06:47:1	rates,
					meaning that your website is fast.
101		00:07:20:0		00:07:22:0	If I visit your website, in less than two seconds, I want to have seen a clear goal,
		00:06:47:1		00:06:51:0	a concise direction to inform me whether to do business with you or whether to
102		00:07:25:2		00:07:34:0	use what you're offering.
		00:06:53:0		00:06:56:0	Number five is protect your brand's online presence.
103		00:07:34:0		00:07:40:1	Safeguard your intellectual property and monitor your digital presence
		00:06:56:2		00:07:01:0	to prevent misuse or infringement.
104		00:07:41:1		00:07:42:2	Make sure no one is copying your brand or standing in as your brand.
		00:07:02:0		00:07:07:1	So there are tools out there that will go further in subsequent episodes
105		00:07:44:0		00:07:48:2	that can tell you whether someone else is using your brand somewhere else
		00:07:09:0		00:07:11:0	or pretending to be you.
106		00:07:50:0		00:07:53:0	So it is very important to protect your online presence.
		00:07:12:0		00:07:20:0	Long-term mindset.
107		00:07:53:0		00:07:55:1	Think long-term.
	9		3		When you build your brand, think long-term.
108		00:07:55:1		00:07:59:1	Think future-proof.
	5		1		I like to use that phrase, future-proof your brand.
109		00:07:59:1		00:08:03:2	Building a successful brand is a marathon, not a sprint.
	3		3		Stay focused on your long-term goals
110		00:08:05:1		00:08:09:2	and avoid getting sidetracked by short-term trends or pressures.
	9		1		
111		00:08:09:2		00:08:11:0	
	3		5		
112		00:08:11:0		00:08:14:2	
	7		0		

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121	00:08:38:1		00:08:41:0		There are a lot of trending stuff out there.
.	6		3		People coming up with new things that might sidetrack you
122	00:08:41:0		00:08:45:0		and make you lose sight of your original brand goals,
.	5		5		what you wanted your brand to be.
123	00:08:46:0		00:08:50:0		Yes, it's good to integrate into new ideas and stuff,
.	2		6		but do not lose sight.
124	00:08:50:0		00:08:51:2		Do never ever lose sight of your brand goals.
.	8		1		Learning the importance of believing in your brand,
125	00:08:51:2		00:09:00:1		how to build your brand sustainably.
.	3		0		Reflect on your belief.
126	00:09:01:0		00:09:03:0		Take time to reflect on and strengthen your belief in your brand.
.	7		9		This is the foundation of all your branding efforts.
127	00:09:03:1		00:09:06:0		Think hard about the why.
.	1		4		I love the why.
128	00:09:07:0		00:09:11:1		Out of what, where, when, how, and why, I love the why.
.	3		1		Why am I doing this?
129	00:09:12:0		00:09:15:0		Once you truly understand the why,
.	6		9		you won't lose sight of your goals.
130	00:09:18:0		00:09:19:0		Are your vision and mission still aligned with your goals
.	6		9		or is there a clash somewhere?
131	00:09:20:1		00:09:24:0		Audit your current digital assets.
.	2		0		Check your logo, every key graphic that you have.
132	00:09:24:2		00:09:28:1		Identify areas for improvement
.	0		8		to ensure they accurately reflect your brand.
133	00:09:28:2		00:09:31:1		Is your logo simple enough yet speaks about what you do?
.	0		3		The colors, you know, an example is something like red.
134	00:09:31:1		00:09:32:0		Red is a color that defines passion, love,
.	5		8		and it's very strong.
135	00:09:32:1		00:09:35:1		Yellow is vibrance, life, positive outlook on life.
.	0		7		Brand is that class, strong class, strength.
136	00:09:35:2		00:09:36:1		Blue is knowledge.
.	0		8		You know, check out your brand identity.
137	00:09:37:1		00:09:40:1		Does it speak about what you want us to know of your brand?
.	1		0		So take time and check that out.
138	00:09:40:1		00:09:43:1		And also map out a sustainable content
.	2		7		and digital marketing strategy.
139	00:09:44:1		00:09:47:2		Plan for consistent and valuable engagement with your audience.
.	4		3		Keep things fresh.
140	00:09:48:0		00:09:50:1		Keep things consistent.
.	0		2		We'll follow you until you stop giving us fresh content.
141	00:09:51:1		00:09:53:1		So if you have a content strategy,
.	5		9		
142	00:09:53:2		00:09:58:0		
.	1		0		
143	00:09:58:1		00:10:00:1		
.	4		2		

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162	00:11:18:1		00:11:22:2		it goes a long way in keeping us interested.
.	4		0		That way, at the end of the day,
163	00:11:23:0		00:11:25:0		you'll be able to convert us from just mere followers
.	7		1		to customers to providing that income
164	00:11:26:1		00:11:30:1		that ultimately you want out of us.
.	0		2		Ultimately, remember, building a successful brand
165	00:11:30:1		00:11:38:0		takes time and consistent effort.
.	4		0		Stay in the race.
166	00:11:38:0		00:11:41:0		But the results are worth it.
.	2		1		They are truly, truly worth it.
167	00:11:44:0		00:11:47:2		You know why you got into this.
.	8		1		So just hang in there, be consistent,
168	00:11:47:2		00:11:50:0		and stay committed to your vision and keep pushing forward.
.	3		6		Because, you know, if you really, really, truly believe in this,
169	00:11:51:0		00:11:52:1		the only way is up.
.	1		2		So let's take a recap of today's episode.
170	00:11:52:1		00:11:54:0		Believe in your brand and let that belief guide your actions.
.	4		2		Focus on sustainable brand building through consistent,
171	00:11:54:0		00:11:55:1		consistent, well-planned efforts.
.	4		3		Use web technologies to enhance and protect your digital presence.
172	00:11:55:1		00:11:57:0		Thank you for tuning in.
.	5		5		This was our first episode.
173	00:11:57:0		00:12:00:0		And we were so glad to have you here.
.	7		4		This was WebTech&BrandDesign at Vurilani.
174	00:12:00:1		00:12:04:1		
.	8		2		
175	00:12:05:0		00:12:09:2		
.	1		1		
176	00:12:10:1		00:12:11:1		
.	4		1		
177	00:12:16:2		00:12:20:0		
.	2		0		
178	00:12:20:2		00:12:24:1		
.	4		8		
179	00:12:26:0		00:12:29:0		
.	4		7		
180	00:12:29:2		00:12:32:0		
.	1		8		
181	00:12:32:2		00:12:36:1		
.	2		8		
182	00:12:40:1		00:12:41:1		
.	8		9		
183	00:12:43:0		00:12:44:1		
.	9		8		
184	00:12:45:1		00:12:48:0		