SMC

Strategic Marketing Communications: Connecting Brands, Amplifying Success

What is SMC?

Your focus as a SMC graduate is to drive sales for your employer or into your business and to generate high overall profits. The marketing communications strategy is fundamental in that goal, because marketing communications gets consumer attention and entices consumers to reach out to your company. The ways an organization communicates to its internal and external stakeholders has grown, in part, due to the pervasive use of social media which both enhances and challenges communicators globally.

All sectors of business and not-for-profit organizations must now manage both offline and online images and messages for consistency across the traditional silos of marketing, sales, advertising, and public relations. This strategic approach is achieved through the planning phase and reinforced with professional collateral and digital content using industry-standard technology and emerging social platforms. Consistent sales rarely happen without a strong marketing communications strategy. The process to develop this strategy starts with targeting the right consumers based on consumer need and how you fill that need.

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What is Digital assest?

A digital asset is any valuable piece of content in a digital format. This includes assets that were created digitally, as well as those create offline and later stored on a platform. The definition is broad because it encompasses pretty much everything from emails and account information to videos and photos. The value of these assets can be indispensable for marketing or in your personal life. Some assets have a sentimental value or can't be replaced, such as old family photos. Others are valuable because of their financial worth. Your logo, for example, is a valuable digital asset because it enables you to differentiate your online presence from other companies.

By definition, a digital asset is "any digital material owned by an enterprise or individual including text, graphics, audio, video and animations."

Historically, many people have considered digital assets to only include photos and videos, but over the years it has evolved to including other digital files in our definition, such as documents, presentations, and spreadsheets. While the definition of a digital asset is constantly expanding as new digital formats are emerging in business & marketing, it's important to remember that the file format is only part of the definition. The other portion of the digital asset definition is derived from the value that they bring to the company.

- Videos
- Photos
- Design files
- Audio files
- Presentations
- Graphics
- PDFs
- Spreadsheets
- Documents
- 3D files and more.

Advantages and disadvantages of digital assets?

Your organization uses a variety of touch points to reach out to customers, employees, and other stakeholders. Throughout these communication, your brand identity needs to be consistent, and digital assets make this possible to do. For one thing, you'd have to spend more time looking for logos and other branding elements. By having an archive of digital assets you maintain the overall quality of the content of these assets. Plus, time isn't the only thing you'd lose without digital assets. You'd also lose money trying to replicate an asset that already exists, and you'd waste space storing multiple versions of the same information.

Despite all of the benefits of digital assets, they can present drawbacks if not managed properly. Organization is a major challenge with digital assets, particularly as your number of assets grows. When managing files for your own personal use, you may be able to identify files based on a hierarchy and naming system that makes sense to you. An organization has thousands of people must make the assets easy for everyone to categorize, store and retrieve. Security and safe keeping of your digital assets is also critical. On one hand, assets have to be easy to retrieve for the people responsible for producing and distributing content. On the other hand, protections need to be in place so unauthorized users can't use them improperly. Protocols are necessary to make sure that the only people who have access are the ones who absolutely need to.
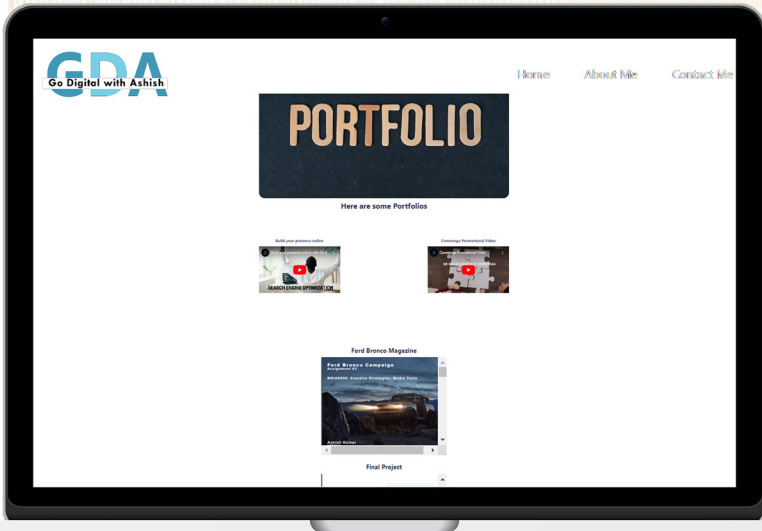
The Principles of Designing a Website

Having an attractive and usable website is the goal of every website owner, and for people who run a mall business, the look and feel of their website is of vital importance. It's where visitors create their first impressions—those brief seconds in which we accept or reject what we see on our screens. A site's design is also responsible for retaining each visitor's attention and guiding them through your content.In this article, we'll go over seven design principles that, if followed, will help you create a website that engages your visitors and makes them want to come back.

Design is tricky business though. For the less experienced, it's easy to get carried away and lose focus on what really matters—the experience that visitors have on your site. If you catch yourself geeking out on cool fonts and eye-popping color schemes, you can have some fun. But be sure you also focus on usability and the core purpose of your site.

No matter how interesting your design looks, your site must be simple to read and easy to navigate.Visitors should have no difficulty using your website and employing a straight-forward design can play a major role in ensuring a high degree of usability.

It's time to get into our seven design principles. We will discuss layouts that are scientifically proven to match how people consume content, plus talk about spacing, fonts, the effective use of color, and other design factors.

White Space Is Good

Empty space on your web pages opens everything up, allowing visitors to comfortably take in the content you're presenting. In web design terminology, empty space is called white space, and it's important to make sure you have enough of it to make your site user-friendly.

White space improves readers' comprehension. It's really about what's near the white space. Any content that's surrounded by empty space is going to catch the user's eye, and the content will be easier to absorb because there's nothing around it to distract the reader.

It may seem obvious, but we should note that your white space doesn't have to be white—it can be whatever color you choose for your background.

Balance

Just like tangible objects, elements of a web design also have a weight that needs to be balanced. The concept refers to the distribution of visual weight around a vertical axis, which helps in achieving harmony in a design. Balance can be divided into two types Symmetrical and Asymmetrical.

Unity

The principle of unity in a website design refers to togetherness amongst similar elements. Elements that are closely related to each other are placed in proximity while those distant in relation are placed at a distance and this creates cohesiveness in a webpage.

In the image, you can see how elements with similar shapes have been placed in proximity and the whole page exudes harmony and cohesion.

Space

In every website design, there must be some empty space (also called as negative space) which allows the
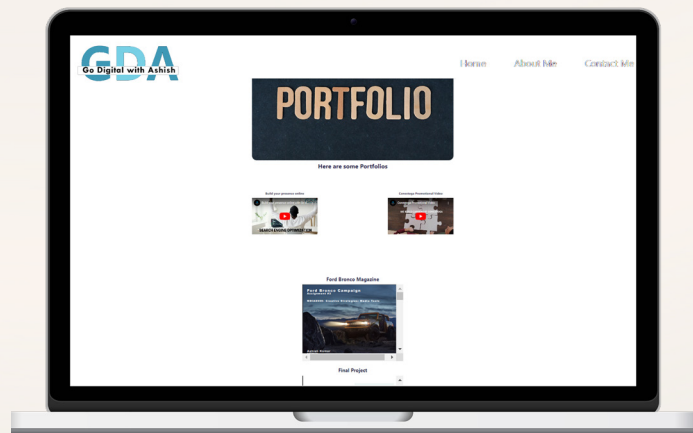
eyes as well as the mind to breathe. By applying this principle, you can also lay emphasis on crucial elements. The picture above with a bold picture, short text and a lot of negative space allows the user to focus only on the important element ' which, in this case are the headphones.

Rhythm

This refers to the creation of a path in a design, which directs the eye to move from one element to another. The pattern created is very predictable and hence the viewer's eyes feel at ease in scrolling across a screen. Here, the pattern has been created by linking circles through wiring and automatically, the eyes would move from left to right.

Rule of third

A principle associated primarily with photography; Rule of Thirds is also valid for website designs. This concept requires you to break down a webpage, using a 3x3 grid, i.e., into 9 equal blocks. The important design elements should be placed along the lines or touch the intersection points. Theoretically, the points of intersection are key areas where our eyes get automatically drawn to. Notice how the object has occupied only one-third of the area but grabs all the attention.

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The standards under the Accessibility for Ontarians with Disabilities Act (AODA) require that businesses and organizations with 20 or more employees must meet accessibility and inclusion standards by 2021.

The purpose of the Act is to ensure access to information for the public and your employees. Written information, and other forms of communication, must be made accessible upon request. If a person with a disability asks for accessible information or requires communication supports, you need to provide the information in a timely manner.

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Video trends of 2021

In 2020 63% of mobile traffic is video, and this is set to grow to 76% by 2025.

As we project our way through 2021, it's no secret that video marketing is a standout way to reach your audience. As the medium has developed over the past few years, one thing has become extremely apparent: the sky is your limit. As a business, you have the potential to explore a number of different creative avenues to test the waters of what works and what doesn't for your target audience. It's about engaging with your audience and entertaining them in a memorable way, to create a lasting impression of your business. You have the opportunity to combine storytelling with marketing, taking your viewers on a journey that both draws them in and entices them to stay.

There are a number of trends that have emerged showing the direction video marketing is taking, which as a business you can capitalise on. If you are looking for a starting place for your video marketing, these key video trends will give you the motivation you need to get started on engaging video content for your business.

Trend #1:
Training Videos
Did you know, 65% of people use YouTube to help them solve a problem.

Trend #2:
Mobile Video is Growing Stronger!
Mobile video consumption rises by 100 % each year. In fact, people are 1.5 times more likely to watch a video on their mobile phone.

Trend #3:
It's Getting Personal
Customers no longer want to just see a brand; they want to go behind the brand and meet the people and processes that bring it all together.

Vlogs are the third most popular video form (coming in after how-to videos and educational videos) and are a popular way to connect a brand with its customers.

Trend #4:
Live Videos
By 2021, live streaming is set to become a seventy billion dollar industry. As far as engagement goes, being available to your audience and able to answer their questions in real-time both forms a vital connection and engages them.

Trend #5:
Ease of Video Creation
The final trend that is taking us over into 2021 is the ease in which videos can now be created. If you go back just a few years, video product required specialised equipment, the commitment of a dedicated team and the investment of a large chunk of marketing dollars.

Empowering Brands in the Digital Age: The Journey of Ashish Kumar

Ashish Kumar, a Digital Marketing Manager with seven years of experience, is on a mission to revolutionize the way businesses connect with their audiences online. Through his website, Go Digital with Ashish, Ashish shares invaluable insights and strategies that help businesses thrive in the competitive digital landscape.

Ashish's journey in digital marketing has been shaped by continuous learning and practical experience. His passion for digital marketing led him to enroll in the Strategic Marketing Communications (SMC) course at Conestoga College. This course, known for its hands-on approach and real-world applications, has played a significant role in refining Ashish's skills. "The SMC course taught me how to create compelling campaigns that not only engage the audience but also drive measurable results," says Ashish.

Through the SMC course, Ashish gained a deep understanding of the latest trends in digital marketing, including social media strategies, content creation, and analytics. These skills have been instrumental in his work, enabling him to design effective marketing campaigns that resonate with target audiences and achieve business goals.

Ashish's website is a treasure trove of knowledge for anyone looking to enhance their digital marketing efforts. From tips on SEO and social media management to insights on the latest industry trends, Go Digital with Ashish is a one-stop resource for marketers, business owners, and students alike. His goal is to empower others with the knowledge and tools they need to succeed in the digital age.

In addition to sharing his expertise online, Ashish is committed to helping the next generation of marketers. He provides online training and mentorship, guiding students and professionals on their journey to becoming digital marketing experts. Ashish's dedication to continuous learning and his passion for helping others make him a true leader in the field.

What is Dieline?

A dieline serves as a package template that ensures proper layout for a printed product. It is a diagram that shows all the cut lines and folds of a package in flattened form. They are also used for envelopes, pocket folders and more. There are a few steps toward creating proper, accurate dielines for items such as boxes.

Sometimes a client will send a printing company an example of how they would like their packaging to look. In this case, you will want to take the package they send apart to see where tucks or graphics are, also being sure to take measurements. If you simply have the product with no package reference, you will need to make measurements of the product itself, using wrapped paper to estimate the needed size.

From here, dielines are then created in Adobe Illustrator with certain design standards. You can then use a hard copy of the dieline you create to test with the product you are packaging. Once you have it right, hard copy prototypes are made with heavyweight paper or other materials. Following careful checking of prototypes for sturdiness and other factors, the finished packaging product will be ready to hit the shelves.

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