

Digital Media: Tips for Building Brand Affinity

Janice Person
founder/principal

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1

**Branding pulls
together a lot of
components.**



2

Branding pulls together a lot of components.

**Most of us know
it when we see
it, feel it, etc.**



3

What brands come to mind?



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4

What brands come to mind?



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5

What brands come to mind?



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6

My Sisters, a Few Nieces...



7

Branding has Evolved



**Digital takes
branding to a
whole new level.**

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Digital Branding Factors



**Done well, can
enhance
relationship,
done poorly,
turns people off.**

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Digital Branding Factors



**Can set you
apart in a
crowded feed.**

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Digital Branding Factors



**put the customer
(or segment) at
the center, not
engagement**

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Digital Branding Factors

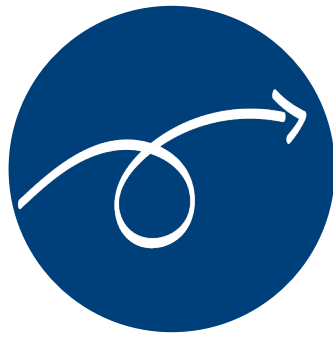


**also needs to
fit the product
company**

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Digital Branding Factors



**finding the
right fit can
take some
experimenting**

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**What creates a
digital brand?**



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Ways to Convey Branding



**what is your
brand's voice or
sound?**

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Voice and Sound – Feel



- **Conversational & Relatable**
- **Expert & Informative**
- **Inspirational & Uplifting or
Curious and Explorative**
- **Authentic & Personal**
- **Controversial or Creating
Connections**
- **Calming or Exciting**

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Voice and Sound – How



- **Consistent personalities or a diverse slate use same voice?**
- **Music for the background?**
- **Similar, recurring intro or outro?**

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Voice and Sound - Articulate



- **Begin putting it into words, refine over time**
- **Have a clear brand voice prompt for AI tools**

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Ways to Convey Branding



**what is your
visual identity?**

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Visual Identity – Old School



- **logo**
- **color palette**
- **fonts**

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Visual Identity – Digital



- **video**
- **overlays**
- **image style / feel / filters**
- **props**
- **locations**
- **faces**
- **consistent across channels?**

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Ways to Convey Branding



**what is your
brand's cadence
or rhythm?**

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Cadence / Rhythm



- **regular posting = mindshare**
- **content mixture (topics, types of posts, etc)**

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Strategies – Storytelling/Content



- **Share authentic stories**
- **Connect emotionally**
- **Use a mix of content types**
 - **educational**
 - **behind-the-scenes**
 - **testimonials**
 - **user-generated content.**

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Strategies – Community



- **Respond promptly**
- **Encourage conversation and participation**
 - **polls**
 - **Q&As**
 - **contests**
- **Recognize and celebrate your audience and clients**

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Strategies – Personalize

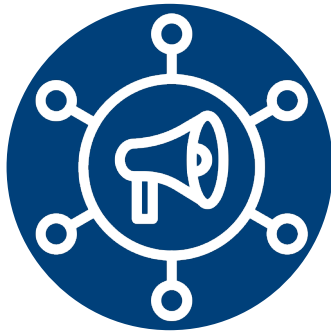


- **Provide the human touch**
- **Customize messages and interactions when possible**
- **Show the people behind the brand**
 - **introduce team members**
 - **share the journey**

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Strategies – Consistent Channels



- **Align messaging, visuals, and values on all platforms**
- **Audit your digital presence regularly to ensure alignment**

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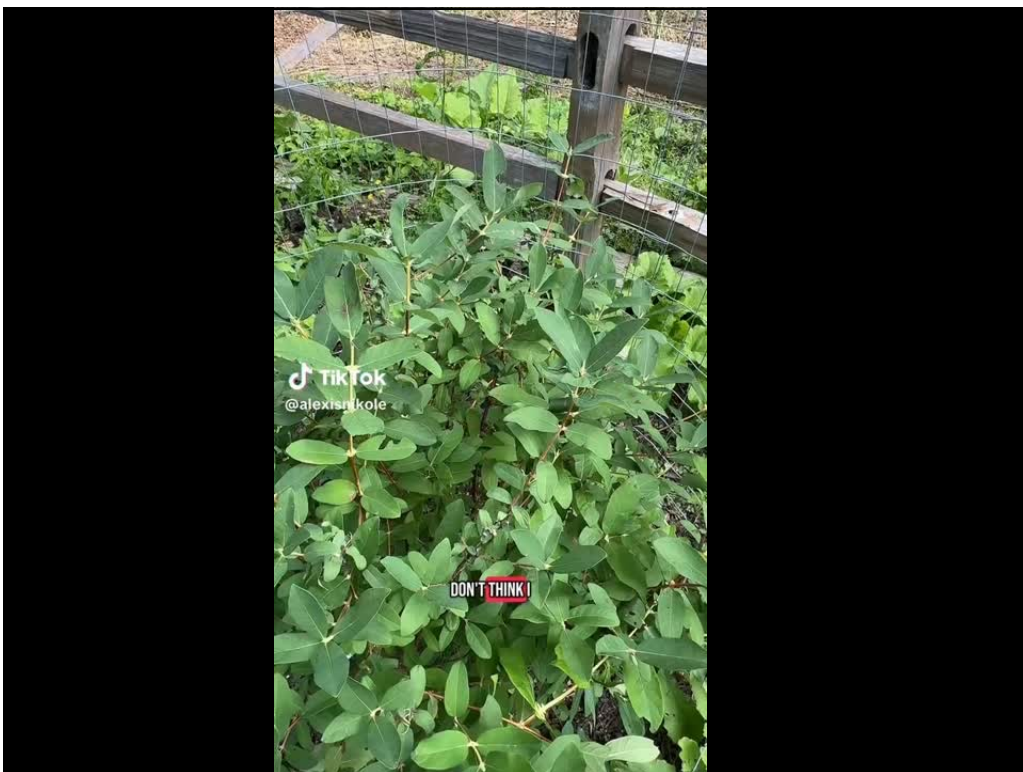
Let's Look at Some Accounts



28



29



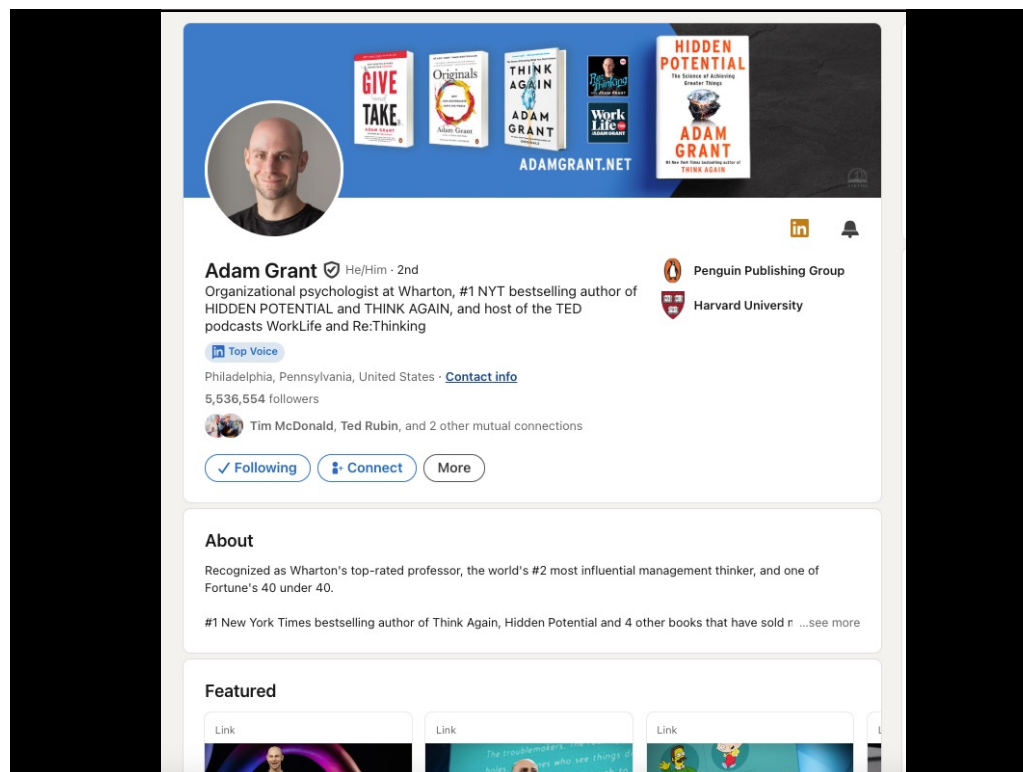
30


How quickly someone answers you is rarely a sign of how much they care about you.

Delayed replies to emails, texts, and calls are often symptoms of being overwhelmed.



Unless it's urgent, the true test of a relationship isn't the speed of response. It's the quality of attention.


31



Adam Grant  He/Him · 2nd


Organizational psychologist at Wharton, #1 NYT bestselling author of *HIDDEN POTENTIAL* and *THINK AGAIN*, and host of the TED podcasts *WorkLife* and *Re:Thinking*

 Penguin Publishing Group
 Harvard University

 Top Voice

Philadelphia, Pennsylvania, United States · [Contact info](#)

5,536,554 followers

 Tim McDonald, Ted Rubin, and 2 other mutual connections

[Following](#) [Connect](#) [More](#)

About

Recognized as Wharton's top-rated professor, the world's #2 most influential management thinker, and one of *Fortune's* 40 under 40.

#1 New York Times bestselling author of *Think Again*, *Hidden Potential* and 4 other books that have sold r...see more

Featured

[Link](#) [Link](#) [Link](#)

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Adam Grant 
 @AdamMGrant

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8 studies, over 8k people: if you're an asshole online, you're probably an asshole in person too.


Trolls choose aggression to get attention. It's better to ignore them than feed them.


Adam Grant 
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The people who dominate the conversation often have the least to say.

Being the loudest voice in the room doesn't gain respect. It crowds out the contributions of those who speak at a lower volume.

It's better to leave people wanting to hear more than wishing they'd heard less.




Adam Grant 
 @AdamMGrant

Good books immerse you in a new world. Great books introduce you to a new worldview.

Good books are page-turners—they're meant to be devoured. Great books are corner-folders—they're made to be savored.

Good books keep you engaged. Great books leave you changed.



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One of the clearest signs of learning is rethinking your assumptions and revising your opinions.

21 things I rethought in 2021: a thread...



A Hierarchy of Thinking Styles

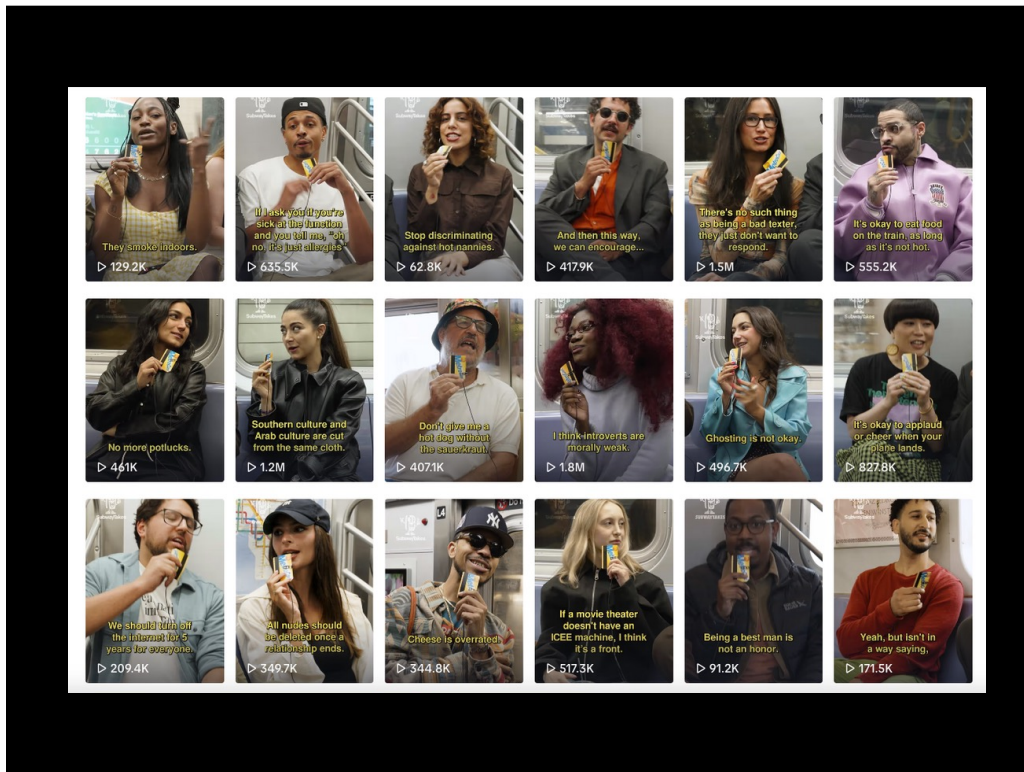
The diagram shows a pyramid with four levels, from bottom to top: **Cult leader***, **Politician**, **Centarian**, and **Learner**. Each level has associated characteristics and a corresponding quote.

- Cult leader***: "They're always right!"
- Politician**: "They're always wrong!"
- Centarian**: "You're all wrong!"
- Learner**: "I might be wrong."

Additional text on the right side of the diagram includes:

- Learn**: "Learning yourself with people who challenge your ideas is the best way to grow."
- Centarian**: "Engage with those across all ideologies and opinions. Don't cancel."
- Politician**: "Finding the facts in other people's arguments. Don't cancel. Don't cancel."
- Cult leader***: "Reading your own thoughts is important."

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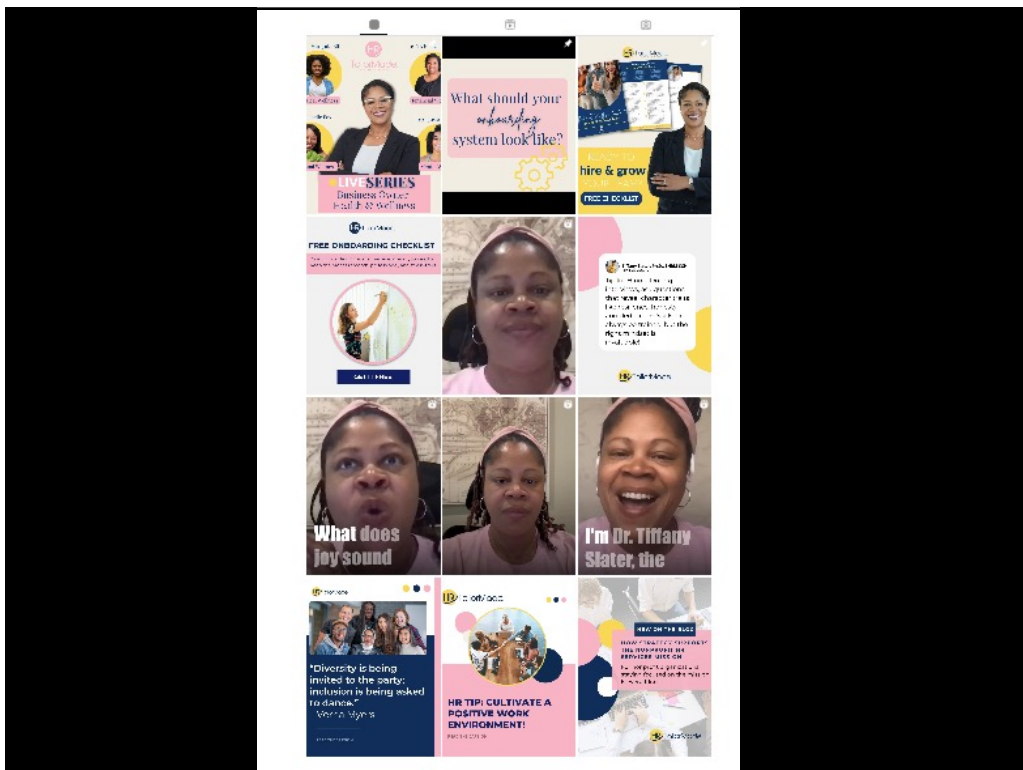
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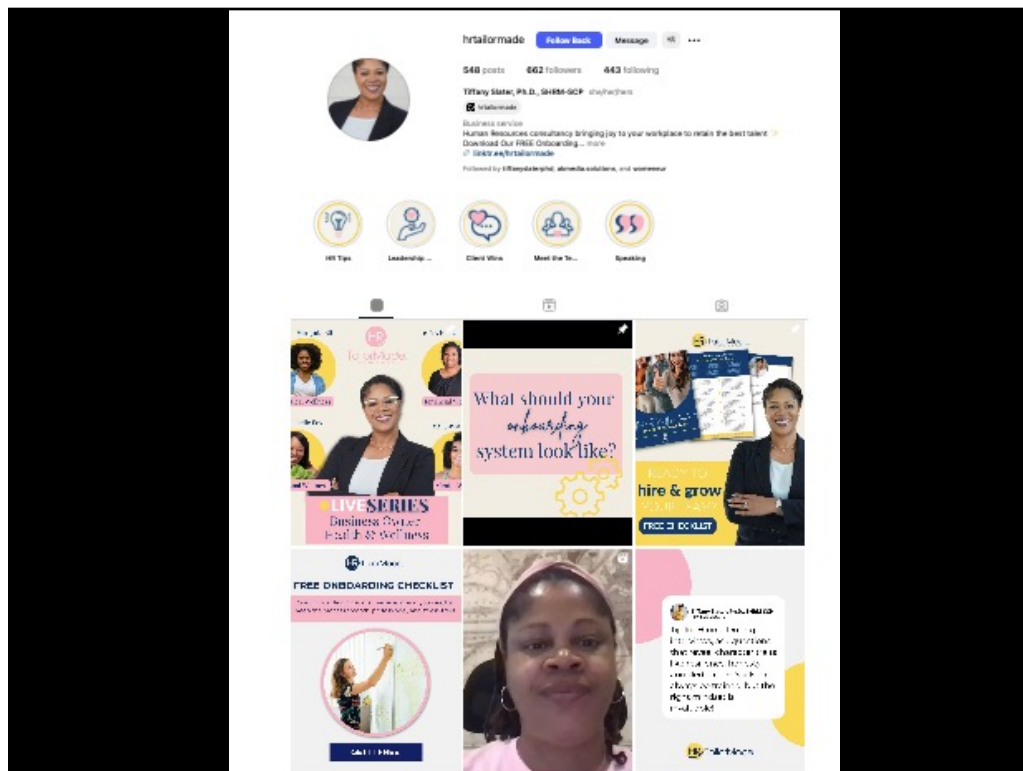
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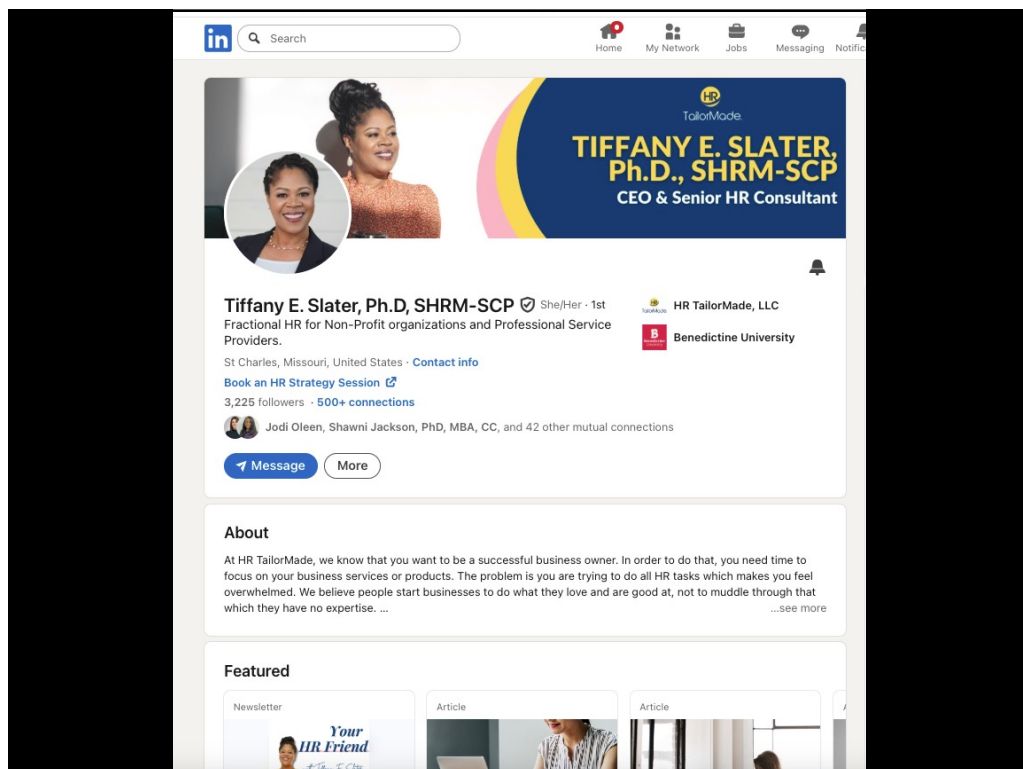
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39



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Tools I Find Useful



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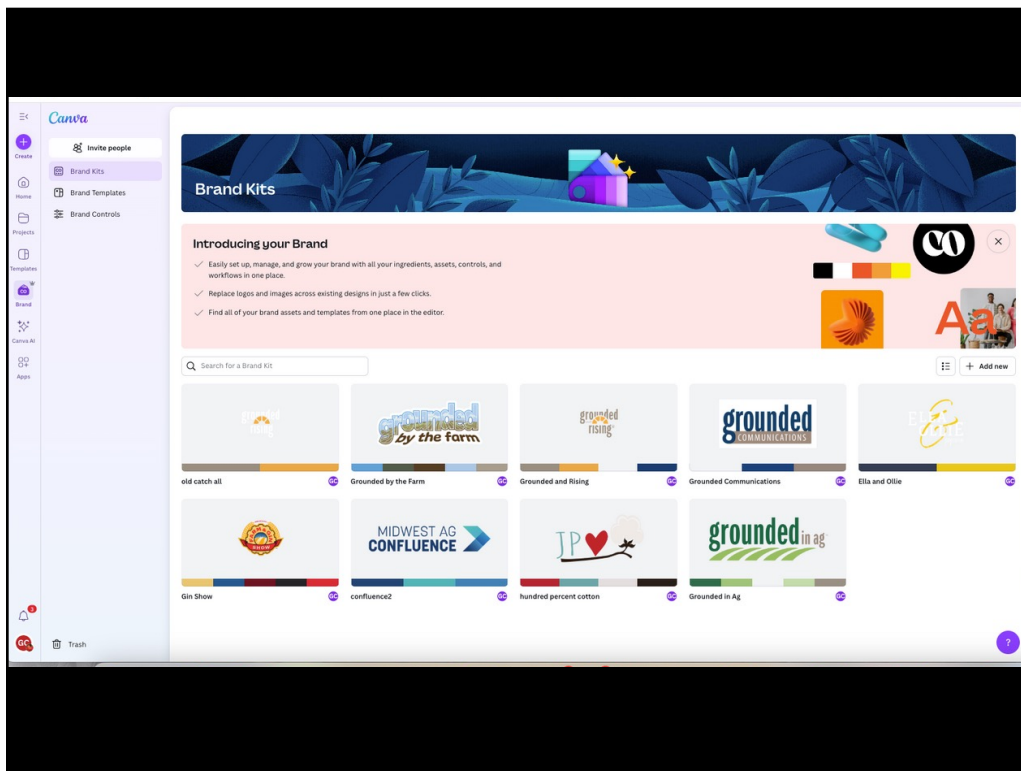
My Top Five Tools



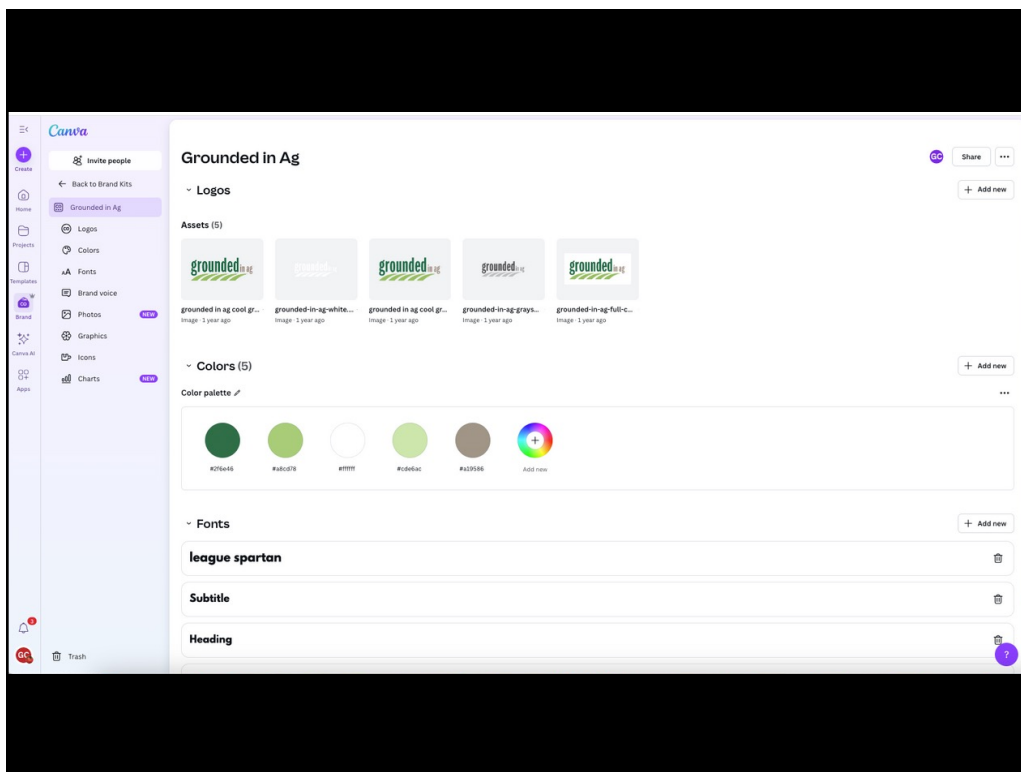
- **Canva for SM**
- **Canva for PDFs**
- **Canva for website headers**
- **Canva for presentations**
- **Canva for video overlays**

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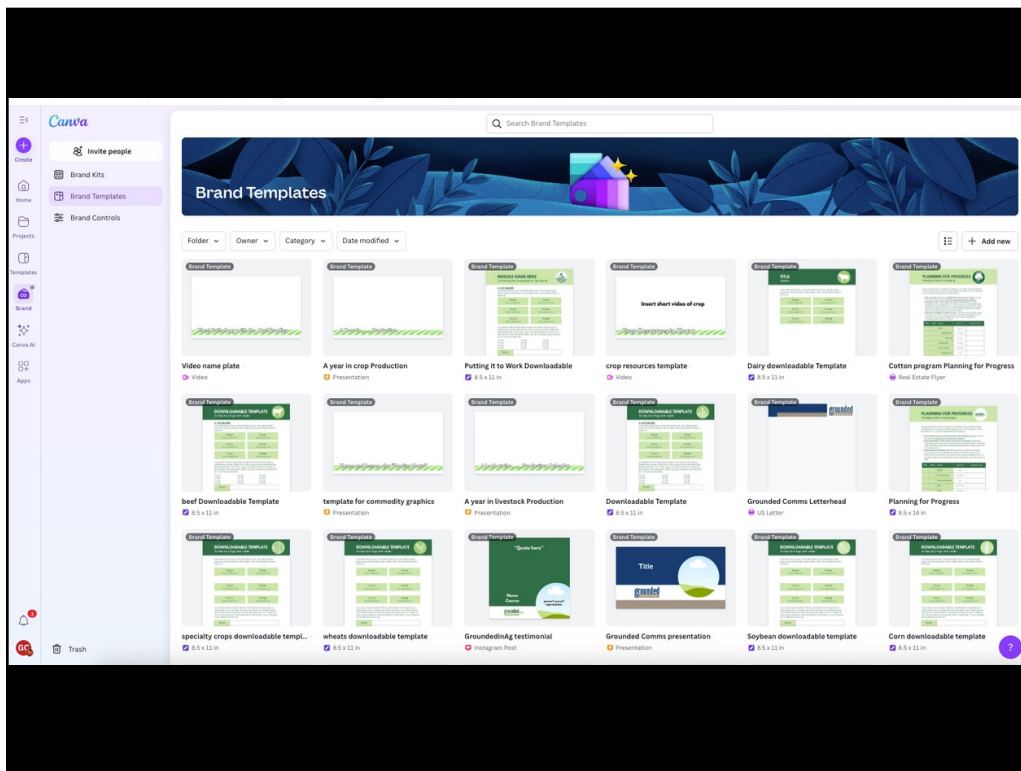
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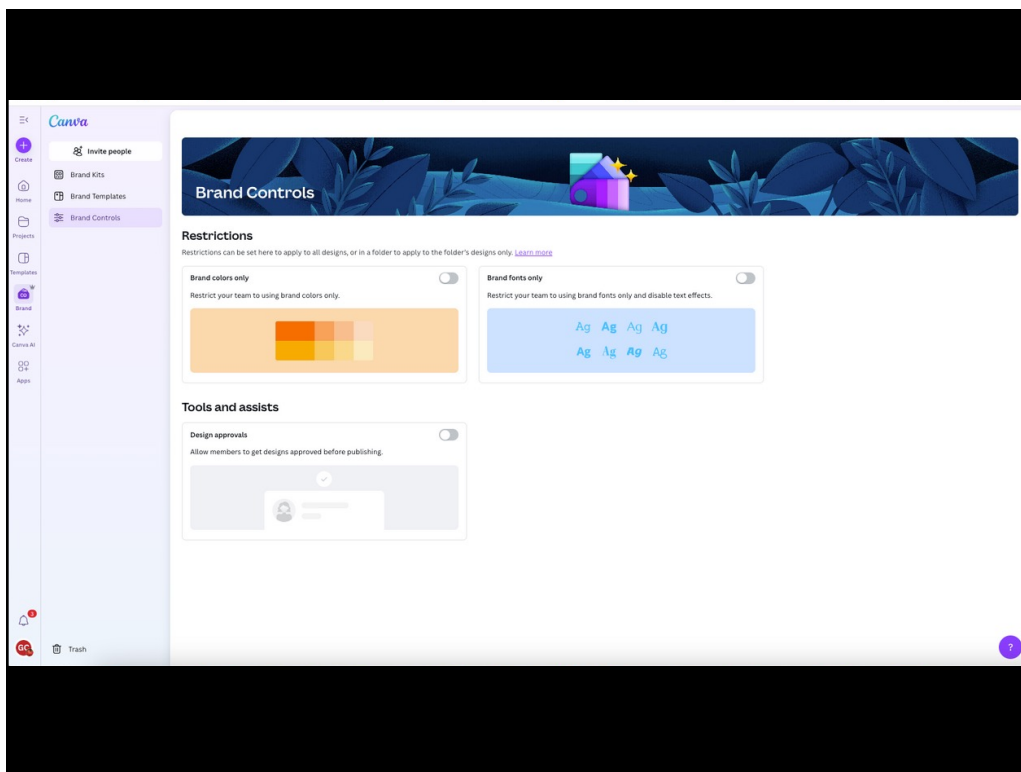
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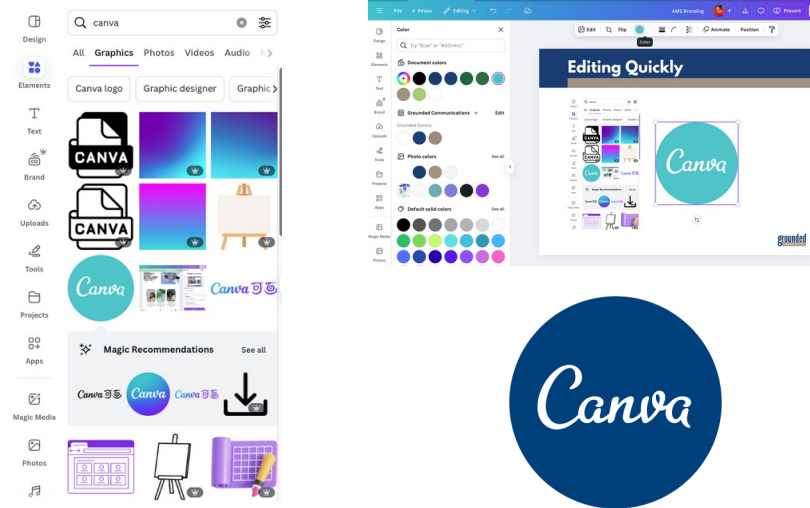


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Editing Quickly



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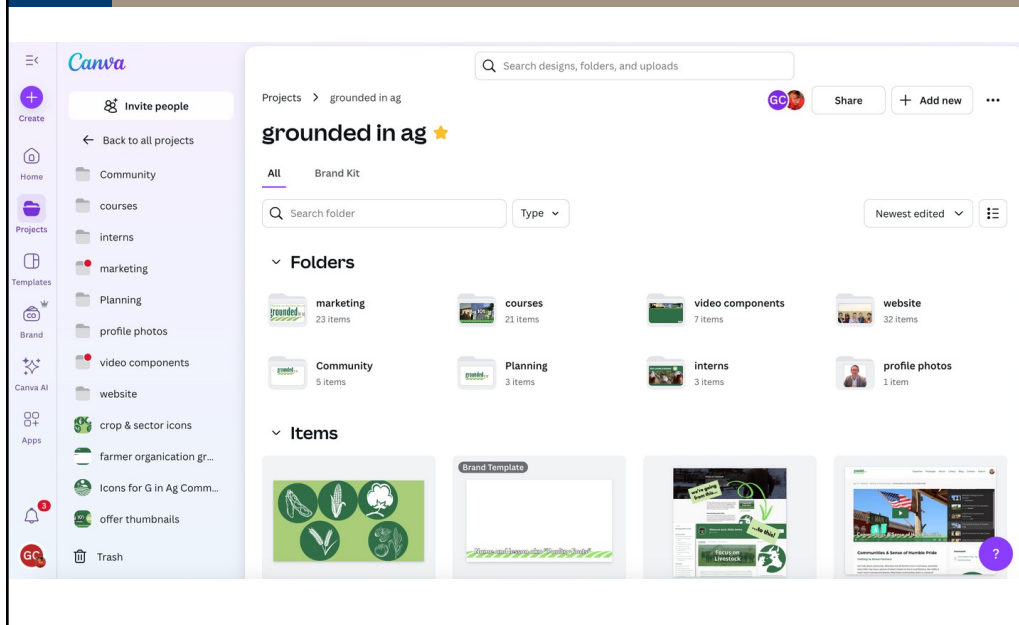
Editing Quickly



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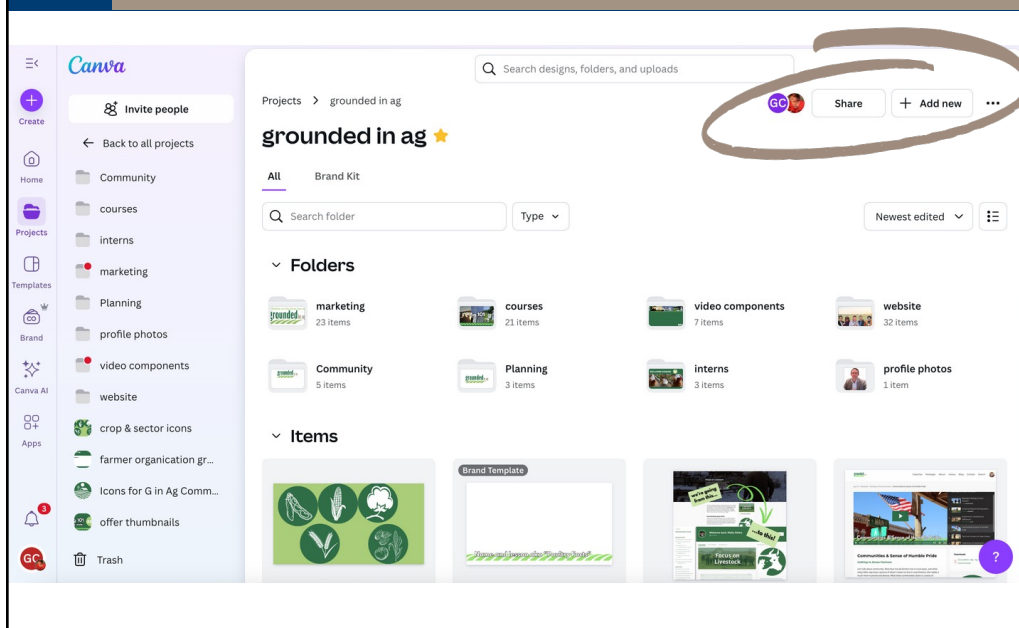
48

Project Folders to Organize



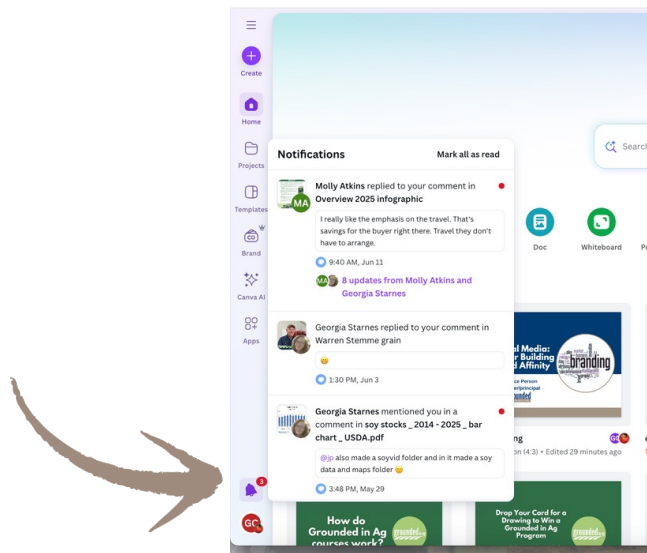
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Seamless Team Interaction



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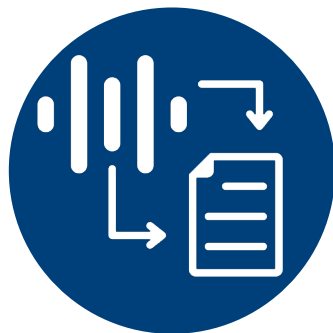
Seamless Team Interaction



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Castmagic Converting to Text



- **AI transcription**
- **Audio & Video**
- **Standard & Custom prompts for various types of content**


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Spaces for Different Info

Spaces

Name

 **Grounded in Ag** Active

 **Grounded by the Farm**

 **GBTf videos**

New Space

Tell us about your space.

Name
This could be the name of your podcast, channel, organization, coaching practice, or something generic, like "My Meetings".


Label type
Label your recordings by number.

Number

Language
Specifying the language of your space helps improve transcription.

English

Magic words
Here you can include spelling suggestions for Castmagic's AI. Separate words by comma.





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
Spaces for Different Info


AI Context for This Space


Customize how the AI writes for you. Add details, samples, and rules so it matches your voice and content.

 **Recording Details**
Add helpful info about what's going on in the recordings.

 **Tone & Style Samples**
Paste examples of your tone so we can match it.


 **Words or Phrases to Avoid**
Tell us what words feel off-brand so we don't use them.


 **Words or Phrases to Avoid**
Tell us what words feel off-brand so we don't use them.

 **Other Instructions**
Give us any other specific directions for how to write or structure content.

☒ **Chunk transcript**
Specifies the maximum number of sentences each section of a transcript should have. Uncheck to prevent chunking completely.

☒ **Automatic speaker labeling**
Automatically uses AI to identify and label speakers in your space when importing a new recording.





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Recurring Content Prompts

Castmagic

Search

Home

Content Pipeline

Magic Chat

Studio **new**

Media Library

My Spaces

Grounded in Ag

Recordings

Content Pipeline

Pages

Speakers

Settings

Prompts

Team

Workflow

Grounded by the Farm

Need a hand?

Community prompts

Book live workshop

Join our Slack community

Refer and earn

Submit feedback

User settings

Sign out

Recordings

147 recordings

Generate page

Start chat

Import audio or video

dairy	Year in Dairy	May 1, 2025	Upload	Completed	
dairy	dairy combined	Apr 30, 2025	Upload	Completed	
dairy	dairy resources	Apr 30, 2025	Upload	Completed	
dairy rev	dairy to market rev2	Apr 25, 2025	Upload	Completed	
dairy	Dairy facts	Apr 24, 2025	Upload	Completed	
dairy	Ashley Dairy Farm More Depth	Apr 19, 2025	Upload	Completed	
dairy	Touring two Dairy Farms	Mar 20, 2025	Upload	Completed	
dairy rev	dairy veterinarian Kathy Swift	Apr 16, 2025	Upload	Completed	
NAMA talk	Audio_04_30_2025_16_32_36	Apr 12, 2025	Upload	Completed	
preview	Free Preview rev april 2025.mp4	Apr 8, 2025	Upload	Completed	
preview	Free Preview rev april 2025	Apr 7, 2025	Upload	Completed	
dairy	zach dairy to market --- draft	Mar 28, 2025	Upload	Completed	
beef	Reflow Beef calendar	Mar 24, 2025	Upload	Completed	
beef	REV Beef facts & Trivia I	Mar 24, 2025	Upload	Completed	

App Store

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Custom Prompts Do As Told

Edit custom prompt

Customize Castmagic to your use case.

Name

Come up with a descriptive name for your prompt.

summary & bio

Prompt

Refine your prompt, if you'd like. You will be able to change this later, too.

Provide 1-2 paragraphs about the lesson without mentioning the person or people delivering the content. Highlight points that generally would prompt curiosity in people who are new to the agricultural industry. Following that paragraph, have bullet points of key topics or moments in the interview etc. After the bulletpoints, add a subheading "Our Expert" or "Our Experts," as appropriate, and put each speaker's name and a couple of sentences about their background as a final action item.

Content sample

Provide a sample for the AI to better match your tone & style.

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Content sample

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summary & bio

This lesson offers a fascinating look into the dynamic world of dairy farming by exploring two distinct operations. It dives into how innovation and traditional methods coexist within the industry, reflecting on the diverse techniques and philosophies of dairy farmers to optimize their operations. From automated milking systems to deeply rooted farming practices, these narratives reveal a wealth of knowledge that could ignite curiosity in those new to agriculture. The lesson also highlights the importance of animal welfare, environmental stewardship, and producing high-quality dairy products, which are the top priorities for both farms.

- The intriguing use of technology such as robotic milking systems and its impact on farm efficiency and small farm operations.
- The focus on animal welfare, ensuring cows live stress-free lives to optimize milk quality and quantity.
- Insights into environmental sustainability efforts within farming operations, including growing a significant portion of feed locally to reduce the carbon footprint.
- Variation between farming operations: one with Jersey cows focusing on proteins and fats, the other with Holsteins aimed at production volume.
- Personal stories of farmers who transitioned into dairy from different agricultural backgrounds and their passion for sustainable practices.

Our Experts

- **Logan Courtney** is a dedicated dairy farmer who runs Courtney Farms in Choteau, Oklahoma, alongside his sister Autumn. He emphasizes innovative farming methods, such as robotic milking, and a deep commitment to animal welfare and environmental sustainability.
- **Charles Coblenz** has over fifty years of dairy farming experience. His expansive family-run operation involves his sons and spans several thousand acres. Charles is deeply familiar with the challenges of maintaining a traditional large-scale dairy farm while maintaining animal health and product quality.

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Edited Versions Get Used

← COURSE HOME

Dairy Production

 **Janice Person**
95% COMPLETE

Dairy Production

- Dairy Facts & Trivia
- Typical Year & Activities
- Check Your Knowledge: A Year in Dairy
- **Touring Two Dairy Farms**
- Check Your Knowledge: Two Different Dairies
- Deeper into Dairy Farming with Ashley Messing
- Check Your Knowledge: Deeper into Dairy
- The Role of Veterinarians in Dairy with Dr. Kathy Swift
- Check Your Knowledge: Dairies and Veterinarians
- Getting Milk to the Market
- Check Your Knowledge: Getting Milk to the Markets
- Commodity-Specific: Events, Trade Media & Organizations
- Putting This to Work



29:50

29 minutes 1 Downloads

Touring Two Dairy Farms

Our Experts:

Logan Courtney is a first generation dairy farmer who runs Courtney Farms in Choteau, Oklahoma, alongside his sister Autumn. His parents are supportive of the effort -- they have beef cattle and farm some land too. Logan emphasizes innovative farming methods, such as robotic milking, and a deep commitment to animal welfare and environmental sustainability.

Charles Coblenz has over fifty years of dairy farming experience. His expansive family-run operation involves his sons and spans several thousand acres. Charles is deeply familiar with the challenges of maintaining a traditional large-scale dairy farm while maintaining animal health and product quality.

For this lesson we get to see some of the similarities and differences from two dairy farms, both in the town of Choteau, OK. The first farm, Courtney Farms, is run by Logan Courtney and his sister, Autumn. They operate a small-scale dairy with approximately 70 Jersey cows. The farm is unique because the cows are milked

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Useful in Creating Handouts

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Dairy Production
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GETTING TO KNOW DAIRY FARMS

One of the best ways to explore the options farmers consider is to visit two different farms and talk to both farmers as they explain the reasons behind their decisions. Both Logan Courtney and Charles Calzavara are Oklahoma dairy farmers. They both care about producing quality food for their communities and have an interest in protecting their herds and the environment. It just so happens they do it differently!

KEY FACTORS IN DAIRY FARMING

We can take several key topics from the visit with these two dairy farms and they apply across the many dairy farms in the U.S.

ANIMAL WELFARE

Creating a Stress-Free Environment
There are various ways farmers reduce stress on their dairy cows, from installing ground fans to prevent cows from slipping to activity monitors tracking digestion, that ensure the safe and secure environment crucial for animal welfare.

Health Monitoring and Veterinary Care
Dairy farmers conduct regular health checks on their cows. Some techniques including robotic milking and electronic trackers. Partnering with local veterinarians is also important.

OPERATIONAL PRACTICES

Daily Routines and Work Division
With the prioritization of milking and supplying feed and water, farms have set routines, and division of the work is essential. Depending on the farm there may be a combination of family and farmworkers on hand to get it all done.

Use of Technology
Each farm makes choices of types of technology they use with their cows. Some farms use GPS tracking to monitor cow movement and health. Others use robotic milking systems to automate the milking process.

ENVIRONMENTAL CONSIDERATIONS

Sustainable Feed
Most dairy farms place a strong emphasis on sustainability throughout the operation. This includes producing some or all of their own feed and up-cycling byproducts from other farms into feed (distilled hulls, cottonseed, etc). They may also practice crop rotation and use manure to maintain soil health on fields where they grow feed.

Stewardship
With farming, multiple generations of farmers have worked the land. Many dairy farms have a long history of stewardship, passing down knowledge and land to future generations.

ECONOMIC PRESSURES LEAD TO DIVERSE BUSINESSES

One element of intense interest in the dairy industry is finding other ways to increase farm income. With more small farms going out of business and/or being purchased by larger farms, this is a topic of interest for many farmers. Here are some of the options some farmers consider and put into practice:

Direct Sales
Smaller, family-owned operations and craft dairy products have increased in popularity. Some of these focus on farmers markets to sell directly, while others may connect to chefs and others in food service. Still others may get deals with local shops and markets.

Agri-tourism
With the consumer interest in seeing where and how our food is produced, dairy farms have some of the first to open their doors to visitors. Hosting school children for field trips, creating corn mazes, and more are all part of the agribusiness and agribusiness space.

Hospitality
Many people are traveling domestically more often and prefer to stay in locations who have unique destinations. There are lots of dairy farms who have welcomed guests through Air BnB, VRBO, etc. and more are all part of the agribusiness and agribusiness space.

Beef
With calving taking place on dairy farms often, and some percentage of those being full calves, some dairy farms have chosen to raise these calves for beef and capture some of their profit margin on which milking sale price.

Vertical Integration
There are a number of farms, both large and small, that have vertically integrated with more of them doing their own processing or partnerships. We have a section on this topic later.

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Useful in Creating Handouts

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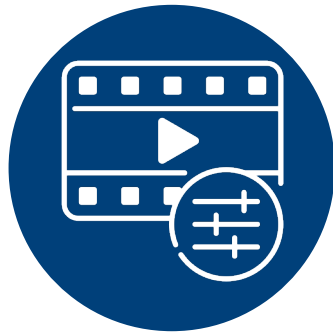
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Video Editing via Descript

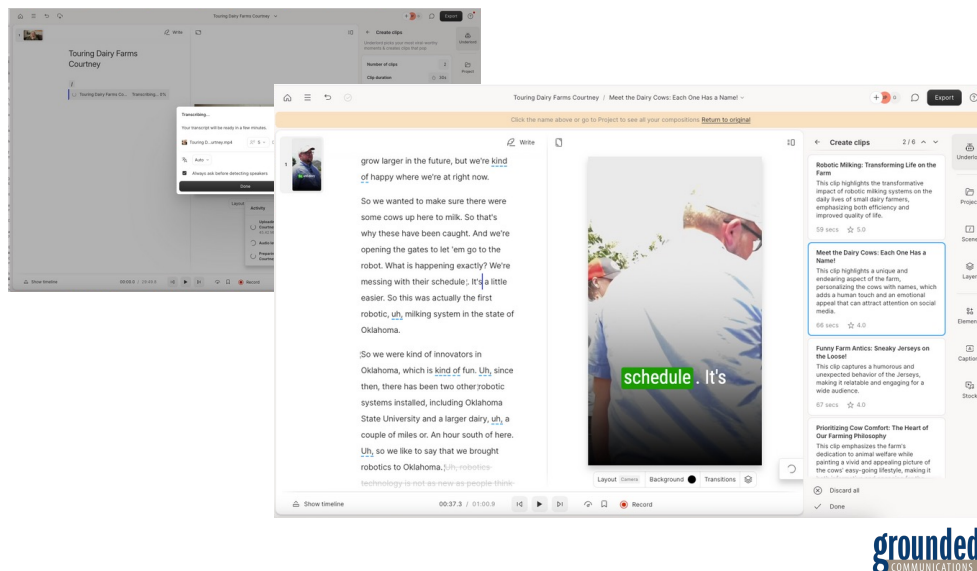


**AI tool for
video editing**

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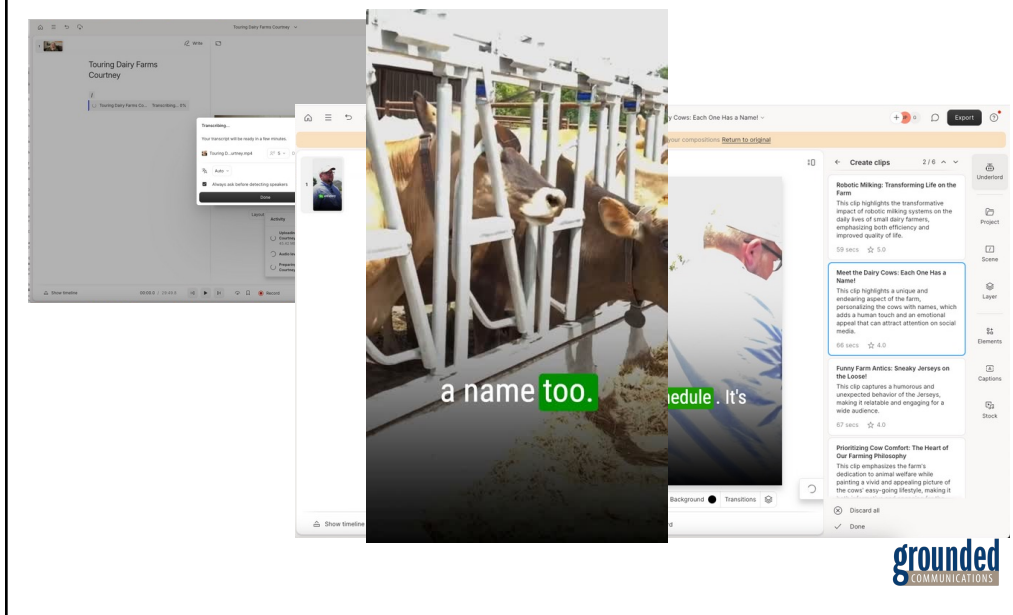
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Prompt for Social Videos



62

Captioning Setup & Editing



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No Time to Start Like the Present



Branding is a lot like writing, you get better the more you do, look back and reflect. Next generation always better.

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**Questions?
Get links &
PDF of slides**



Janice Person
founder/principal

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