

PRESENTED BY: MUTESIX

The Art of Brand Performance

4 Steps To Convert With Brand Thinking
+ Performance Marketing



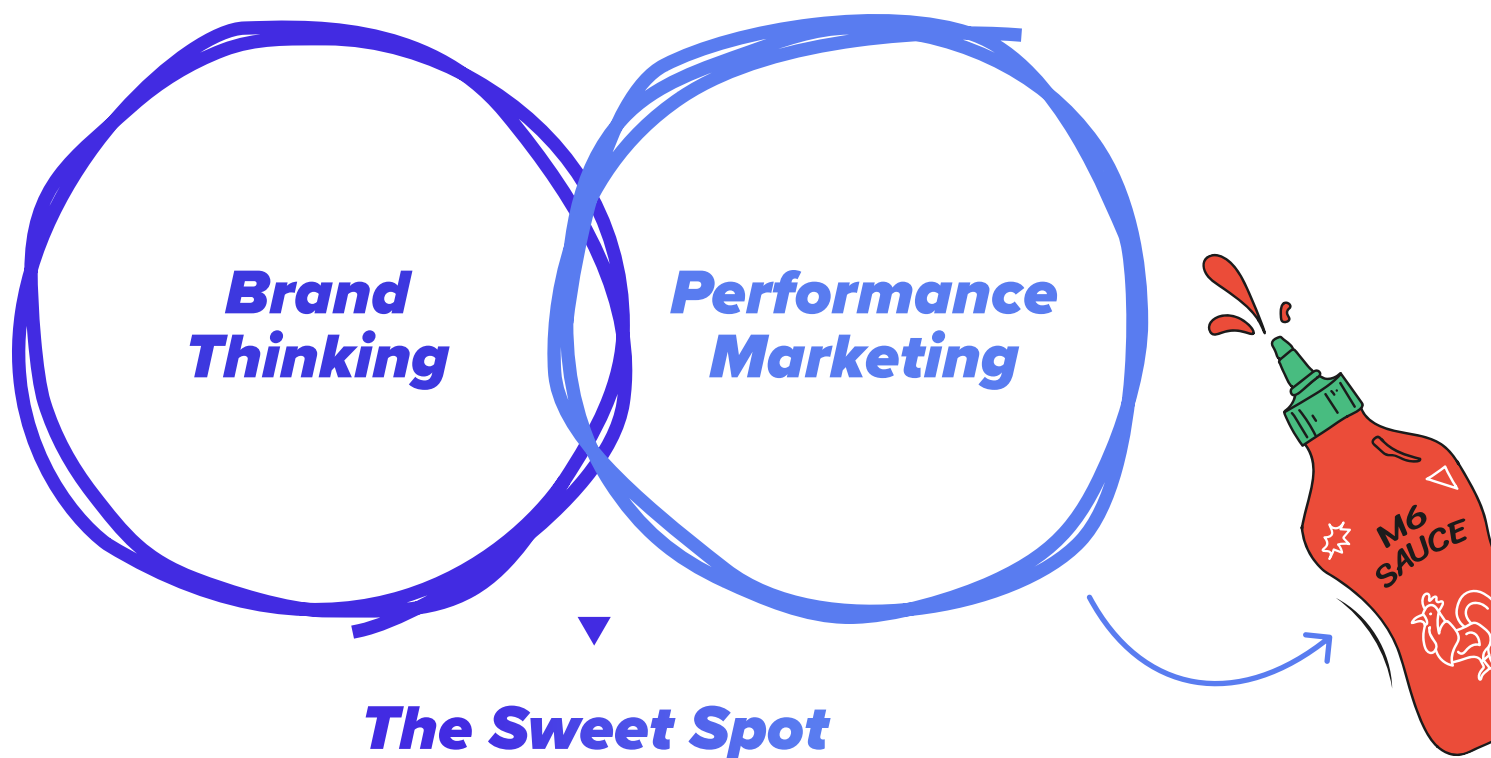
Engagement doesn't equal sales.

Believe it or not, *the average person uses 6.7 different social networks per month* ([Sprout Social](#)).

But while consumers have no trouble engaging with content, engagement doesn't always translate to sales.



The problem? Too many clients separate **brand thinking** and **performance marketing**. At MuteSix, we know that real results are only possible when the two work together. This is a principle that we live and breathe every day, with every client.



If you're not seeing the results you want from your ads, here are four proven steps to get your audience to buy what you're selling...and come back for more.

1

Optimize Audience-Specific Content

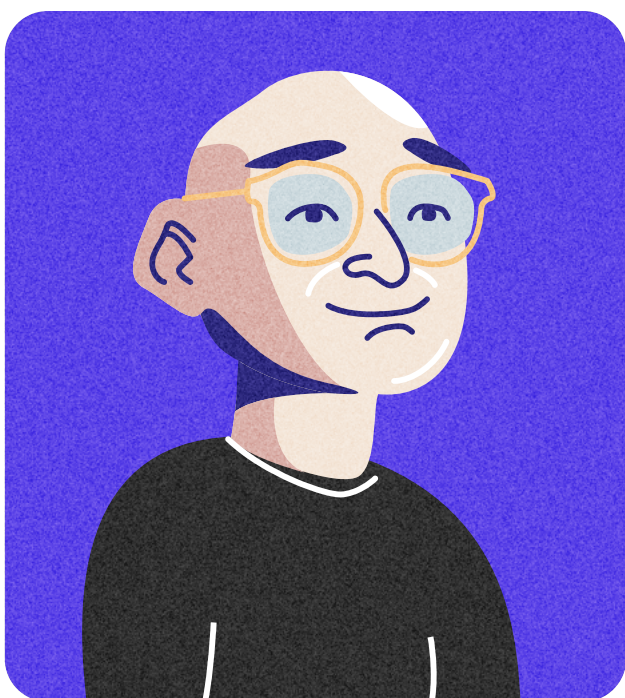


It all **starts** with audience research.



You can't be *all* things to all people, but you have to be all things to the **right** people on the right platforms.

It starts with audience research, which “ensures that content is not only relevant and resonates with the intended demographic but also addresses their specific needs and interests” ([Forbes Advisor](#)), ultimately leading to conversions.



“If you speak to everyone, you speak to no one.”

– Seth Godin



Not to mention, understanding who you're talking to helps you grow your audience—whether through lookalike audiences, adjacent audiences, etc. If you don't do this, you're wasting your budget and time.

M6 TIP:

Invest in your brand by micro-testing against opportunity audiences, and maintain a feedback loop between creative and media.

2

**Stop Advertising and
Start Entertaining**





Boring is expensive!

If you're not breaking through and capturing attention, you're wasting money.

For many viewers, Super Bowl commercials aren't "ads"—they're the stars of the show. Why? Because they're entertaining, and that's exactly what people want.

The brands that see conversions are the ones that engage in a relatable and entertaining way, ultimately allowing for a personal connection with the product.

Fostering that connection starts with knowing your platforms: people go to TikTok to laugh, Instagram for aesthetics, LinkedIn for networking and interesting information, etc.

M6 TIP:

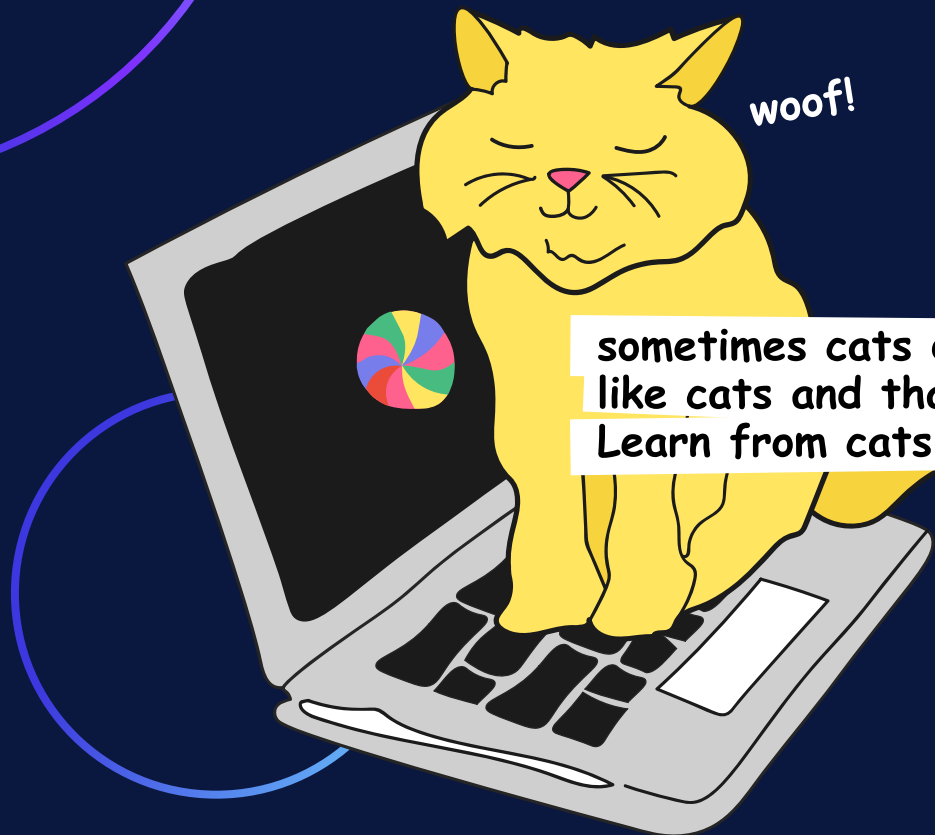
Make platform-specific content. The same content across all platforms just won't cut it.

"It's the notion of a human connection."

— Brian Hettler, MuteSix's VP of Creative Strategy and Performance Content

3

**Think Outside
Your Brand**



woof!

sometimes cats don't act like cats and that's okay. Learn from cats <333

Nobody cares about your brand guidelines.

What people *do* care about is that you show up in the right way on the right platform. Therefore, any hesitation to diversify your aesthetic is a missed opportunity to engage new customers. Rigidity can be limiting.

Does this sound like you? Then it's time to reframe. Think: what's good for my audience and my brand? We recommend removing barriers and moving outside of individual preferences.

M6 TIP:

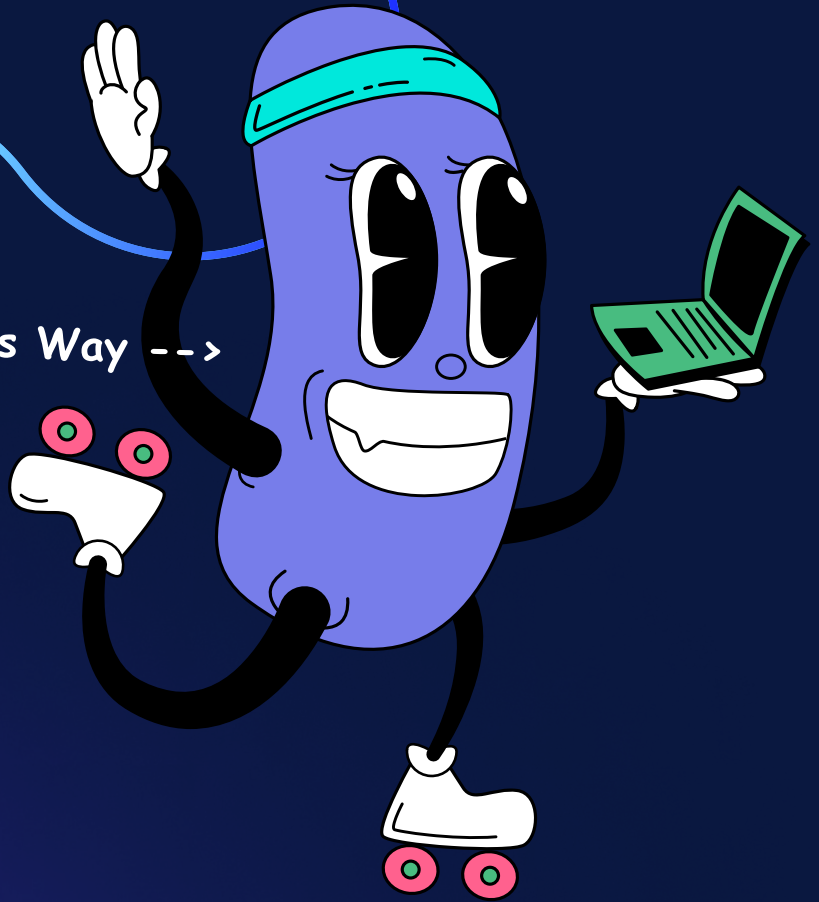
Get inspired by brands such as Liquid Death, Duolingo, and Spotify. These brands stand for a dynamic experience—they're not a series of fonts and color palettes.



4

Be Original

Originality This Way -->

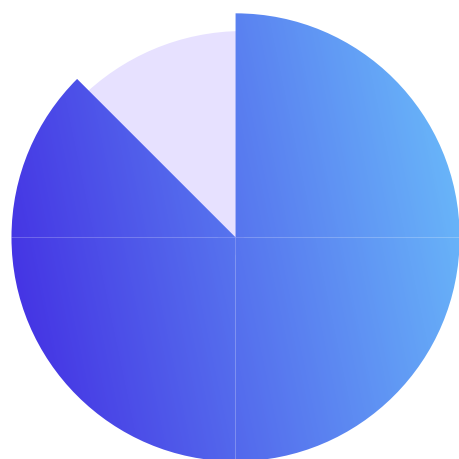


STOP mirroring your competitors.

Poor copycat creative and lack of originality are hindering your ability to stand out.

Instead, use empathy. Get into the minds of your customers and adapt to what they want to see and hear.

Foster the connection between brand and human that creates trust. After all, **“80% of consumers prefer buying from trusted brands”** ([Harvard Business Review](#)).



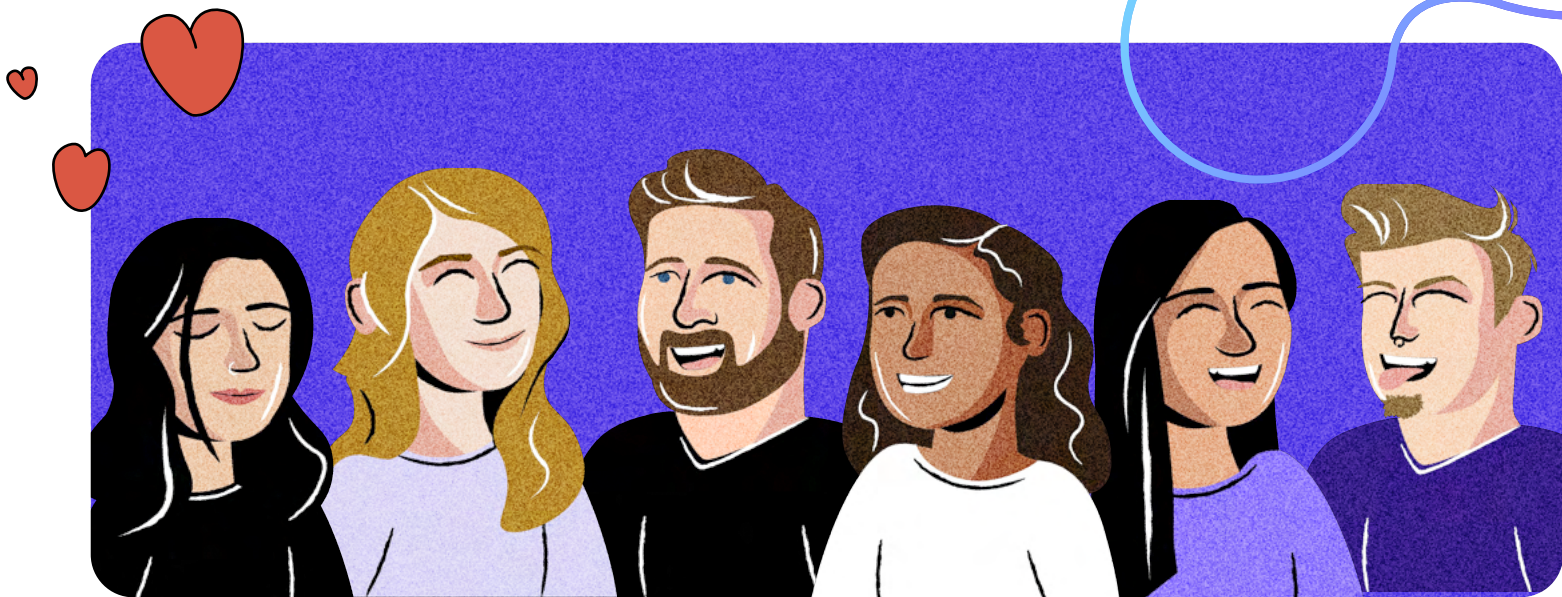
to the moon!!

80%

of consumers prefer buying
from trusted brands.

M6 TIP:

Leverage audience data and media targeting to see who's resonating with your brand. Understand their interests and wants, and make that unique to your brand.



Ready to take your brand to the moon?

If you're looking to take your ad game to new levels, a partnership with MuteSix means best-in-class **brandperformance** that you can't find anywhere else—translating to sales, brand loyalty, and opportunities you've yet to unlock.

When it comes to brand and performance, we've seen many brands that operate with silo'ed departments instead of having a framework for collaboration.

Let us help you build a framework across all touchpoints: organic social, landing pages, website, personalized retargeting strategies, and more.

Send us a note at hello@mutесix.com

