



7 EFFECTIVE WAYS TO BUILD & MARKET YOUR BRAND

like a pro



STOP TRAFFIC WITH YOUR BRAND

Think Disruptive

Understanding the importance of branding is just the first step. Building and marketing your brand is the next step. And even though it's one of the most challenging facets of modern businesses, many small businesses are succeeding at it - and so could you!

What do you think of when you hear the word disruptive?

Growing up, maybe you were told being disruptive was a bad thing. I know I was. Our teachers asked us to sit still. Be quiet. Do our homework.

Whatever you do, they said, don't disrupt.

It's time to unlearn all of that. Because when it comes to your brand, your goal is to be disruptive. As a matter of fact, when it comes to brands Millennials value disruption, citing disruptive brands as some of our favorites.

Industry disruption, in fact, is the goal of most emerging startups and entrepreneurs. To become disruptive, you're going to take chances. You're going to challenge the traditional methods for reaching your market. Your business needs to be open, flexible, and willing to focus on both the present and the future. Disruptive brands allow for more room for learning from mistakes. And they're also more prepared to try out new techniques and technology.

Here are a few tips on how to build and market your brand LIKE A PRO!

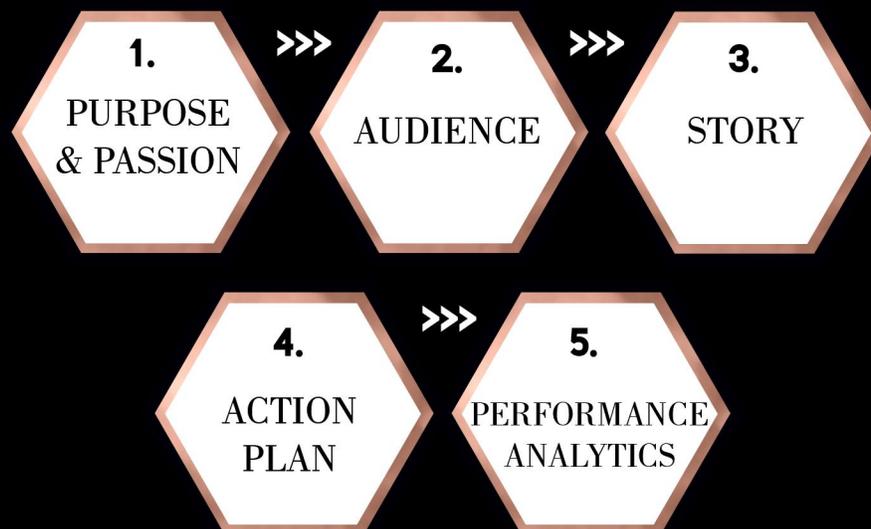
1. Don't Sell - Story Tell:

Millennials hate feeling like we're being sold to. However, we do love stories. We seek out stories in books and television shows—but not surprisingly we also love brands that tell stories. We want stories that elicit emotion as well as stories that prove the brand 'gets' where we're coming from.

Airbnb is just one company that taps into this—encouraging users to share their experiences with hashtags like #livethere and even using Facebook Live to showcase real hosts and guests. It's been shown that testimonials are one of the most compelling benefits of storytelling when it comes to marketing. In fact, testimonials and case studies are often considered THE most effective way to content market.

So, ask yourself. What is your brand's story and how will you best tell it?

USE THE 5 STEP FRAMEWORK BELOW TO HELP CRAFT A RELATABLE & DISRUPTIVE CONTENT MARKETING STRATEGY FOR YOUR BRAND!



USE THE 5 STEP FRAMEWORK BELOW TO HELP CRAFT A DISRUPTIVE CONTENT MARKETING STRATEGY FOR YOUR BRAND!

FIRST: PURPOSE AND GOALS - Get super clear on your brand's purpose and goals. Within your content explain how your business is the solution to consumer needs and values. Set clear intentions behind what you hope to achieve through content messaging. Consider things like: Increasing sales, downloads, video views, email optins, improving customer retention. - Use the Voice & Objectives Checklist as a resource.

SECOND: AUDIENCE- Think about your niche audience segments. Craft content that will resonate with each of your ideal consumer groups. - Use the Millennial Micro-Market Bonus as a resource.

THIRD: STORY-Your brand story is what makes you unique and will separate your brand from industry competitors. Stories are a powerful tool in human communication. The human brain responds to the descriptive power of stories in deeply affecting ways, influencing both the sensory and motor cortex.

FOURTH: PROCESS- Now is the time to organize your content curation procedure. Define who is in charge of creating the content and the publishing schedule. This process will be native to you, your brand, and your industry. - Use the 30 Day Social Media Content Calendar Bonus as a resource.

FIFTH STEP: MEASUREMENT- Select a content metrics tool that will report content performance data to ultimately optimize your efforts. Track your content performance for at least 3 months to see which content your audience is consuming and engaging in most. Marketing is equal parts creativity and data analysis. - Use the Favorite Software Tools Bonus as a resource.

Test. Refine. Repeat - Test. Refine. Repeat - Test. Refine. Repeat

WHAT CONTENT TO Create + Share

1. **Keyword Rich Articles:** good for SEO value
2. **Buyer Personas & Audience Segments:** tailored content for niche audiences
3. **Stage in the Buyer Journey:** are they unfamiliar with your business, or comparison shopping?
4. **Content For New Prospects:** create the hook - provide value
5. **Content meant for current customers:** what keeps them loyal
6. **Curated Content:** sourced information you collect from survey insights, white paper reports, industry news
7. **Original Content:** pieces sourced from you, another staff member or freelance writers
8. **Alternate Content Format:** long form article, listicle, how to, Q&A, expert roundup



2. Engage in Your Audience via Live Streaming:

The most successful Companies and Entrepreneurs are taking the time to understand the Mindset of this unique, savvy, and connected group of consumers. To master the art of attracting the Millennial customer you must understand that the Marketing and Advertising methods that worked for Gen Xers and Baby Boomer won't necessarily work for today's generation and generations to come.

Livestream reports that 78% of online audiences watch video broadcasts on Facebook Live & 80% would rather watch a live video from a brand than read a blog post.

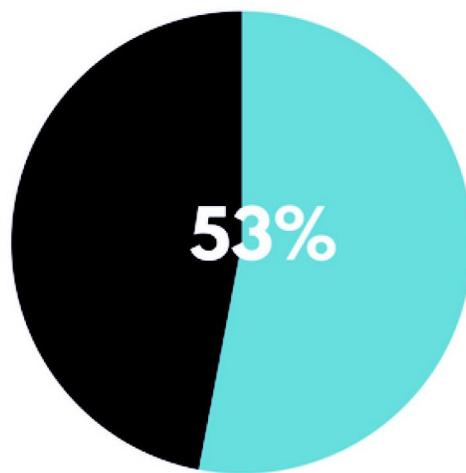
HERE ARE THREE WAYS FOR YOU TO GET STARTED...

1. Show Your Audience Some Behind the Scenes Action! There's a reason reality shows about everyday jobs have been entertaining us for so long. We love to see the behind-the-scenes. So, give your audience a behind the scenes look at how your brand operates. Maybe it's a brainstorming session with your team or maybe it's live streaming an upcoming podcast interview.
2. Show A Sneak Peek of a Secret Project! Use a pop-up live stream to "leak" a new project you're working on. We all like feeling like we're in the inner circle, so of course your audience will love having that insider info. This exclusive knowledge keeps your audience engaged while also generating buzz.
3. Orchestrate A Demonstration. Have either you or someone on staff give a presentation of your product... Or if you're an information-based influencer like I am, use the live stream to give actionable information to your audience.

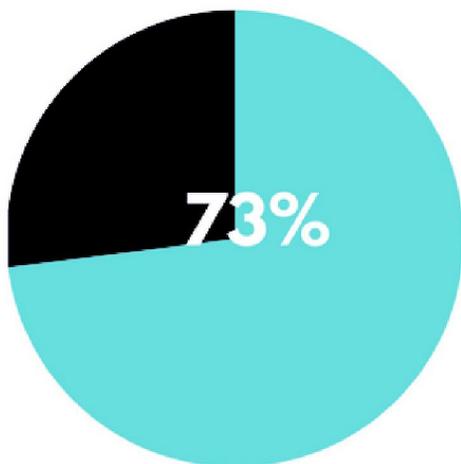
3. Engineer Moments to Inspire UGC:

User Generated Content is key when you want to disrupt the market and pop through the clutter. It's been shown that UGC can generate more engagement and build trust and interest.

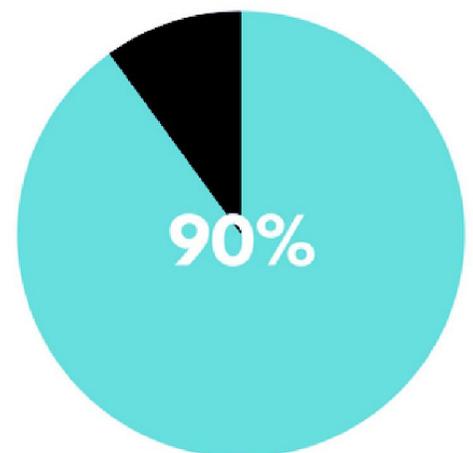
Why? Users trust other users. So, find ways to tap in, engineering moments that disrupt and inspire. You're looking for content that will shake things up.



Of millennials have said UGC has influenced purchasing decisions.



UGC drives a 73% increase in email click-through rates.



Visitors to websites that include UGC galleries spend 90% more time on the site.

UGC will build your brand more than some plain Jane blog post or product description. Brainstorm some ideas for your own company, focusing on what makes your brand unique and interesting to consumers.

How To Encourage USER GENERATED CONTENT

Create a contest to spark consumer UGC on Social Media



Start curating internal UGC so that users are inspired to share on behalf of your business with your brand #Hashtag

Share real-time User Generated Content from Live Events

Position UGC as Social Currency

Use Influencers to kick-start UGC with an organized creative ask and rollout plan. All influencer posts should use the same brand #Hashtag

Audit existing fan photos



Follow us!
Tag us @

Add signage in your stores to encourage social love

Feature your customers' photos on your website.

REMEMBER TO BE RELATABLE:

Millennials don't trust advertisements. In fact, only about 1% of us claim a compelling ad actually influences us enough to purchase. Your audience wants to know you're human. And your brand should reflect that. Disruptive brands tend to share a few common threads, among them honesty and integrity. This ensures that consumers TRUST the brand they're investing in. This also means brands without a human face, representative or spokesperson should be even more compelled to create and showcase the personality behind the brand. So, what can you do to make your brand as personal and honest as possible?

4. Save Time and Organize Your Social Media IN BULK:

Once you have created your KICK-ASS Content Strategy you can then start to organize your Social Media Content Calendar. Do yourself a favor and take the last day of every month to create your content calendar 30 days in advance. This will save you tons of time and keep you on a consistent posting schedule.

JULY Types of Content:	SUN	MON	TUE	WED	THU	FRI	SAT
	2	3	4	5	6	7	8
	9	10	11	12	13	14	15
	16	17	18	19	20	21	22
	23	24	25	26	27	28	29
	30	31					

- Third-party post
- Gif/Meme
- Link to Promotion
- Link to specific service
- Webinar/Video Trainings
- Blog post
- Quote
- Link to Real-time Industry News
- Up Coming Event
- Picture
- Tip/Hack
- Link to Industry Expert Content
- Media / Press
- Branded Graphic
- How To Tutorial
- Seasonal Posts
- Behind The Scenes
- Video FB Live
- Testimonials
- Product Review

Not sure how often to post per day?

Here is a baseline to follow and scale up from as your audience grows.

1-1,000 FOLLOWERS 1-2 POSTS	1-10,000 FOLLOWERS 2-3 POSTS	10,000-50,000 FOLLOWERS 3-4 POSTS
100,000-500,000 FOLLOWERS 5-6 POSTS	500,000-1 MILLION FOLLOWERS 8-10 POSTS	

5. Discover Where Your Audience Is on Social Media:

This biggest question I get is, “Do you need to be on all social media channels?” Well, take a deep breath because the answer is, NO! But, you should secure your handle on all social media channels so that no one can steal your thunder. Each social platform attracts a different demographic looking to engage and consume content differently. Take a dive into the demographics of each social channel to discover which channels are the best fit for your business to ensure the best results.

Facebook •

Demographics: The people you want to reach are on Facebook! Every business will benefit from having a FB business page. More than 1.2 billion people use Facebook every day.

Number of users: Worldwide, there are over 1.86 billion monthly active Facebook users...increasing 17% each year.

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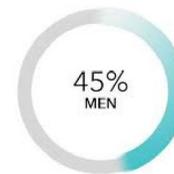
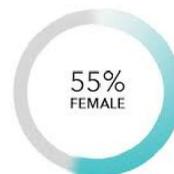
Twitter •

Number of users: There are 100 million daily active users.

Bounce rate: On average between 20 MIN- 1 HR

What business makes the most sense: Personal Brands, Baby Market, Speakers, Authors, Financial services, healthcare, digital and print publications, education.

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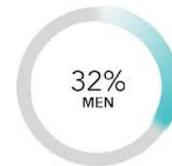
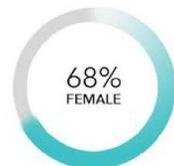
Instagram •

Number of users: There are 400 million active Instagram users.

What business makes the most sense:

Businesses that thrive on Instagram are fitness, food, restaurant, fashion, beauty, makeup, DIY, interior design, real estate, baby market, animals, digital and traditional publications, travel, hospitality, wedding, photography, and video production

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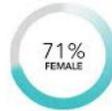


Pinterest •

Number of users: Pinterest has 110 million monthly active users.

Bounce rate: 30 minutes

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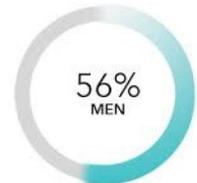
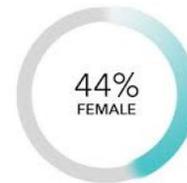


LinkedIn •

Number of users: LinkedIn has 106 million monthly users.

What business makes the most sense: Financial services, talent/recruitment, digital and traditional publications, HR, and information technology/software.

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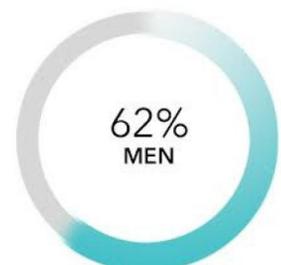
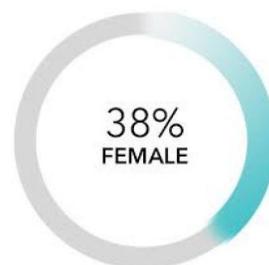
YouTube •

Demographics: Largest age demographic of users: 25 to 34 (41,000,000)

Number of users: YouTube has over a billion users and reaches more adults than any cable network.

Bounce rate: 40 minutes of a person's day

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b. Establish Your Brand's Digital Ecosystem:

In this modern era, product & brand information is expected to be readily available. Most customers want to interact with businesses in ways that are convenient for them. Using one, single channel is not effective and insufficient.

Optimize Your Brand Digital Ecosystem

Multichannel Marketing



When it comes to our brands, we're done being quiet and obedient. We must take advantage of all the channels we have-to build our digital footprint and brand authority. It's time we disrupt the market, building our brand with the future in mind.

7. Have an Eye and Ear Toward the Future:

Smart brands have a great understanding of the market—with an eye on consumer trends. They're always looking toward the future. They make sure they can capitalize on these trends before their competitors do. While it's important to understand the current market, it's even better to predict what comes next.

Invest time in researching trends. I recommend following the work of futurists like Faith Popcorn to gain valuable insights into the future of brand and marketing. Faith predicted companies that give back and support their consumers would rise in popularity this year, citing Everlane as a brand to watch.

Are you paying attention to the latest trends? And more importantly—can you predict how they will evolve?

TOP MARKETING TRENDS TO WATCH

1. MORE Video: Micro Content & Mobile Video
2. Virtual Reality & Augmented Reality Integration
3. Experiment Growth Hacking Targeted to Boost Revenue
4. Brand Blogs Become Essential
5. Audience Segmented, Personalized Customer-Centric Content
6. Geo-fencing Mobile Notifications
7. Chatbot Customer Service
8. Integrated Influencer Marketing Throughout Customer Journey
9. Popularity of Micro Influencer Communities
10. Multi-Channel Marketing - Be where your audience is!



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**DISCOVERY
CALL**
LET'S CREATE AN ACTION PLAN!

My goal is to help you maximize your business and your brand for optimal growth this year.

I want to extend a special invitation to you to book a **FREE 30-minute** discovery call with me.

I work with clients in various ways and have several options for turn-key and “done for you” solutions to fit your needs and budget.

If you are an Entrepreneur or Small Business looking to refine branding and gain more **visibility, influence, and profits** from social media and online marketing...then let's schedule a free Discovery Call to map out your plan of action together.



CLICK THE LINK TO BOOK YOUR CALL NOW:
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