

Utilizing Social Media to Grow your Brand:

Social media has taken the world by storm over the past decade, and has changed the way the both consumers and businesses interact with one another. The aspect of convenience, and the desire to reach the masses in quick and efficient ways has led to the creation of many social platforms to support that demand while driving business growth and brand equity. Social media has become a necessary tool and valuable resource that businesses must use in today's age to stay relevant, to reach their intended audience, and ultimately compete in the marketplace.

Popular Platforms: Facebook, Instagram, Twitter, Vimeo, Youtube, Podcast, Email, Website, Blog, VLOG, Pinterest, LinkedIn, MailChimp, Snapchat, Google, Hootsuite, many more.

Top Line Overview for building a Social Media Presence:

- 1.) Community is the Core
- 2.) Content is King
- 3.) Authenticity is imperative
- 4.) Data Drives Engagement
- 5.) Play all Platforms
- 6.) Pay to Play

Community is the Core: Community is everything with social media. It is the reason it exists, and it is what drives the desire and intention behind why users sign on each time. Regardless of your purpose for utilizing social media – community should be your primary focus – How you reach and cater to the people that you are trying to expose your brand to.

- a.) Build your following with focus and targeted goals
- b.) Engage regularly with your community
- c.) Call your community to share and draw their networks
- d.) Offer your community solutions and incentives
- e.) Never forget the importance of your community

Content is King: Next to community, content is the most critical element of building your social media presence. Your content is how you tell your story, and there are many variables that play an important role in ensuring that content generation and distribution leads to growth in community following, sales, brand equity, etc.

- a.) Quality of Content is critical
- b.) Diversified distribution of content improves performance
- c.) Consistency of content drives engagement
- d.) Planned content provides freedom and flexibility
- e.) Strategic content drives multilateral growth



Authenticity is Imperative: Authenticity through community engagement and content distribution ensures loyal following with greater impact. Being real is a valuable thing, and staying focused on genuine interaction will prove to be a valuable quality.

- a.) Real relationships pay real dividends
- b.) Interactive engagement builds trust
- c.) Authenticity counters consumer overlook
- d.) Real emotion invokes response

Data Drives Demand: Data is an increasingly valuable asset that drives demand and reach; and provides infinite value to any brand. Strategic collection, organization, and utilization of data leads to knowledge and ultimately growth and conversion efficiency.

- a.) Collection of community data enables communication
- b.) Collection of performance data leads to better decisions, reach, and engagement
- c.) Organization of all data types is critical to multifaceted utilization and success
- d.) Research of external data variables broadens knowledge and reach
- e.) A/B Data testing sharpens effectiveness

Play all Platforms: It is important to note that each social media platform offers uniquely different features that cater to different demographics. Understanding and utilizing multiple platforms allows brands to distribute effective and hyper focused content to their entire community.

- a.) Each platform serves a different purpose and function
- b.) Each platform encompasses different user demographics
- c.) Strategic content drives synergy and reach across all platforms
- d.) Innovate, and stay ahead of the curve with platforms

Pay to Play: Paid social media advertising is essential in today's market landscape. Most organizations are shifting attention and budgets from traditional advertising to social media channels. While ad noise continues to increase, it is a critical part of any business or brand, and can help accomplish both simple and complex goals in achieving desired ROI.

- a.) Set specific goals for various objectives across your platforms
- b.) Set advertising budget for each platform to accomplish goals
- c.) Utilize influencer partnerships
- d.) Understand pay metrics and customer acquisition cost

The details above are a very broad view of social media utilization. However, each section is critical to the other, and all are vital to consistent and sustained growth performance. The journey of building a brand on social media requires time, energy, persistence, and dedication. However, the planning and execution of a sound social media strategy can pay big dividends for whatever your end goal may be. It is more important than ever to tell your story by finding innovative ways to reach the audience that it is intended for. The important part is to do so with authenticity and have fun in the process.

