



WHERE TO BEGIN:

BRAND STRATEGY

BUILDING A DIGITAL BRANDING STRATEGY IN A NOISY ONLINE WORLD

After you've determined your brand, the next step is to put it out there. Branding is all about awareness and being recognized and remembered. Much like making friends, this usually means showing up to parties and introducing yourself. You can do this online too!

GAME PLAN: LET'S TALK STRATEGY

Analyze your markets.

Get to know where you want to be recognized, where your ideal customers are online, and how they are using their platforms. If you're new to the scene, prioritize which platforms you want to nurture intentionally.

If you have no idea where to begin, you can start with the basics:

- » Facebook
- » LinkedIn
- » Twitter
- » Instagram

Use a content management system to schedule posts on LinkedIn and Twitter, so you do not have to post all the time. Posting directly to the platform on Instagram and Facebook is best for those platforms. After about three months, look at your analytics and see what's performing well and what isn't.

Once you determine which platforms are the most successful, we recommend devoting original content to the platforms that perform best.

Don't just throw stuff on the wall to see what sticks.

Good content takes a lot of time to curate. You've already gone through and created an entire brand. Use that! A branding campaign is your opportunity to educate the world on your product or service and **why** you do what you do. Make sure that every piece of content you create is on brand and speaking to a key message and service that you provide.

A content strategy can help you post content with purpose.

PS, We've got a guide on that too.

Engage with the conversation

LinkedIn, Clubhouse, and podcasts are great places to establish yourself as a thought leader. By hosting conversations like guest-appearing on podcasts, co-hosting Clubhouse chats, or sharing LinkedIn articles, videos, and guides, you can offer your expertise with others and network. Follow some of your favorite accounts in your field and comment on their posts with meaningful thoughts to start engaging in conversation.



GET GOING! CAMPAIGNING YOUR BUSINESS

Jumping in and talking about your business may feel weird or intrusive. But if you do it right, it can be as natural as making friends at a party.

Create Strategic Content

Once you've identified the platforms you want to be on, approach each with intentionality. This doesn't necessarily mean you have to write original posts for every platform. Twitter content can be more snappy; Facebook content can be longer; Instagram captions could focus more on the photo or a more personal client story; LinkedIn posts can focus on data and results.

You can use a content strategy to write prompts for your posts. The core of your post would then be the same, and line up with your other social platforms, but the content could be tailored to each social platform.

Strut those Key Messages and Supporting Points!

You worked hard on your brand messaging for a reason. Your key messages and supporting points are perfect content for social posts or a branding campaign. So much of branding is developing brand awareness and educating people on your brand and what it stands for. It will take time to help people know your brand, but consistent, branded content will help establish who you are and what you stand for.

Use your key messages to create engaging content that uses your brand voice and educates followers on your services, fundamental values, and all the things that make your company unique (supporting points).

If you don't have any data on your busiest days for social, start by posting about three times a week.

Beyond Social

Keep in mind that brand awareness goes beyond social media. You may also need to consider traditional forms of media, like billboards, mailers or events, to help customers become aware of your products or service. The key to a good branding campaign is making sure that all of these campaigns are consistent with your brand messaging and visuals.

Keep Track of Your Success

Before you start your campaign, establish your benchmarks of success. These are called Key Performance Indicators (KPIs). Keep a log of your goals and also become familiar with the insight tools for each platform. Check your social insights at a regular time, weekly or monthly, to see what is performing well. This will inform future content decisions and help you measure your success.

OKAY, NOW GET TO WORK!

The Novella Brandhouse Team