

Webinar 12 Handout

STEP 4 TO BUILD YOUR BRAND

Step 4: Market Your Brand and Business

How will people find you, and what will they hear/learn once they do?

So, duh, the days of placing an ad in the yellow pages are long gone. Our digital world has given us more ways than ever to market businesses and brands, but it may feel hard to have a voice that stands out in a sea where everyone wants to have a voice. This should not intimidate you or deter you -- this should motivate you to create a *consistent message* and one you will be proud to stand by. Once you have your brand concept developed, your business set up, and your message scripted, you need to take the following steps to begin to spread that message to your target audience:

First things first...

- Finalize your branding and logo (this should already be done!).
- Build a website (this should already be done!).
- Create an email address to use for business (will typically come with the domain, or we recommend signing up with G Suite as an inexpensive way to run your email through gmail while using your domain name - example: instead of mybusiness@**gmail.com** it would be info@**mybusiness.com**--you may have done this in Step 3.
- Start an Instagram account.
- Start a LinkedIn account.
- Start a Twitter account.
- Start a Facebook account. Be sure to get a vanity URL. (for example, ours is Facebook.com/KeriGlassmanNutritiousLife, instead of Facebook.com/ej83nks92ixz5 This makes your page easier to share and can be done by editing Username under Settings).
- Start a Pinterest account.
- Start a YouTube account.

Okay, now what?

- Create a professional email signature that includes links to your website and social media, logo, and possibly a quote or tagline that represents your brand, etc.

- Create business cards (use a nice card stock -- it makes a difference!) that include your phone number, email address, social accounts and tagline (Business cards are often not necessary in these digital days, but helpful! Be sure when you finish this program to download your Nutritious Life Certified badge so you can add it to your business card!).
- Create promotional materials or pamphlets if you wish (often not necessary in these digital days, but helpful in community settings!).

Anything else?

- Add your business to Google Maps (if relevant).
- Add your business to Yelp (if relevant - believe it or not, people do still use this!).
- Decide on hashtags you want to use consistently - be sure to research this first, as there have been horror stories of people unknowingly using previously used hashtags that are attached to/associated with negative press, tragedies, etc.
- Decide on a schedule of content that you will send out through social media so your audience knows what to expect and when to expect it. Remember, consistency and quality is more important than quantity! Decide on a DOABLE schedule, then stick with it. Once you get into the swing of things, you can add more frequent content - in a consistent manner - to increase your posting schedule.
- Start a blog and deliver useful content.
- Start a Google+ account. We know it isn't the most popular social media channel, BUT there is still an SEO advantage (search engine optimization - basically, how high up in the rankings your content will appear when a user searches for it) to posting your content here. SEO can be very complicated, but there are simple things you can do to help your content be seen. To learn more about SEO, search for blogs on SEO from Moz, Neil Patel, podcasts, etc. There are endless resources!
- Start a newsletter eblast and begin to build your email list (Check out MailChimp, VerticalResponse, Constant Contact, Google Groups, etc.).
- Develop your elevator pitch together and use it!
- Consider professional media training (for camera work, teleprompters, etc.).
- Get professional photos/headshots -- everyone should have them!
- Think about hiring PR for media pitches if you want to grow your media business. (Although often unnecessary!)
- Find places to become a guest speaker and contact them!

Okay, is that everything?

Nope! The world of business and marketing is constantly evolving, and it's uber important to stay up on the latest trends. You will never stop marketing for your business. Be consistent with blog posts, social media use and newsletter blasts to stay connected to and relevant in your community. This checklist will get you started, but it's your job to stay on top of marketing your business and brand. If you ever find yourself saying, "But I don't have time for marketing!" what you really are saying is, "But I don't have time to find customers or keep the ones I have!" It's SO important and will make or break your business!

How are you using social media to market your brand?

In the grand scheme of things, social media is relatively new and unlike any marketing platform we've had before because it is usually free, has minimal guidelines and is constantly changing. So, I want to spend a little extra time discussing social media. It's so important to build your social media following, but it's even more important to respect the different audiences on each of your social channels and to understand how to use each channel effectively. Your Facebook followers may be very different from your Instagram followers, and they may need to be communicated with in different ways. Content that works on one channel may not perform well on another. Don't fight this -- honor it. And don't lose sight of your *consistent message* mentioned above -- the message indeed needs to remain consistent, even if it is conveyed differently on various channels. Respect how each channel operates and tailor your message to them in every post.

Here are a few tips to get started:

Facebook

Content: Saying that Facebook has grown and changed over the past decade is perhaps the biggest understatement of, well, the past decade! Don't get scared off by algorithms--your audience may not see every post you put up, but there are a few things you can do to ensure you're creating meaningful content that your followers will respond to. Here are a few things to keep in mind:

- **Caption/Words:** Facebook users take time to read posts (not always the case on Instagram). What you say matters! Here are some ideas to help drive engagement:
 - Fun facts
 - Questions
 - Calls to Action
 - Announcements

- Images: Posts with images or photos are far more engaging than posts without. Unlike Instagram, stock photography can sometimes be appropriate here if the image illustrates what your post is about.
- Videos: Facebook is rewarding video content! Use this to your advantage. This means, Facebook is actively trying to get your videos to more people more than it is trying to get your images to people, so, well, post videos! They can be live or recorded - just get them out there. There are so many ways to make a video successful - just be mindful of its purpose - to bring value to your followers, to make them feel like they're a part of your brand and connected to you, and to entertain!
- Links: Including links in Facebook posts is standard these days. Deeply consider what your audience may find valuable before you post. Articles on nutrition? Recipes? Blogs? Workouts? Make sure that anything you post from an outside source is something you truly stand behind because you are linking your brand to that content. Read the article, make the recipe, and try the workout before you go ahead and post, and be sure you are clear about why you are posting the content. Do you totally agree with the article or does the author make interesting points that you hadn't considered and don't totally agree with? Your caption should voice your point of view. And don't be afraid to repost the same link to the same story periodically. Just change up the caption! Remember, whatever you post on Facebook is only being served to a handful of your followers at any given time, so if you repost it at a later date during a different time of day, it may be seen by followers that didn't see it in their feed the first time around.
- To hashtag or not?: A study discovered that posts on Facebook that include a hashtag receive less engagement than those without hashtags. While they work well on other channels, consider skipping hashtags here.
- Partner and share! It's a great idea to build relationships with people that have an audience that may be interested in your brand. Propose sharing *their* stories to your feed to help get your audience to them, in exchange for them posting *your* stories to their page in an effort to get their audience to you! Win win!

Engagement: Engagement on Facebook is measured in three different ways: likes, comments and shares. Decide what is meaningful for you. Most brands consider sharing to be the most important benchmark for success. The more you engage with your audience, the more they will engage with you. It's super important!

Instagram

Content: Instagram is a visual app--it's mostly about the photos. You don't need to be a professional photographer, but having a little knowledge on what makes a photo aesthetically pleasing is helpful. You also don't need professional gear (although it helps if you have it, and know how to use it!) Smartphones have the capability to take great, aesthetically pleasing photos. Here's a few tips on creating and managing Instagram content:

- Before you begin posting, decide on the overall aesthetic you want your profile and brand to have.
- Aim to use natural lighting, but not direct sunlight, when taking photos.
- Avoid using overly filtered or edited photos.
- Photos that are bright and clear receive the most engagement (while also keeping in mind sticking to your aesthetic!)
- Tag companies and brands that align with your brand. This creates recognition of your account and can opens doors for collaborations, giveaways, features, etc.

Bio: Your bio tells the people visiting your profile who you are. How would explain what you do and who you are to someone you've never met in 140 characters? Use characters efficiently to paint a picture of exactly who you are, what your brand is, and what you have to offer. Stay consistent with your brand (including emojis, punctuation, and how you prioritize your information).

Ex: @nutritiouslifeofficial:

Nutritiouslife.com + The Nutrition School
We make wellness accessible + actionable
Founded by @KeriGlassman MS, RDN

Ex: (Not as strong or cohesive with brand)

Nutritious Life with Keri Glassman!
Eight Pillars of a Nutritious Life

In the second example, there is no mention of being a dietitian, no direct way to find the site (NutritiousLife.com) and no mention of The Nutrition School (a major part of Nutritious Life)! The eight pillars are important, but in the bio they hold no weight because they have no context for someone who is seeing the profile for the first time.

Hashtags: Using hashtags on a photo categorizes it to belong to a group of photos posted that have that hashtag. Using the right hashtag or group of hashtags can expose your posts to a larger audience of people. You can use up to 30 on any given post. Hide hashtags to avoid looking like you're creating spam. Do this by posting your photo and caption as normal, and then posting a separate comment on your photo with your hashtags of choice. There are different types of hashtags you can use on posts:

- **Engagement Hashtags:** These hashtags categorize your photo based on what's in the photo, or by general categories and subjects. It's important to decide on these based on your following. For example, the #nutrition or #strawberries can describe what is in the photo or what the photo is about.
- **Community Hashtags:** These hashtags categorize your photo into a community. People who identify with a certain community will often search the hashtag, and the original creator of the hashtag will often repost photos that use the hashtag. Community hashtags make it easy to find like-minded accounts, and for them to find you! For example, we use #livinganutritiouslife for the Nutritious Life community.
- **Branded Hashtags:** This is a hashtag that you can create to develop your brand. As you begin to grow, more people will begin to use it, in hopes that they will be reposted, or so that people who like the brand will also be using it, or looking at them. Branded hashtags can become community hashtags if enough people catch on. #livinganutritiouslife started as a branded hashtag.

Twitter

Content: Tweets should be quick, succinct, and witty. You have 140 characters to get a point across--use them wisely! Learn who your audience is and write Tweets that are directed towards them. Most people use Twitter mainly as a news source, so consider sharing articles, new studies, or updates in your field. Recipes are also popular. Use photos! Tweets that have photos are more likely to be eye catching on people's Twitter feeds - especially on their smartphones.

Links: When linking to one of your blog posts or your site, use a URL shortening tool such as Bitly. This not only shortens your URL to make it more Twitter friendly (remember the 140 characters), but this website also allows you to track which links received the most clicks and from what social media source. This allows you to better understand your audience and what topics perform best.

We think it's worth mentioning that while Twitter is indeed important and used by many people, it might be the least important channel to put energy towards if you're just starting out and trying to build a brand and following. We would recommend that most health and nutrition professionals put more of their efforts into Facebook, Instagram, and Pinterest, though many types of businesses do use this channel for news and information.

Pinterest

Content: Like Instagram, Pinterest is all about the images. In general, vertical images will perform the best. You want images that are beautiful, creative and/or problem-solving. People flock to Pinterest for ideas, so you want to pin content that is helpful and unique. Organization is also important. Create boards around certain themes, events, holidays and seasons to help people find your content. Choose strong and cohesive cover photos for each of your boards to give your profile page a beautiful aesthetic.

Community: Pinterest is all about community and sharing ideas. Pinning content from other sources is encouraged and will actually help your content perform better. Make sure your boards contain pins from many different sources to help grow your reach.

YouTube

YouTube is the second largest search engine behind Google, so there is a HUGE benefit to creating a YouTube channel. However, you really need to commit to it in order to make it successful and worthwhile. If creating video content is exciting to you, then YouTube should absolutely be a priority. The YouTube algorithm rewards channels that post consistently, so you need to figure out a schedule and stick with it. "How to" videos work well, and as of now the longer the video the better - keep the short 1-2 minute videos for other social channels, and stick with 5-15 minute videos here. That could change - it was only 2 years ago that 2-3 minute videos were king on YouTube - but for now, more is, well, more. Be sure to add text into the "SHOW MORE" section of each video, too, to help your videos in the SEO realm again, and also be sure to end each video with a Call to Action, such as "comment below" or "subscribe to my channel." Lastly, thumbnails matter! Be sure to create an image that includes an easy to read title of the video. Getting someone to click on the video to watch largely depends on how compelling its thumbnail is, so don't cut corners here! There are tons of resources for maximizing YouTube videos, so spend some time reading through blogs, listening to podcasts, or watching YouTube videos to make your channel a success!

Other Things to Consider on All Social Platforms

Schedule: Decide on a rough schedule of how often you will post. Once a day? Five times a day? There is no perfect answer here and it will likely be different for each channel. Play around at first and pay attention to your engagement to see what schedule works best for your audience. Figure out the frequency and times of day that perform best and stick to that schedule.

Boosting: Will you set aside a budget to boost certain posts? Boosting/sponsoring allows posts to reach users outside of your following and can help you grow your page/account. The more money you put behind a post, the further it will go. If you have a budget for this, start with the channel on which you are already finding the most success. Boosting posts is available on the four channels we've discussed, however, we strongly discourage clicking "Boost Post" on Facebook. There are other methods of spending advertising dollars on Facebook that are much more effective than clicking "boost post", so be sure to either hire someone who really understands how to maximize a budget for Facebook ads, or take the time to educate yourself here.

Time Commitment: How many hours per day will you dedicate to social media? You can schedule posts via social schedule tools (discussed later) but you should spend some time engaging with your audience and other professionals. Schedule at least 30 minutes every day to check in with your channels and engage with other accounts. This is also an easy task to accomplish when you have a spare few minutes (think sitting in an airport or waiting for your coffee date to arrive). Remember, engagement is important, and the faster you engage with people when they engage with you, the more likely they will be to re-engage at a later time.

Formatting and Dimensions: Each channel has ideal image dimensions for certain types of posts, but keep in mind these can change as the channels update and develop. Stay on top of the changes so that your posts remain attractive and engaging.

Video, Live, Stories, etc: It seems like there are new features popping up on social media every day. Video! Live! Stories! Filters! Don't be afraid to try something new. You may ultimately decide something is not for you, but you may discover a whole new way to market your brand.



the NUTRITION SCHOOL

What is the message I want to convey to my audience?

How will I convey this message to my audience effectively?