Social Media Branding & Advertising

Using digital & social platforms to build your brand
The Long Game
Be A Magnet
Personal Branding With Digital

Gary Vaynerchuk is an extremely successful entrepreneur and a master at personal branding who utilizes multiple social platforms to produce a constant stream of relevant, native content to his audience.
Personal Branding With Digital

You don’t have to be Gary V, but you should try.
Personal Branding With Digital

Playing the long game = using digital spaces to build a personal brand that attracts people to you.
Building Your Community

Ask yourself:

- What has my audience’s attention?
- What can I realistically handle?

Focus your content on building awareness about who you are, what you do, and why you do it.
Great Content: The Key To Social

You need to produce daily, engaging, native content on every social channel you can realistically manage.

Your smartphone is your personal Excalibur.

What should you post? Everything.
What Is Great Content?


Images, pictures, or anything visually stimulating
What Is Great Content?

**The basics:** events, volunteer opportunities, general updates, etc.

**The meat:** success stories, your community impact, etc.
What Is Great Content?

With everything, **TELL A STORY**. Social media is not just a bulletin board. It’s a conversation. It’s a connection.

**Connection is the key.**
The Short Game:
Be A Hunter
Social Advertising

Playing the short game = using online advertising options for immediate traffic and exposure.
Social Advertising

Advertising on social media provides you with incredible opportunities to target your message to the exact people you want to reach.

You maintain total control over spend, placement, and scheduling.

Use boosted posts on Facebook to kick start your online community.
USE THE DATA!!

One of social media’s biggest strengths is data.

You have access to the the who, what, when, and where regarding all your social interactions.

Use this to build audience and influence future content.
Facebook Boosted Posts

What you need:

● A personal Facebook page
● A business/brand Facebook page
● A credit card on file
● Instagram account optional
Facebook Boosted Posts

Similar to an ad, but it posts on your timeline.

Excellent way to increase engagement, video views, & blog traffic.

Can be done without having to go through the Facebook Ad Platform.
Facebook Boosted Posts

With most posts, you’ll be given the option to boost.

To get started, simply navigate to the post and click the blue “Boost Post” button.
Facebook Boosted Posts

- Build your audience
- Choose to run on Instagram or not
- Choose your budget
- Set the length of your promotion
- Click “Boost Now”

*Note, this is where you will add your credit card info.*
Facebook Audiences

A specified, data-based group of people on Facebook to whom you target your ads.
Facebook Audiences

**Interests:** Based on pages, content, and conversations a user has liked or engaged with.
Demographics: Age, sex, location, job title, children, income, home ownership, education, politics, religion, etc.
Facebook Audiences

**Behaviors:** Based on online and offline behaviors or likely behaviors. Example: purchasing behaviors.
Facebook Audiences

**Connections**: Based on people who are connected or not connected with your page.
Building Your Content Calendar

Utilize an actual blank calendar (Google Calendar works).

Make a list of all events, volunteer opportunities, important dates, etc. and designate certain dates to post about them.

Consider a piece of anchor content, such as a blog or longform video.

Don’t just designate posting times. Be sure to note due dates, revision dates, launch dates, etc.
Building Your Content Calendar

Overview
- Promotions
- Followers
- Likes
- Reach
- Page Views
- Page Previews
- Actions on Page
  - Posts
- Events
- Videos
- Stories
- People
- Local
- Messages

When Your Fans Are Online
Post Types
Top Posts from Pages You Watch

Data shown for a recent 1-week period. Times of day are shown in your computer’s local timezone.
Recap

Social media is a powerful communication tool that NO professional should overlook.

For the best results, utilize a combination of branding and boosted posts.

Don’t spray and pray. Use the data. Study your audience’s habits. Monitor. Target.

Talk to us!
Questions