

EPISODE 3
MARKETING & BRANDING
YOUR BUSINESS IN
THE DIGITAL AGE



Starters for Building Your Brand

**“Speak”
more**

**“Write”
more**

**“Do”
more**

**“Be”
more**

Remember your avatar

Who do you serve? What are their problems? What are the solutions? How does you or your brand help them?

Creating High Impact, Interactive Content and Growing Your Audience



Knowing Where Your Community Is Present

First, choose a social media platform.

- Facebook, LinkedIn, Instagram or Twitter
- YouTube or TikTok
- Podcasting

Second, follow the rules for social media

- Create extraordinary content. Be authentic!
- Create a community/tribe; turn “likes” into “names.”
- Create connection. Create engagement. Create consistency, which builds trust.

Third, use direct messaging (DM) to personalize connections

- Comment back on every DM.

Fourth, master email marketing with top tips

- Subject Line MATTERS... a lot.
- Keep your copy heart-centric and “write” compelling copy that is VALUABLE
- Be short & sweet -- better than long paragraphs
- Include “headlines” in your emails
- Use three bullet point emails
- Determine frequency & be consistent
- Know the analytics: *What are your open rates? Send 2 emails with different subject lines*
- Have a CRM system (Mail Chimp, Infusionsoft, Zen Desk, Kajabi, etc.)

Keeping Your Audience Engaged

PERSONAL BRAND

- Listen to your tribe
- Talk to them behind the scenes
- Move them into a private community
- Help them create connections
- Fulfill your promises

COMPANY BRAND

- Build a private community for your loyal, active members
- Offer exclusive content
- Tell them what to expect and how they can engage through live calls, exclusive book clubs

Content Calendar

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
July							
			July 1	July 2	July 3	July 4	July 5
CONTENT							
Email							
Facebook							
Facebook Live							
Facebook Group							
Instagram							
Instagram Stories							
EVENTS/NOTES							
	July 6	July 7	July 8	July 9	July 10	July 11	July 12
CONTENT							
Email							
Facebook							
Facebook Live							
Facebook Group							
Instagram							
Instagram Stories							
EVENTS/NOTES							
	July 13	July 14	July 15	July 16	July 17	July 18	July 19
CONTENT							
Email							
Facebook							
Facebook Live							
Facebook Group							
Instagram							
Instagram Stories							
EVENTS/NOTES							
	July 20	July 21	July 22	July 23	July 24	July 25	July 26
CONTENT							
Email							
Facebook							
Facebook Live							
Facebook Group							
Instagram							
Instagram Stories							
EVENTS/NOTES							
	July 27	July 28	July 29	July 30	July 31		
CONTENT							
Email							
Facebook							
Facebook Live							
Facebook Group							
Instagram							
Instagram Stories							
EVENTS/NOTES							
Additional Notes:			Sponsors:				