BRAND IT MARKETING, LLC
Connect to your Customers

Social Media- What's in it for me?

Attributes of each Social Media Site

Theme	Professional	Fun	Fast
How you share	Just the facts	Keep it light	Keep it short
What you do when you are there	Share your knowledge	Share your ideas	Provide Value
What they are called	Connections	Fans/ Friends	Followers
Coolest Feature	Recommendations	Photos/ Events	Instant Gratification
Who is there	Business Owners	Family	Tech Savvy
Status Update	Network Activity	What's on your mind?	What's happening?

Branding Opportunities-

- Add your company logo to all sites where appropriate (Always follow Compliance Guidelines)
- Post mission and vision statements
- Share your niche products and services
- It is a great place to be "small" and personal if you have a big "Parent" company
- Add personal touches that solidify your secondary Branding appeal – Be Neighborly!
- Showcase your staff as a representative of your Brand and have them tout your presence on social media sites – "Find us on Facebook!"
- Support other local business and event Fan Pages- build up your resource group

Most importantly -Do Not Sell ….Build Relationships

Simple Social Media Strategy

LinkedIn: Name 3 target industries or associations that would use my services?

1. 2. 3.

Facebook: List 5 topics that you would showcase on your Facebook Fan Page? I.e. Upcoming event, area of interest, educational topic.

1. 2. 3. 4. 5.

Twitter: What are 10 nuggets of information that you would share?

1. 2. 3. 4. 5.
6. 7. 8. 9. 10.