



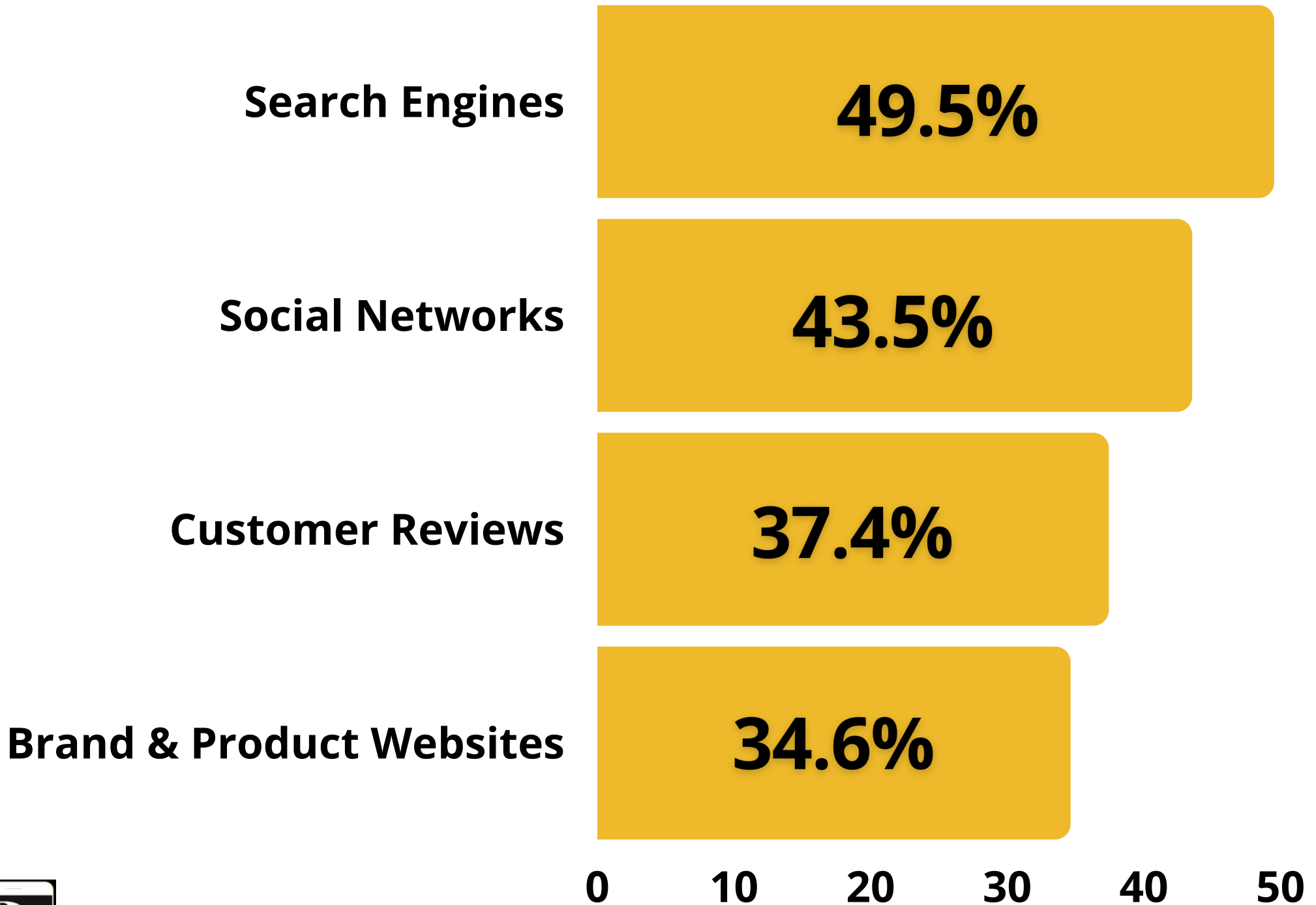
the power of brand



3 WAYS TO RUIN YOUR BRAND



According to Hootsuite, these are the top 4 sources of brand research by consumers:



SOCIAL **43.5%** **NETWORKS**

**That figure climbs to
a high of 49.6%
claiming the top spot,
for internet users
between the
ages 16 - 24.**



1 SOCIAL MEDIA CHANNELS

You must be present where your customers are so they can find you.

NO PRESENCE = NO BRAND BUILDING



2 LITTLE TO NO POSTS

Post regularly or the audience will conclude you are not present.

PRESENCE

+

NO POSTS



NO BRAND BUILDING



3 POSTS WITH NO **VALUE**

**Give the audience value for the
time spent on your content.**

PRESENCE

+

POSTS WITH NO VALUE

NO BRAND BUILDING



**WHAT
SHOULD
YOU
DO**





PAIN POINTS

Show how your product/service fixes this. They will know instantly how you can help and why.

TESTIMONIAL

Provide a visual example from a client how you helped them with the pain point above, reinforcing your ability to help.

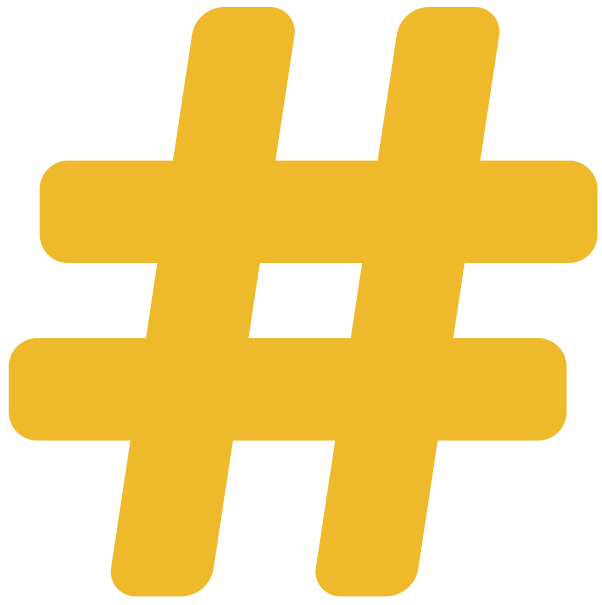
THANK YOU

Give a shoutout to someone that helped you. Gratitude goes a long way.



VALUE POSTS = BRAND BUILDING





DON'T FORGET HASHTAGS

**Don't forget to use these on
your posts, so others find them.**

**Just make sure they are
relevant to your content
and your brand.**

NO ONE LIKES FAKES





YOUR TURN



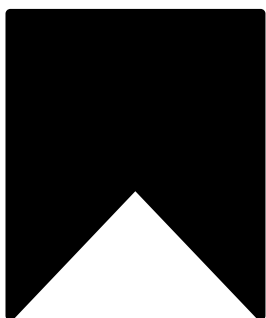
SHARE

With someone who could use a little help.



COMMENT

Tell us how this helped you.



SAVE

For your future reference.