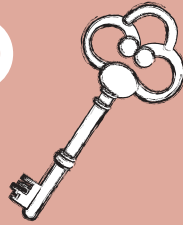


THE KEYS TO SUCCESS

branding e-book

Black Girls in Media



Black Girls in Media

WHAT'S THE BIG DEAL ABOUT HAVING A DIGITAL BRAND?

Hard work made easy

A majority of the people you encounter on a day to day basis; out and about, at work or on your commute; are either customers or have the potential to be. They use apps, websites and other forms of digital communication to make purchasing decisions and desires. Sometimes it's a whirlwind of information and ongoing dialogue.

This is where benefiting from a digital brand comes in.



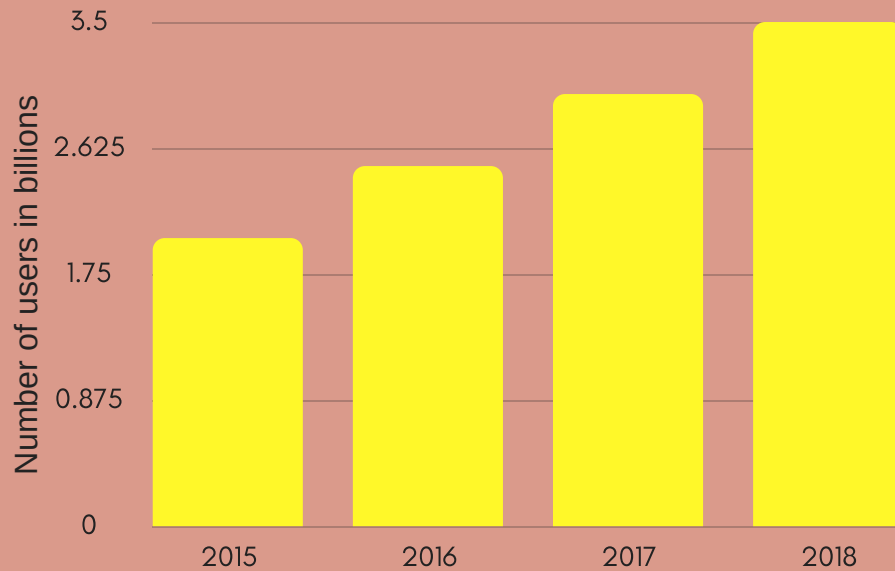
CURRENTLY THERE ARE

2.9 BILLION

ACTIVE PEOPLE USING SOCIAL MEDIA APPS

THE GROWTH

Social Media User Growth Over 5 Years



*Data from Statista.com 2018



CHAPTER 1

FINDING YOUR AUDIENCE

How to find the people who need/
want your content



FINDING YOUR AUDIENCE

- Start by following your target market! (They will follow you back!)
 - Create a goal and follow a number of people per day
(Not pointless people, YOUR MARKET and people who will BENEFIT from your brand or service.)
- Comment and like on your followers' posts as well as those who are in our network or industry - ENGAGE WITH THEM!
 - Use hashtags (minimally..we will discuss later down the line)

Why is this important?

- Following others will often encourage them to follow you back
- Allows you to be seen by those who are following YOUR followers
- Gives you visibility to your target audience/ potential customers

WHO DO WE CARE ABOUT?

CUSTOMERS

Definite and potential customers who support your brand through purchases are some of the most vital components to your company.

COMMUNITY

Your community can consist of anything from potential customers to existing, to merely just supporters and avid followers of your brand.

PUBLIC

Your public is the whole entire audience on social media. You have the potential to tap into this public if you push your brand full throttle.





CHAPTER 2

#HASHTAGS

The Power of Hashtags in Social
Media Marketing

Today's generation, let alone social media has a very short attention span. We are in such a "get to the point" society that no one will read your caption if its more than 2 lines long.

With that being said, keep your captions short.

Use as many hashtags as you'd like in a SEPERATE comment under your photo.

Hashtags have a way of bringing "strangers" to your page based off of your tagged post. For example: If you're a hairstylist based out of Houston, search #houstonhairstylist and see just how many posts you will find. A lot of potential customers are using this same tool to seek out businesses.

Just think of hashtags as a digital *Yellowpages phonebook* for businesses!

CHAPTER 2

#HASHTAGS



CHAPTER 3

BRAND IDENTITY

How to Establish Your Brand
in Social Media Marketing

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brand identity



WHAT?

A brand identity is the face of your business. It is the message the consumer receives from the product, person, or thing.

WHY?

The brand identity will connect product recognition

HOW?

Determine key business goals.

Your brand identity should help **fulfill them**.

Identify your customers.

Find your message and remain consistent with it.

brand identity ctd.



Brand Establishment Content Ideas

- Products (Merchandise - if applicable)
- Educational Posts (Tips to help introduce followers to the brand)
- Company Culture (BTS, Personalities, On set, etc.)
- Using the same colors (brand colors)
- User Generated (Customer Engagement - Poll questions on IG and engaging via Social Media posts - “Comment below”, “Have you ever?”)
- Consistent filters (build the aesthetic!)
- High Quality posts (HD and great lighting)

Time to begin!

1. Create a brand awareness campaign:
Goals, Tactics, Demographic and Target Audience
4. Develop a mission statement
5. Build your audience personas
6. Framework your content plan
7. Decide your measurement strategy



checklist



1. Make sure your posts are valuable to your audience!

2. What is your plan? What is your purpose?

3. Captions are important! (Share relatable stories)

4. Plan Ahead (Use apps such as Hootsuite, PLANN, Planoly, Buffer, ect.)

5. BE PERSONABLE!

1. Consistency (help increase brand recognition by ALWAYS using the same brand colors, logos, symbols, etc.)

2. Post EVERYDAY (Visit your insights frequently to track the best time to post)

3. Engage with your audience! Reply to comments, DMs and have constant conversations online.



THANK YOU

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