



BUSINESS SENSE by TIM KELLY

Social media insights and ‘marketing mastery’

So, what is “branding”? Simply put, branding is providing people with a visual or auditory “hook” that makes them associate what they see or hear with your business.

Branding is an opportunity for you to create a differentiator between you and your competitors and make consumers think of you over and above others offering the same or similar services. What image do you present about your business? Do you even have a company image?

A great example of successful branding is Apple. How does an image of an Apple relate to a computer or smartphone? Yet people queue up for days to buy Apple products as soon as they are launched. This is what’s known as brand loyalty.

There are lots of brands that as soon as you see an image you know who they are. You want the same for your business.

My company logo can be seen below. It has nothing to do with motor claims, engineering or consultancy, but in our industry as soon as people see it they know it’s me.

Craig Bourke at Walcom is known as the “Specky Painter” across our industry. Mention “Specky” or look at his logo and you instantly know who he is. The same can be said of that young blue-haired lady, Rachel Murray. Mention her brand, Paint by Rach, and everyone knows who you’re talking about straight away.

Each of us has created a “differentiator” to make us instantly recognisable. But your branding is way more than just your logo; it is the colour you use, the fonts, the way you respond to people, how you post on social media, how people perceive you.

To get your brand recognised you need to promote it and, by doing so, promote yourself and your business. But you need to be very, very careful about what you put on social media, because it will be there for life.

Also, don’t use social media only to “sell”; use it to

build relationships. And having multiple social media feeds is great but pointless unless they point back to you and your website.

Here are my top 10 tips for building your brand on social media:

1. Have a blog/Vlog’s on our website and post at the very least “weekly”, but you really need something daily. In this industry, video clips are golden. Make sure the videos have descriptions in the meta tags in the background of the website, so Google and other search engines know what they are about.
2. Share the post from your website across multiple social media platforms.
3. When shared to a platform such as Facebook, share that post across multiple Facebook groups (for example, when I do this, I share to 15 different groups).
4. Build you audience.
5. Engage with your audience. If someone comments on one of my posts on virtually any medium, I will reply back 99% of the time. This builds relationships, creates audiences, builds engagement.
6. Create lots of content – don’t be scared of holding back, just don’t drop it all in one go.
7. Scheduling your content to drop at certain times.
8. Make sure any and all social media posts direct users back to your website.
9. Get on LinkedIn. If you are not on it, get on it. If you are on it, watch my free YouTube tutorial (<https://www.youtube.com/watch?v=r52dwJsx3Gs>) and learn how to make contacts that turn into profit.
10. Consistency is the key to social media mastery.

If you think you cannot manage the above because you are too busy, then get someone to do it for you. You cannot afford not to be marketing the living daylight out of your business.

