



6 SECRETS ON HOW TO IMPROVE VISIBILITY TO YOUR BRAND

Without branding your business is just a concept. Learn how to improve visibility and credibility to your brand.

- A FREE E-BOOK FROM
GLOBAL BRANDING CENTRAL, INC -
- www.GlobalBrandingCentral.com

Introduction

YOU KNOW YOU'RE THERE. DO YOUR CUSTOMERS?

You spend a lot of time building your business. You spend money starting your business, sweat launching your business and countless hours working towards your goals. Do you remember how excited you are talking about your business and how passionate you are?

Maybe you already launched and are starting to grow or maybe you are still a concept in the incubation stage and are figuring out what steps are next.

It doesn't matter what industry your business is in, it always starts somewhere. It starts from an "AHA" idea. An idea that makes your eyes light up and think, I think I have a way to monetize an idea and build a business around it. In order to grow your business there are some necessary secrets that you will need to help improve visibility for your business.

As owner and CEO, My goal for Global Branding Central, Inc is to build a one-stop business for all of my clients. Unlike most Marketing & Branding companies that will typically only pursue concepts and ideas brought forth by the clients wants, we will spend our time looking outside the box into ways to help grow and build for our clients actual needs.

Our clients are first priority and we focus our attention on building relationships before we help build brands.

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CHAPTER ONE

SOCIAL MEDIA

SOCIAL MEDIA

Obviously, I know what Social Media is....Right?

WHAT IS SOCIAL MEDIA?

What is your definition of Social Media? Is Social Media simply creating an account on a few platforms and throwing out an occasional post or two? What do those posts say about your business?

Each and every Social Media Platform should serve a different purpose for different demographics. For a business, Social Media is an advertisement. **Social Media should be used as your Marketing Strategy.**

With the ability to share photos, videos and events to everyone in your network, Social Media has transformed the way we live and do business today. As a business owner, your Social Media channels shouldn't be an afterthought, but should be in the forefront of your marketing protocols.

Social Media is much more than just having an account.

BE ACTIVE

One of the biggest mistakes you can do with Social Media is to create an account on every network and then proceeding to leave it alone with no activity. Social Media tends to feel like a full-time job. If you don't have the time or bandwidth to focus on your Social Media, it would behoove you to bring someone on board who can handle it. **Create a posting schedule.** Try to spend some time each week or each month to create a daily schedule for posting content to your channels. **Focus on your Demographics.** Engage your core demographics and make them feel important. Social Media is exactly how it sounds... It's **SOCIAL!**

Please make sure to **Engage** with your customers. Involve them in dialogue and ask their opinions. Make them feel recognized. Engaged followers give you insight into what you can do better and make them feel important that you are **Listening to them.**

PROVIDE CONTENT

As you think about what you're supposed to be posting and how to reach your clients, what are you doing? **Give your clients something fun to read.** If you have interesting facts about your industry, you can be the one they come to for knowledge. If you have photos, let your photos be beautiful and clear. **Don't post images that won't excite people!**

SOCIAL MEDIA

...I Thought I Knew What It Meant To Be Social

CONSISTENCY IS KEY

Be Consistent with your posting. If you are doing a weekly tutorial or a daily informational post, make sure you do it when promised. Let's say you are a Law Firm and you say you're doing a Daily Lawyer Tips. You post the first 4 days and get focused on a new project and forget day 4, 5, 6 and post again on day 7 and then again on day 12, etc.. That doesn't say Daily anymore, but what it does say is **Why should we trust you now?** The better your consistency is, the more credibility you have. Whatever you choose, it's wise to stick with it until it stops working.

STUDY YOUR NETWORK

Each Social Media network is going to be different from one another. Ideal posting times may vary from each network to the other, demographics may always be different and the same message might not be received the same way. For example, you can post 10x per day about a certain product on Twitter with no problems, but if you do that on LinkedIn it may be seen as off-putting.

Photos are best posted to Facebook and Instagram, and if you use Snapchat, you'll want to create a fun, impressive video.

GAIN FOLLOWERS

Don't tell people to follow you...Make them follow you!

Give them a reason to follow your business. Give them a compelling reason as to why the **need to follow you**. Make it where everywhere they go and everything they see has your Social Media links. Every page of the website should have your link, your email signature should have your links and you may even be able to link your profiles to one another.,

#HASHTAGS

Hashtags are your friend. Hashtags turn words or phrases into searchable links through the network. Hashtags are a great tool to unite posts, topics and the ability to group certain posts together. The Hashtags can be extremely beneficial when monitoring your company or your products. They can be used to categorize your social posts according to a topic or purpose.



CHAPTER TWO

ONLINE IDENTITY

ONLINE IDENTITY

Who Are We?

WHAT IS MY ONLINE IDENTITY?

Your business needs an Online Identity. Have you ever googled a business? Pick any major brand and look them up. For example, I just typed in **Pepsi** into **Google**. At the top of the list, Pepsi's website, Twitter and Facebook came up. Right after that, their Instagram and YouTube channel showed up. Followed by a bunch of news articles about their company. Utilize the internet to your advantage. **Put your business everywhere you possibly can.**

Do you have a Press Release? Write one and put it out. Do you have connections to magazines or online publications that can do a write-up or story about a product launch, personnel changes or any sort of exciting news that you might want to share.

DESIGN ACROSS ALL CHANNELS

When you want to create a marketing campaign, **keep it consistent across all channels**. This is very important, and needs to be discussed. Try to keep images similar, font similar and verbiage similar. You would hate to post something on the different networks that don't convey the same message or feeling as one another.

BE EVERYWHERE

I want your company to Be Everywhere! You need to be in all corners of the inter-web universe and reaching out to as many people as you possibly can. Imagine this, you are painting a wall with a bright red paint. You want that paint to cover every inch and space of that wall. In this scenario, your potential clients are the wall and your business is the bright red paint. You need to smother your potential clients with your "paint" (or your message) and make them know who you are.

Every place on the internet you can, **I want to see your reach.**

NOT JUST INTERNET

Think outside the box. Where else is there anybody that fits your demographics and can become a potential client? Work with other companies and expand your network, be part of other interview processes, podcasts, print advertisements and more.



CHAPTER THREE

UTILIZE IG & FB CORRECTLY

UTILIZE IG & FB CORRECTLY

REACH EM' - ENGAGE EM' - SELL EM'

DO YOU UTILIZE IG AND FB TO IT'S FULLEST POTENTIAL?

3 MAIN OBJECTIVES

(I. REACH)

IG and FB are fickle. If you don't utilize them right, you might be wasting potential leads and leaving a lot of money on the table.

IG and FB account for over 3 billion monthly active users. They both have their pros and cons, but let's mainly focus on their pros for today. While **IG is getting more and more popular, especially with millennials**, FB has a far greater reach and can zero in on your target audience slightly better.

On FB, you can target by Location, Age, Gender, Language, Race, Include (or Exclude) people from an audience as well as people from your specific audience while IG can target Age, Location, Gender and Race.

(II. ENGAGEMENT)

Engagement reach is a basic mathematical formula to determine how well you are doing on your Social Media engagement.

This is the number of likes and views on a post divided by the amount of followers. Multiplied by 100.

Ex: 250 likes and views divided by 10,000 followers = $0.025 \times 100 = 2.5\%$.

A good rate of engagement is 2-3% and a very high rate of engagement is 5%.

The objective to Social Media is like a game. **Try to get the engagement rate as high as you can!**

HOW TO INCREASE ENGAGEMENT

STEP 1.

OPTIMAL TIMING AND HOW OFTEN TO POST

Make sure you are posting at the optimal timing. Some optimal timing of when and how often you should be posting is **Midday Weekdays and Evenings**. Wednesdays have proven to have the highest engagements and Sundays have proven to have the lowest engagements. You should also try to post at least 1-3 times per day consistently.

STEP 2.

USING HASHTAGS

Hashtags are your friends. Utilize Hashtags as much as you possibly can.

UTILIZE IG & FB CORRECTLY

REACH EM' - ENGAGE EM' - SELL EM'

STEP 2.

USING HASHTAGS (Cont.)

Hashtags will help you gain more likes and followers. With Hashtags, you can reach a broader audience and people who aren't even following you will be able to see your posts using hashtags. **Make sure to research the best hashtags** that will help maximize your reach. You should spend some time to do your research to find out what the best and most beneficial hashtags that suit may suit your business needs.

STEP 3.

IG & FB STORIES

You can leverage the stories for more views. More people engage and watch stories than ever. With millennials, IG and FB stories have some of the best continuous reach than ever. On IG, the algorithms show content if they are engaging back and forth with your followers. **You will receive a higher than normal amount of Engagement Rates.** Create Polls, Use Hashtags, Tag other Friends, Businesses and Influencers to increase views.

STEP 4.

CONTESTS/GIVEAWAYS

People Love Free Stuff! I'll say that again...**People Love Free Stuff!** People like to try to win contests. Create a fun game and let your followers do the marketing for you. If you create a contest that offers a chance to win something, whether it's a large or small prize, you can **make your followers do the engagement for you.** Team up with other brands that you can align with. For example, A restaurant can work with a transportation company and offer a free dinner for four people while the tour company offers a free pickup and drop-off service. You do some posts and stories and tell your followers that in order to win, they must tag 6 of their friends in a comment on your post. Each person that enters in this giveaway just introduced 6 other people to you. **Someone you don't know just brought new followers to you for free.**

UTILIZE IG & FB CORRECTLY

REACH EM' - ENGAGE EM' - SELL EM'

STEP 5.

OMNI-CHANNEL MARKETING

Don't just stick with Instagram, or just with Facebook. It might be time consuming to focus on all networks, but that's an issue that will have to be tackled at the beginning. If you don't want to spend the time, maybe your business partner can take the time to handle Social Media or you can hire a company to handle all your networks.

Engage with an audience on a variety of different platforms.

Create a funnel system. Make all Social Media accounts point to each other. Add the IG link to Twitter or the Twitter link to FB. Do you use Snapchat? Add the Snapchat link on IG, etc... Create a funnel cycle that connects back and forth.

I like to give the analogy that you should think of **ALL** Social Media networks as another kind of Search Engine. The goal is to put your name and brand absolutely everywhere so no matter where somebody goes, they might see your name in repetition making them much more likely to become a client.

(III. ADVERTISING)

There is a fundamental reason Facebook and Instagram are worth north of Billions of dollars. **The reason for that is simply Advertising dollars.** Advertising is obviously a big, big business and both FB and IG are both kings of their domain by acquiring specific demographics that make advertising possible. Both FB and IG know their users Locations, Age, Gender, Race, Language and can target people in and out of your own personal network directly.

Determine a Budget. Daily. Weekly. Monthly. Yearly. It doesn't necessarily matter, but make that decision at the beginning of your budget discussions. Pick one of your favorite photos or posts to promote and advertise. Decide how much you want to spend on engagement and begin advertising that post.

Take it One Step at a Time to determine the best demographics for your post. Once you go through the steps to create the right demographics, just let it launch. The key is try and try and try. **If at First you Don't Succeed...Try Again.** If done correctly, you will no doubt see an increase in likes and/or hopefully traffic. Remember that Advertising is real dollars spent, but your reach can be infinite.



CHAPTER FOUR

VIDEO MARKETING

VIDEO MARKETING

Look Ma, I'm on TV!

WHAT IS VIDEO MARKETING?

We are officially in 2020, If you are not doing Video Marketing for your business you are already behind.

Video Marketing will help you promote your business and increase engagement to your digital and social channels. Use Video Marketing to educate your customers and reach your audience with a whole new method.

Create your story and talk about it. Give information and let everyone know how knowledgeable you are.

GET SOME EQUIPMENT

I don't think people realize how simple it is to get setup. You don't need to spend thousands of dollars on a camera if you have a nice iPhone or Android phone. Those typically can shoot better than most cameras. Get yourself a nice computer and a photo editing software. Apple gives free basic courses about video editing if available in your area. If not, YouTube Training always works as well.

Think of topics and start filming.

For example, If you are a Brewery, you can make a video about how to be a brewmaster or a video discussing the different types of beers. (Difference between a Malt, Stout, Ale and Lager). Or what about a video about the Fermentation process.

AND THEN WHAT?

Create as many videos as you possibly can but **have fun with it**. Make them enjoyable, learn some basic graphic design or include upbeat music and some fun editing. Have someone create an intro if you can. Whatever you do, make it fun, make it easy but please, please for the love of God, **keep it consistent**.

Post it on YouTube, link it from Instagram and Facebook, Blast it in an E-mail or Text Message Blast, Promote it on Social Media and pay for advertising.

The more videos you create, the better. They will always get better, so don't worry too much at the beginning.

Each video is credibility.



CHAPTER FIVE

CREATE A SEMINAR

CREATE A SEMINAR

Refine Your Knowledge

SEMINAR VS. WORKSHOP

Seminars are much more educational and may have special guest speakers involved. Guests typically go to seminars for the sole purpose of gaining knowledge in a particular field.

Workshops on the other hand tend to be more interactive and hands-on in a more intimate setting where everyone might be expected to work together on a specific project and strategize together for one common goal.

CHECKLIST

- What is the Purpose of the event?
- Create an Event Profile
- What Resources do you need to accomplish your goal?
- Create a detailed budget
- Gain Sponsorships to fund the event
- Seek out Venues perfect for your event
- Get logistics worked out with the venue to ensure a smooth event
- Create communication material for the attendees
- Make it easy for attendees to sign-up and pay for the event
- Think ahead and have a contingency plan for every step of the way

GET A STRONG SPEAKER

Find a strong public speaker with a great message and a large following. Somebody that can add value to your event and help sell tickets. Your public speaker should align with your message and have the bandwidth and reach to promote the event to their entire network.

PREPARED FOR ANYTHING

We all know the term Murphy's Law, right? If something can go wrong, there is a very good chance that it will go wrong. So, be prepared for everything. Have a contingency plan for the venue, the speakers and all your resources including the event planner. You want to make sure everything is going to be taken care of.



CHAPTER SIX

WEBSITE

WEBSITE

WWW.SOMETHING-SOMETHING-SOMETHING.COM

MY WEBSITE

What is the first thing you do when you want to look up a company? You will go to their website and do your research. Whether it is a Marketing Firm, Lawyer or Paper Company you will doubt check out their website in your decision making process to see how professional they are. One of the worst things is vetting a company and finding out they either don't have a website or it is extremely confusing. It may lead you in circles or have zero information for you to use.

A simple website doesn't need much. Give as much information as possible to solidify a sale for your business. Your main purpose of your site should educate your client as to exactly what you do and why you are the best in your field.

Make it simple and user friendly. Don't send your client all over the place on a wild goose hunt looking for information.

I hate it when I want to email somebody and they don't have a contact form or an easy way to email the business.

CALL TO ACTION BUTTON

Try to include a Call to Action button. Give the users something to do when they are on your website. Do you have an option for them to Sign-Up or Subscribe? Join Now, Sign-Up Today and get 15% off, etc...

Offer your client something for free when they give you their email and contact information.

FARMING DATA

Collect Data. Make a database of all the emails and names you collect. Sign-up for an email software company such as MailChimp. Create e-mail blasts and send e-mails out to your list of potential customers. E-mail blasts are a fantastic way to gain clients and give them information they might need. You can discuss upcoming events, product releases, news, updated information or changes to your business while being relevant to your customer base. **Always remember to stay at the top of your customers mind.**



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Marc Appelbaum
CEO/Owner

SCHEDULE YOUR FREE CONSULTATION

Let us put together a FREE proposal and consultation for your business.

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