

Six Strategies to Rebuild Your Brand After a Disaster

Presented by Lisa Kanda



How Can You Help Customers Find You?

What is a brand?

"... the set of expectations, memories, stories and relationships that, taken together, account for a consumer's decision to choose one product or service over another. If the consumer (whether it's a business, a buyer, a voter or a donor) doesn't pay a premium, make a selection or spread the word, then no brand value exists for that consumer."

Seth Godin



6 Strategies to Boost Your Brand & Business


1. Complete your business profiles
2. Fish where the fish are
3. Create a plan
4. Increase your reach
5. Be generous and engage
6. Increase brand trust



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 Lisa Kanda, Chief Results Officer & Coach Are you stuck in a rut ...
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 Elkay Corporate Advisors specializes in leading, coaching, consulting and training businesses and individuals to help them be more effective and profitable.

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Long Branch, New Jersey - Professional speaker; social media consultant and trainer; business and marketing advisor; strategic planning consultant
 Lisa Kanda, owner and chief results officer at Elkay Corporate Advisors, is a professional speaker, business/marketing strategist; executive and personal ...

Lisa Kanda - Elkay Corporate Advisors Company Overview ...



www.youtube.com/watch?v=Q9u7nUd1xPo YouTube

Aug 9, 2010 - Uploaded by Lisa Kanda

Lisa Kanda, business strategist and coach, works with passion and persistence to remove excuses and help set ...

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 To foster our clients' success and cultivate meaningful relationships by ...

Lisa Kanda (lisakanda) on Twitter

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Elkay E-News is out: LinkedIn Discontinues Company Pages Products and Services Tab; Register for Social Media Wkshops <http://ow.ly/uWSzs>.

Using Social Media to Build Your Professional Brand - S...

surroundhealth.net/.../UsingSocialMediatoBuildYourProfessionalBrand.p...

Elkay Corporate Advisors, LLC. 5. People start with search. • when they have a need. • want to research or gain more knowledge about a person, product or

1

Complete Your Business Profiles

- ◆ Social media platforms

Facebook, LinkedIn, Twitter, YouTube, Google+, Google+ Local, Yelp, Bing, Yahoo

- ◆ Directories – moz.com/local



1

Best Practices for Profiles, Pages, Listings

- ◆ Always add photos, videos and links back to your web site
- ◆ Optimize your profiles and listings by adding keywords consistently in all your content
- ◆ Use free tools to find keywords

Übersuggest

mergewords

WordStream

Bing Webmaster Tools

Google AdWords



Why is This Important?

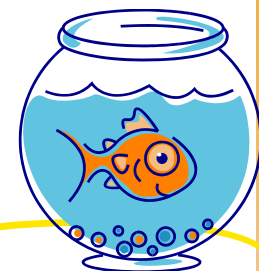
- ◆ Make it easy for people to find you
- ◆ Google algorithm puts more emphasis on social media and content creation
- ◆ Optimize all opportunities to create inbound links to your web site




2

Fish Where the Fish Are


- ◆ Know your audience
- ◆ Research and discover where they swim
- ◆ Focus on what they want




WHICH NETWORKING SITES ARE MORE APPEALING TO SPECIFIC DEMOGRAPHICS?

 **PINTEREST:** Rural residents, women, whites, some level of college education or higher, middle to higher income

 **FACEBOOK:** Women, 18-29 year olds

 **INSTAGRAM:** African-Americans, Hispanics, urban residents, 18-29 year olds, women

 **TWITTER:** 18-29 year olds, African-Americans, urban residents

Sources: Mashable, Pew Research Center

3

Create a Plan

Sun Mon Tue Wed Thu Fri Sat

				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31



- ◆ Get organized
- ◆ Share content on your web site, blogs, email newsletters, social media platforms
- ◆ Consistency is crucial
- ◆ Follow the rules & best practices
- ◆ Create a social media editorial calendar

3

Social Media Editorial Calendar

◆ Social Media Channels

- Facebook, Blog, Twitter, LinkedIn, YouTube, Google +, Pinterest, Instagram

◆ Social Media Elements

- Tasks, Content, Timing, Tracking

◆ Content Development

◆ Divide into daily, weekly, monthly tasks

◆ Create consistency



3

Social Media Editorial Calendar

Social Media Editorial Calendar
Content Development Schedule

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	Week 1	Week 2	Week 3	Week 4
Content Creation				
Blog Post	Limited Thinking Post include Roger Bannister You Tube video	Blog Talk Radio Podcast with Jeff Tobe	End of the World Post include REM You Tube Video	Blog Talk Radio Podcast w Dan Waldschmidt
E-Newsletter	create on Tues; post and send on Wed.	create on Wed.; post and send on Thurs.		create on Tues.; post and send on Wed.
Event	Post blog talk radio show	Post social media class schedule	Post blog talk radio show	Post social media class schedule
Photo				
Video		Take video testimonials from workshop and post		Take 1 client video testimonial and post
Poll/Question	Ask for input on radio show guests			
Contest/Promotion				
Other				

Shared Content				
Articles	post link here	post link here	post link here	post link here
Photos	post link here	post link here	post link here	post link here
Videos	post link here	post link here	post link here	post link here
Other				

<http://bit.ly/elkayeditorialcalendar>

The 70/20/10 Rule

- ◆ 70% of content needs to add value and be resourceful. Give a tip, advice, how-to's, link to an interesting article, talk about local news or events, ask questions; engage with your community!
- ◆ 20% of content needs to share other people's content. By sharing others' promotions, business pages, tips; you are helping spread their message to your audience. They will recognize this and most likely share your content with their network.
- ◆ 10% of content can be about your business— sales, new items, contests and giveaways, promotions, etc.

4

Increase your Reach

- ◆ Make connections, gain followers, and interact with influencers
- ◆ Optimize your presence - proactively increase the numbers of connections you have on social media platforms
- ◆ Build your tribe so they can help spread your message - “viral effect”
- ◆ Research and engage with influencers to maximize your reach

More about influencers here:
<http://bit.ly/defineinfluencer>



5

Be Generous and Engage

- ◆ No lurking – need to reciprocate
- ◆ Make time to be thoughtful and responsive to other people's content
- ◆ Engage in conversations
- ◆ Share and comment on other pages and blogs



Watch this 8 min. video by Jason Falls as he explains best practices in engagement
<http://bit.ly/defineconversation>



Increase Brand Trust

- ◆ Proactively ask for testimonials and reviews
- ◆ Monitor all feedback that is posted about your brand, especially on other web sites – Yelp, Trip Advisor, Google+ Local
- ◆ Tips on how to ask for reviews

<http://bit.ly/askforreviews>

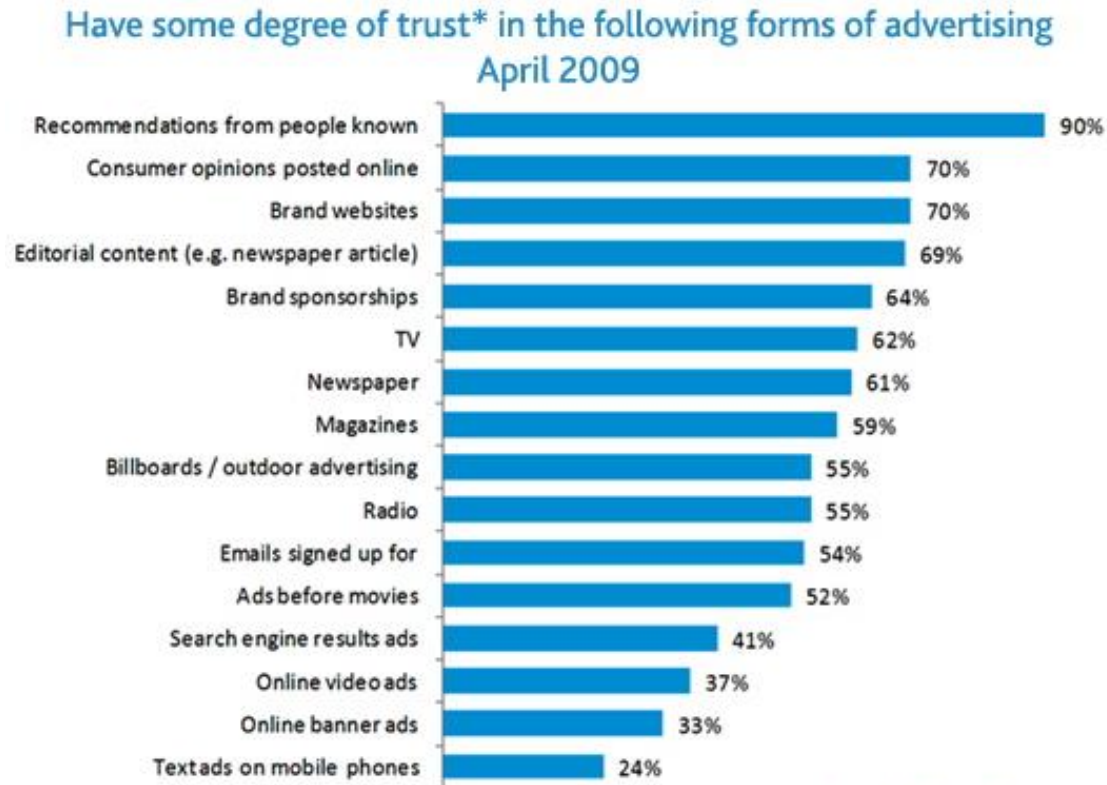




The Power of Recommendations

Nielsen Global Online Consumer Survey

90% of online shoppers trust the opinions from people known
70% of people trust recommendations from unknown users online



Source: The Nielsen Company

*E.g. 90 percent of respondents trusted "completely" or "somewhat" recommendations from people they know



Thank You!

For more information visit

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www.njsbdc.com

