

# 8 Simple Steps To Building Your Brand On Social Media

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# Introduction

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Brands are not just for the big companies and household names; if you are doing any sort of marketing then branding yourself is equally important to you as to Apple or Coca Cola.

One of the key reasons that people buy products from a particular business or person is because they trust them. A big part of that trust is created by your 'brand'.

This establishes credibility, meaning that people will place much more value on your products (or products that you recommend).

Social media is incredibly powerful in many ways, but perhaps it's greatest power is as a way to brand yourself as an authority in your niche. Just over two thirds of active Internet users have social media accounts. So, it's easy to understand why - as marketers - social media is crucial to building your brand.

In this short guide, we are going to cover the essentials to make sure you get your message across

## Branding Golden Rules

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### 1. Be Consistent

You want to carry your brand across all of your social media profiles. They don't have to be identical, but they should be related and not contradict one another. Use similar logos, fonts, colors, backgrounds and profile information across all accounts but specific to each account.

For instance, LinkedIn.com is much more formal than Facebook, so you want a more professional head-shot. You would also want to share only the most specific content and information there. With Facebook you can get a little more personal and be less formal. So, the first rule is to remember where you are, but the second rule is to remember the persona.

### 2. Develop Trust with Your Followers and Connections

Building a brand is about more than logos, colors, and mission statements; it's also about the actions that you take over time. Within each description of the social media account there should be space to tell your viewers what to expect from you. Whatever you tell them, stick to it. You want to show them that you follow through with what you say.

Avoid bombarding your connections or followers with sales messages, or worse, out of context shares that make no sense to the audience. Do share posts that are informative and engaging though. You want to encourage shares, and discussion.

### 3. Keep the Same Voice Through Out All Social Media Interactions

This can be difficult for a large company, but for a small business it's not as hard. Usually, in the small business case only one person is creating social media content and messaging, so it's easy to keep the voice the same.

The person creating social media messages needs to understand the business inside and out, including having a deep knowledge of the audience the products or services and the image the company wants to project to the world. This doesn't mean you can't hire people to help with social media campaigns but the messages need to be planned out and the voice needs to be understood so that the audience isn't confused.

Know who you are, what your business stands for, and who you want to friend you, follow you and connect with you on social media. Then, spread the word.

Use #hashtags, Google communities, LinkedIn groups, and more to communicate with your audience to increase your credibility and spread brand awareness. By sharing and communicating with your audience you'll soon become the expert and influencer regarding your particular niche.

### 4. Create a FAQ

You might not realize it, but once your social media takes off, you'll get the same questions asked over and over again, but unlike your website where you can place a simple FAQ for readers to look at, you'll need to have live answers on social media.

So, create an FAQ with easy to cut and paste answers.

On some social media like Facebook, you can create documents that you can point people to, but for the most part you'll need to answer the same questions time and again, a pre-written FAQ will help you do it faster and be more consistent.

## 5. Build Relationships with Customers & Influencers

On social media sites, the best way to build relationships is with making comments, sharing, tagging, re-tweeting information that your customers share as well as influencers share. But, one often overlooked part of it is the relationship you have with influencers.

Influencers are those people who may not be customers, but who interact with your customers. They might be bloggers, journalists, reporters or even your competition. By engaging with them, you'll increase your brand awareness exponentially.

## 6. Thank Your Loyal Fans

You'll notice on various social media accounts that you have some people who really stand out as brand ambassadors. They always share what you post; they make comments and engage with you on a regular basis.

Cultivate this relationship.

They can become very valuable in terms of helping monitor for spam, answer questions, and other issues on your social media accounts. You can pay them in the form of coupons, and bonuses.

## 7. Be Human

People love interacting on social media because it is "social" and you can be more social on your social media than you think.

Organize Google Hangouts, link to photo albums, and have special events that encourage your fans to share with you. By creating an emotional connection to your brand, you'll create a true feeling of belonging that will far surpass typical brand loyalty.

## 8. Create Branded Pages on Social Media

Some social media accounts allow you to create special branded pages. Some are more adaptable than others. The important thing to do is to take advantage of whatever functions the social media allows. If it allows you to use HTML to create a branded landing page, use the function, if it allows you to upload special photos and images, do so. The more unique your social media accounts are the better.

When creating branded pages on social media it's important to realize which social media you're using, and read the rules. For instance, on Facebook, your cover image cannot ask

customers to download anything, or give any contact information. In fact, they do not want any calls to action on your cover photo. Use features such as Facebook's ability to pin a post at the top of the feed so that new viewers will always see that when they arrive. That post can contain a video, or simply some text.

The same concepts can be used across all social media. Use the tools available, maximize your profiles with images, videos, and more that enhance and demonstrate who you are to your audience. Always look at your pages from the audience's perspective to ensure you're presenting your business in the best light possible.

## Next step...

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I hope you enjoyed this brief introduction to branding on social media and what it can do for your business. To take your social media marketing efforts to the next level, click the link below for the 27 Social Media Marketing Principles successful brands and marketers use to grow an audience, get more attention, and increase their profits...



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