

# Branding Your Company Through Social Media

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Program 3

**Branding Your Company and Increasing Business**

Jenna Communications

# Tweet!

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- Don't forget to tweet during the program: #jennacommsocialmedia





# Today's Class

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- Creating an appealing website
- Driving consumers to your website
- Marketing and Advertising
- Search Engine Optimization
- Following other businesses and clients
- Social Media Marketing by the Numbers



# Meet Joe Vallee

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- Co-Founder of Philly2Philly, also manager of day-to-day operations
- Founded DisgruntledFans.com, a website targeted towards the avid Philadelphia sports fan





# You need an online presence.

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- Having an online presence is just as vital if not more, than having a real-life one. This gives consumers the chance to easily find you from their computers, smart phones, ipads, etc. They want to know the same information you would provide them if meeting them in person.

# Creating Your Brand

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- Create a logo
- Create a slogan
- Maintain a mission statement
- Always keep information updated
- The same rules to your real-life brand presence apply to online as well.

# Need some help branding your business?

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- Seek help from advertising agency / branding agency
- Research what is working for other brands
- Online tools can help too:
  - <http://www.entrepreneur.com/article/35446>
  - <http://www.thewritemarket.com/articles/index.php?art=fawkner2&title=Branding%20Your%20Business>
  - <http://www.inc.com/guides/2011/01/new-rules-of-branding-your-business-online.html>

# Pursue the College Kids

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- Believe it or not, local colleges are a great place to get help branding your business. Many of these schools have programs or clubs dedicated to helping real brands and clients (for a very very cheap cost - sometimes free).
- Temple University's Temple Advertising Club: TAC Agency makes:
  - Advertisements
  - Websites
  - Logos
  - Can help with branding your business as well
  - Contact Kim Spohn: 856 397 0360





# Sites to help you create a logo

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- <http://www.grsites.com/>
- <http://www.socialh.com/how-to-create-a-logo/>
- <http://www.99designs.com>





# Your Website

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- SLEEK, SLICK, EDGY
- The simpler the better
- Stick to classy fonts. Comic Sans, Times New Roman = outdated
  - Try Helvetica, Georgia, Century Gothic
- Should reflect who you are as a brand as well as what your services include
- If you don't know how to make websites on your own, get help! Consumers would rather see a well-made website



# Sites to help you create a website

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- The Adobe Suite's Dreamweaver
- Wordpress.com
- 99designs.com
- weebly.com
- <http://www.godaddy.com/hosting/website-builder.aspx>



# Website Tricks

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- Focus on the “About Me” section. This is often the first place new consumers travel to on your website. They want to know the vital information and how your business can help them. They will be putting their trust in your hands if pursuing your business; backgrounds of important employees are a must. Give them the good stuff.
- Include links to your other social media sites, personal blogs, personal websites, etc.
- Platforms to these social media sites are crucial as well. Include “like” “follow” “+1” buttons everywhere you can. (Example: If you post an article to your website, be sure to include these buttons so consumers can interact after reading the article)
- ALWAYS KEEP ALL INFORMATION UPDATED!



# Mixing Business with Pleasure


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- Brand websites put business first. Consumers come here to find out information about your business including contact information, services, pictures, etc. Your number one priority should be relaying this content to your clients.
- Personal, fun information is good too. Post pictures of your events. Update posts with some of your interesting upcoming events. Add some fun websites you feel your target niche will enjoy. You don't only want to drive them to your website for the basic information, you want to keep them there and keep them coming back.

# Example: diccicco battista communications



DBC in the news | what our clients are up to | careers | contact | login

 **where brands go to work**

**DBC in the news**

**Diccicco Battista Communications Welcomes Deneen McClelland As Controller »**

As Company Continues to Grow, Agency Brings on Experienced Accounting Manager

[more news »](#)

**what our clients are up to**

**Drexel University Online Celebrates Golden Milestone with 100 Faces Campaign »**


Top-ranked Drexel University Now Offers 100 Different Degree Programs Online

[more press »](#)

**meet the team**

**Mike Dicccco**

Mike often reminisces about the first headline he ever wrote: Triceratops Eggs. 50% off. We kid Mike about his age (he IS modestly ...






[get to know Mike »](#)

# Example: Steven Starr Restaurants




**STARR RESTAURANTS**



- restaurants
- reservations
- group dining
- catering
- gift cards
- company
- employment
- contact
- our mailing list
-  facebook
-  twitter

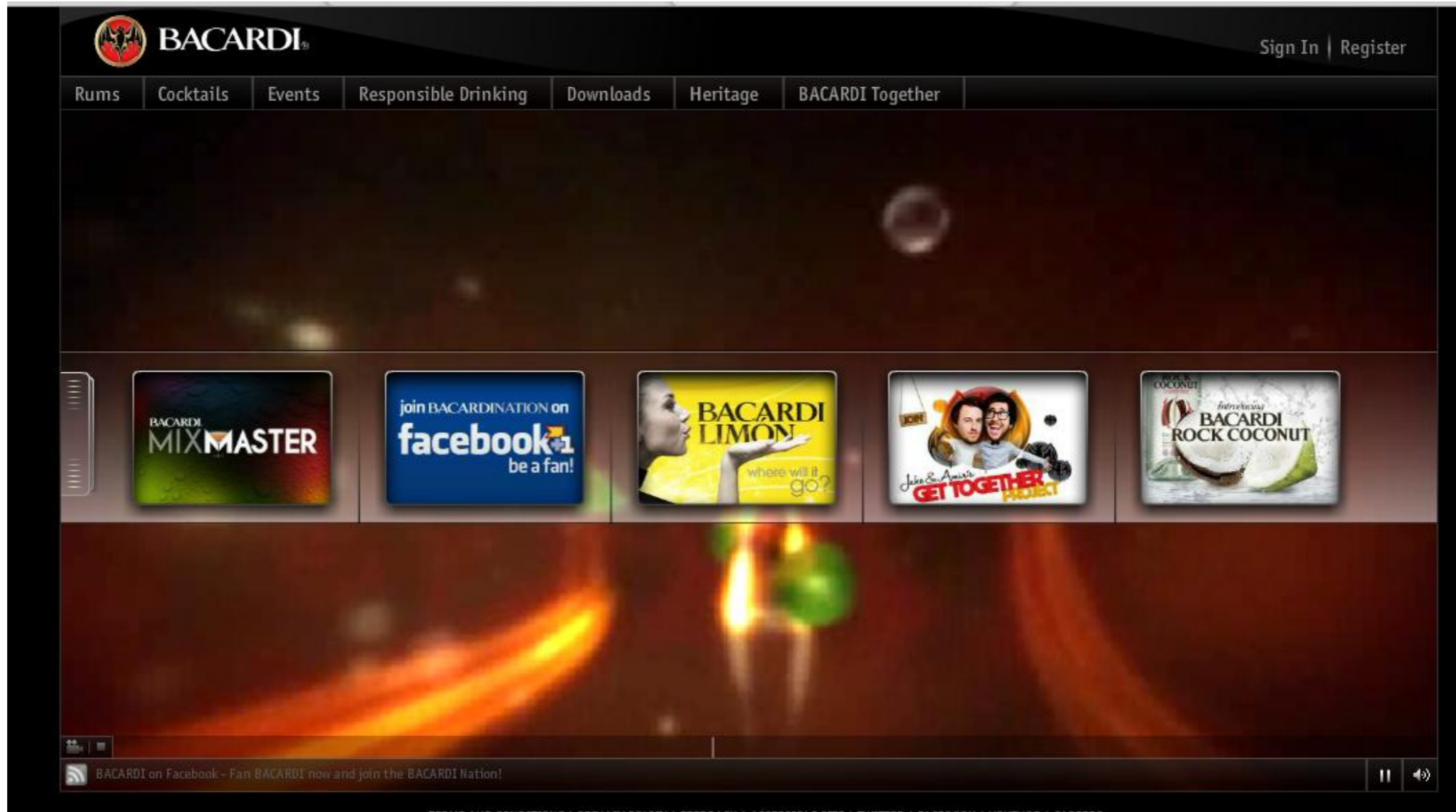
**New Year's Eve 11**

PHILADELPHIA



Select a Restaurant

# Example: Bacardi







# Driving Consumers to Your Website

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- Include your website, Facebook, Twitter, LinkedIn, YouTube link at every place possible.
- If you are sending anything out to consumers or clients, place the links.
- Tie all sites together by including each site's link.
  - Example: Include your website, Twitter, LinkedIn, and YouTube link on your Facebook and vice versa.
- The more consumers see your brand and how to access it online, the easier it becomes for them to search for you.
- Exposure is key!



# Keep track of your online presence.

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- Search engine optimization: the visibility of your brand's online presence on the web.
- The more consumers search for your brand and visit your sites, the better your SEO becomes.
- SEO best practices: <http://mashable.com/2011/11/08/seo-best-practices/>



# Are you in control of your business' SEO?

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- Extremely important to any company that relies on search engines and company's website to attract new clients or who need to hit a certain amount of pageviews
- Location-based SEO: make sure you are listed on Google Places (it's free) and then make sure your clients are writing reviews on Yelp, Super Pages, or comparable websites
- Facebook likes and Twitter shares all influence SEO so it is important to properly manage social networking

# SEO continued

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- Keywords should be customized to questions people have; for example, “where to find the best message” or “first date hot spot in Philadelphia”
- Content is important to track back to your page, but perhaps the best way is to guest blog on someone else’s site which also helps improve SEO
- Visit [schema.org](http://schema.org) to help understand how search engines like Google, Yahoo, and Bing read your website’s HTML so that they can read your site’s data and index properly
- Check Google Analytics to look at key performances indicators or KPIs to see how many people are arriving at your site; analyze your data so you know where to focus your efforts on



# Maintaining Relationships

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- Social media is one of the easiest ways to keep in touch with other businesses and clients. It is as easy as clicking the “Follow” or “Add Friend” button.
- Be sure to be kept up to date with what fellow businesses are posting. Always follow clients to ensure your work is paying off.
- Post statuses about clients, write on other businesses’ or clients’ walls, post pictures and tag them.
- Keep everyone up to date with your business as well.



# Social Media Marketing by the Numbers

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- Hiring a Celebrity Tweeter
- How to Promote Your Company on Facebook
- Advertising on Foursquare?
- Why it Doesn't Pay to Buy Yourself a Twitter Following
- Translating Viral YouTube Videos into Sales
- Is rewarding Customers for Referrals Worthwhile?
- <http://www.inc.com/magazine/201111/social-media-marketing-by-the-numbers.html>



# Next Week: Mike Diccicco

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- Partner, President, and CEO of DBC Works located in Conshohocken
- Has delivered unique and effective marketing communications to many of the industry's most well-known brands for the past 40 years



# THANK YOU!

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- Contact information:
  - Jennifer Sherlock | 609 369 3482 | [jsherlock@jennacommunications.com](mailto:jsherlock@jennacommunications.com)
  - jennacommunications.com



# Next Class

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- Wednesday, January 18 | 2 Liberty Place, 32nd floor | 6:30-8:30