

LEARNING ABOUT YOU

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Watch and tell us - growing up, at the moment, future plans

LEARNING ABOUT YOU

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Field: [blank]	Major: [blank]	Book: [blank]
Country: [blank]	Home: [blank]	Speaker, Author, Inspiring others: [blank]
Lead in Title: [blank]	PH, Website: [blank]	[blank]

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OPEN
CAMPUS



THE FUTURIST'S GUIDE TO
BUILDING A
SOLID ONLINE
BRAND

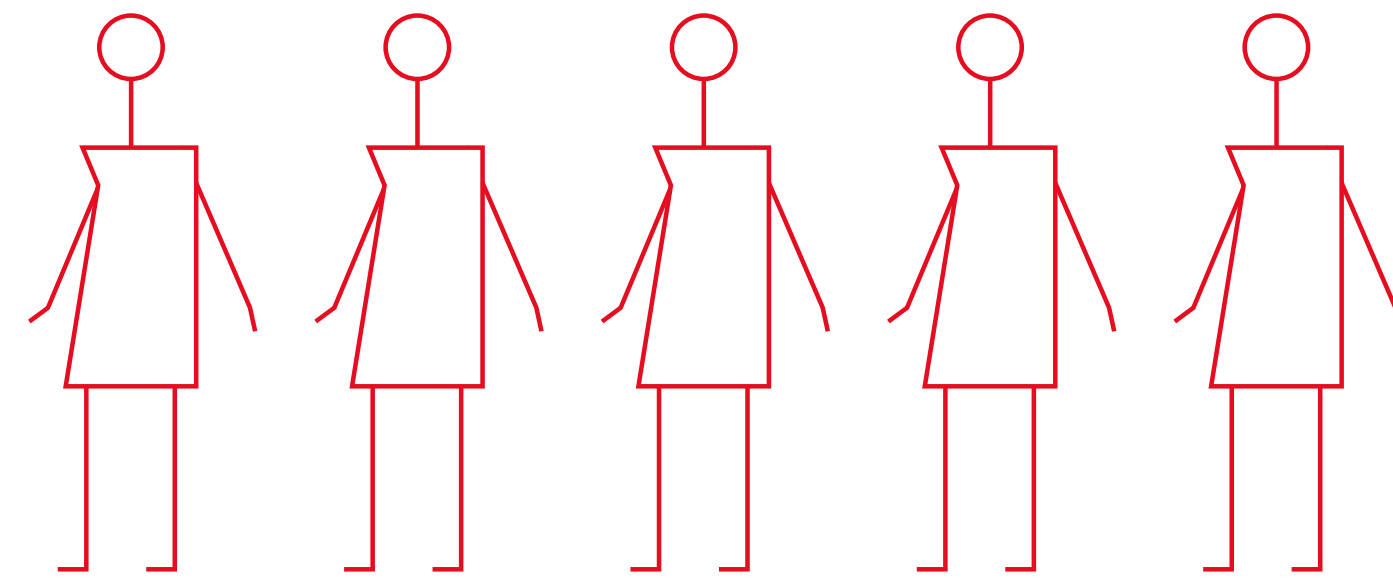
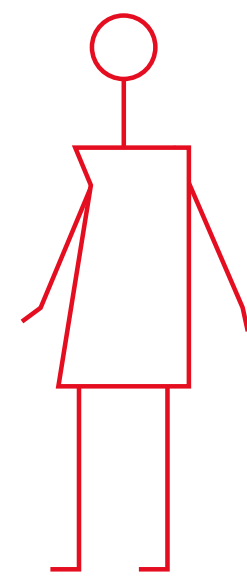
Marketing your personal and professional brands, skills, and experience

MARKETING THE MOST IMPORTANT BRAND IN THE WORLD: YOURS.

WHETHER YOU'RE BUILDING A PERSONAL OR A PROFESSIONAL BRAND, CREATING AN ONLINE PRESENCE WILL HELP YOU STAND OUT FROM THE COMPETITION, BOOSTING BRAND AWARENESS AND ATTRACTING ENGAGED AUDIENCES.

Whether you're building a personal or a professional brand, creating an online presence will help you stand out from competition, boosting brand awareness and attracting engaged audiences. This guide will walk you through the steps involved in a stellar online brand, allowing you to put your best digital foot forward:

- Understanding your brand.
- Creating a brand voice.
- Identifying your audience.
- Providing quality content.



STEP #1

UNDERSTANDING YOUR BRAND

Before you can embark on creating your online brand, you need to understand your brand fully. What are you providing to audiences? What does your brand represent? What content will you be posting? In order to do this, you need to define your brand's vision and mission statements. Your vision statement identifies the purpose of your work and explains how your brand will make a difference; your mission statement explains what you do, whom it benefits, and how you will provide benefits to your customers.

MY VISION STATEMENT

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MY MISSION STATEMENT

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STEP #2

FINDING YOUR BRAND VOICE

CREATING A DISTINCT BRAND VOICE ACROSS ALL YOUR ONLINE CHANNELS WILL DIFFERENTIATE YOU FROM ALL THE OTHER ONLINE PLAYERS.

It will not only ensure a consistent experience for your audiences but also create a unique identity that will be associated with your brand.

1 To pinpoint a brand identity start by viewing your brand as a person—what does he or she like, dislike, read, listen to?

2 Come up with a set of terms, expressions, and phrases that will be used across your channels to foster a consumer connection with your brand.

3 Build a strategy for interacting with followers. Online interactions should align with your brand voice. If your brand has a professional identity, for example, your responses should be equally professional.



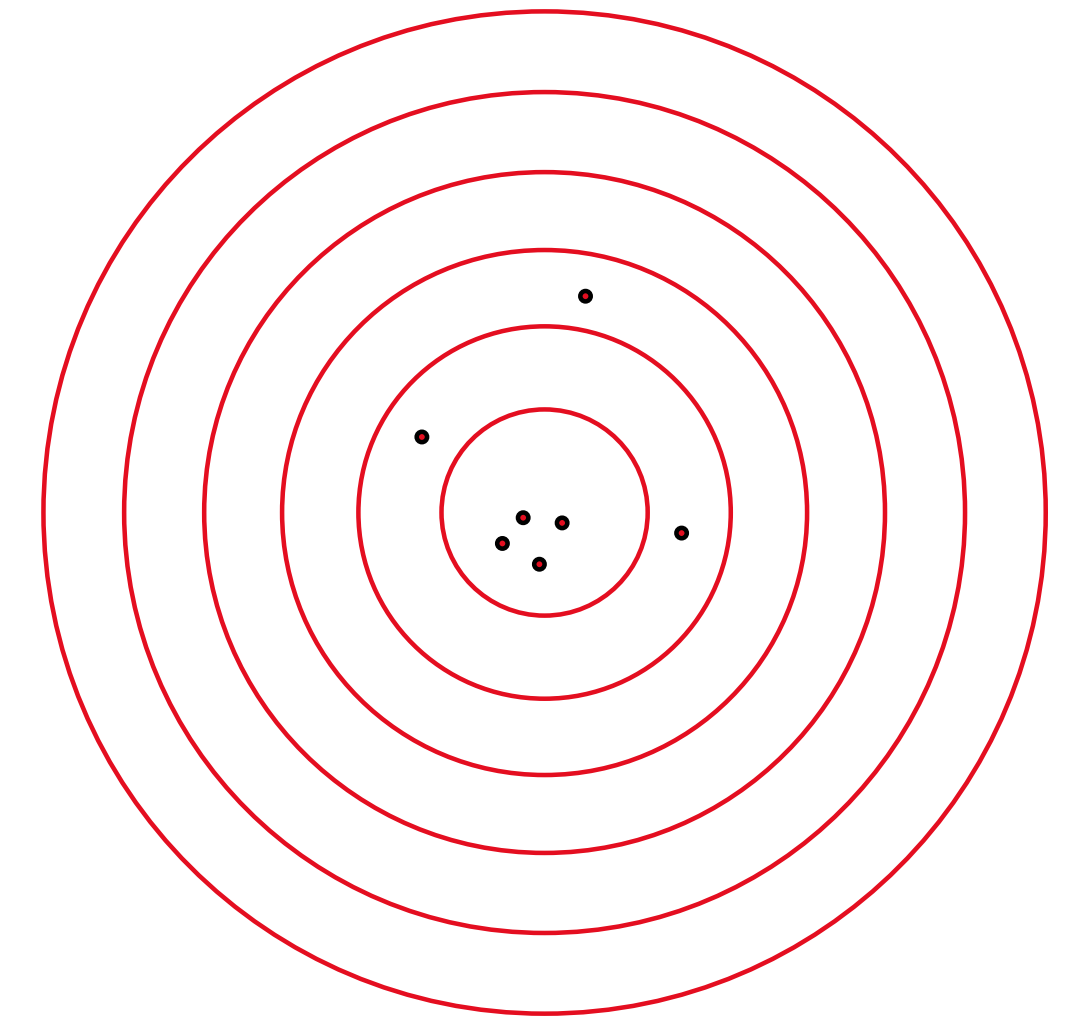


STEP #3

PINPOINTING YOUR TARGET AUDIENCE

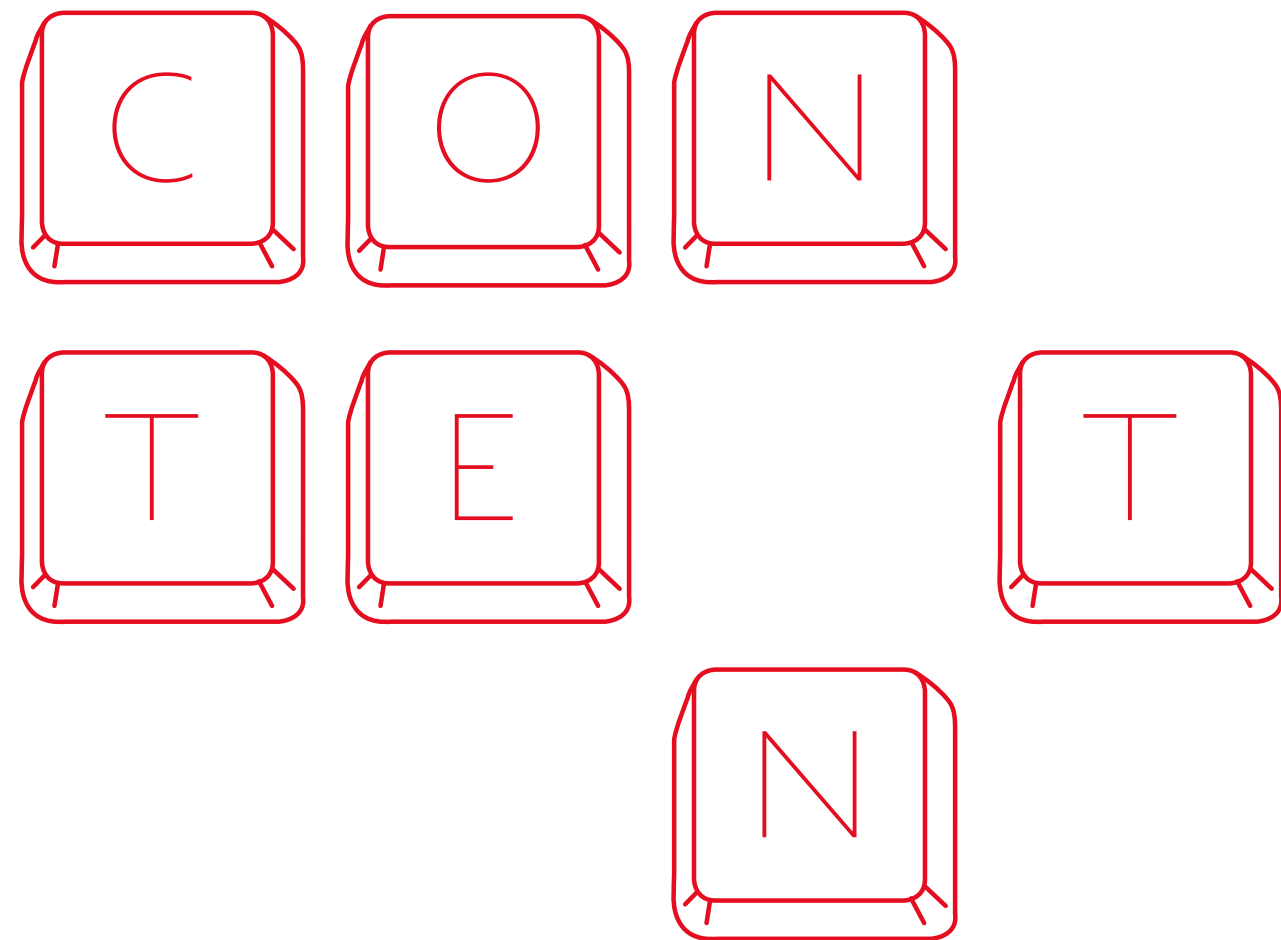
Who is your target audience, what are their wants and needs, and what platforms are they using? Unless you understand your audiences you won't be able to reach them effectively. Find out which platforms your customers are engaging with by finding brands similar to yours or ones that already have the audience that you're trying to reach. If your audiences are primarily using LinkedIn and Facebook, there is no need to put your efforts into Pinterest and Instagram.

Keep in mind that each channel and platform has different requirements. Be sure to tailor your messages to the platform you are using.



STEP #4

CREATING CONTENT THAT ATTRACTS FOLLOWERS



Content is key, so be sure you're creating high-quality, engaging content for your followers. Keeping a social media calendar will allow you to map out content for the month. Develop your calendar further by creating an excel spreadsheet that details your social media plan.

Bank enough content for one or two months in advance so that you can spend more time creating content in the present.

And don't forget that consistency is crucial; be sure that you are sharing content on a consistent basis to keep your followers interested in and engaged with your brand. Be realistic about scheduling. Don't post daily at first if you feel as if you cannot maintain this pace in the long run. It's fine to post once a week, as long as you're consistent.

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- Graphic and Digital Design with Parsons
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