



THE BEAUTY

OF

BRANDING

**A DIGITAL MARKETING
GUIDE TO CREATING A
WINNING BRAND ONLINE**

ASANAT AKIBU

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Hey There!
Welcome to the
Beauty of Branding!

Let me start this off by saying **Thank You**. I want to express my sincere gratitude to you for downloading my FIRST e-book! This has been a tremendous achievement for me, and although it took longer than I expected, I am happy to have finally reached the finish line!

I also want to thank my partner DK that was very patient with me throughout this process; my editor Lola Kolade for adding her screen writer touch to this e-book, and my social media family that motivated me to complete this project.

I wrote this e-book for all the small business owners, micro-influencers, and

social media newbies that want to learn how to utilize their online brand to boost their marketing goals. Every day I see the constant struggle and branding mistakes that small businesses and influencers make when trying to create a profitable online presence.

This e-book was written to give you step-by-step insight on social media, as well as guide you on creating a strategic plan that has helped me and many others reach success online. I truly hope you find this information helpful, effective, and easy to implement as you craft an engaging online brand that is bound to win with these practical tips and tricks.

WHO AM I?

Asanat "Sana" Akibu is a certified Digital Marketing Consultant who specializes in social media marketing, content production, e-commerce management, and influencer marketing. While residing in New York City, Sana has worked on digital marketing and e-commerce projects for Maybelline, Glamour, BET, Seventeen magazine, Estee Lauder/Origins, Westpointe Home, and Century 21 Dept stores. She has also worked with global clients to create marketing strategies that increase brand visibility online, drive new customer leads, and facilitate ad campaigns across social that reach company goals. Aside from digital marketing, Sana has worked in beauty and fashion for many years as an MUA, blogger, and commercial model.

For more updates visit: www.sanakibz.com

W H A T I S

Y O U R

B R A N D ?

What is a Brand?

Before you can create a winning brand online, you must first understand what a brand is and develop the story behind it. Whether you're a small biz owner or an influencer, social media serves as an "online storefront" for your brand and is crucial to increasing your visibility. Most people believe a brand is merely a logo and a name. However, you need way more than that to be an effective brand with an engaged audience. Before you get started, here are the five questions you have to ask yourself:

- Does your brand inform, educate, entertain, or offer a service?
- Does it serve a purpose or fill a void in the market?
- Who is your target consumer/ audience?
- Who are your competitors and what are they currently doing to capture their audience?
- How can you differentiate yourself from your competitors? What tactics can you use?

If you are like most people starting or growing a business, then you may be struggling a bit with the questions, and that is step one of the branding process. Once you know all the answers to the above questions then you are well on your way to creating a phenomenal brand online.

Let's break it down so you have both the knowledge and confidence to craft a brand that represents you, your overall goals, and how you wish to position yourself in your market.



What is your brand and does it inform, entertain, or offer a service?

Your brand is essentially your promise to your customers/audience. When well-managed, a brand is authentic, consistent, committed to your offerings, and builds loyalty with your customers. A strong brand increases value and allows for higher prices by building trust in the marketplace. It is who you are and what you want people to remember. Whether you are an influencer or a company, you are selling something to people, and it has to be worth their attention and/or money. Will it be informative, entertaining, or offering a service that people need? Through your brand, you're building a relationship with your customers, and relationships are based on personality. When your brand has a strong personality, it does the work of defining who you are to your consumers.

Does it serve a purpose or fill a void in the market?

What sets you apart? What extra juice do you have to season your sauce? I mean let's be honest, if you aren't offering them something new, then why do they want to buy your product or become a fan? There are a lot of people doing similar things online, so what will you do to stand out? You must constantly ask yourself: What void am I filling? What can I do to make my brand serve a purpose? How does this product or brand make someone feel? Is it worth coming back for more? Am I helping to make their lives easier or harder? Remember, great brands do a great job at building on people's emotional intelligence. You must figure out your WHY before you put time and energy into a purposeless brand. No matter how many ways there are to bake a cake, you still have the opportunity to make yours just a bit more special. Always go the extra mile to create a brand worth mentioning!

Who is your target consumer?

When you picture the ideal user of your product or service, or consumer of your content, what do they look like? How old are they and what do they do? Regardless of how great your brand is, you can't impress everyone, so stop aiming for 8 billion people to enjoy what you're offering. You must create a niche audience and stick with them. Start by creating the person that you desire to become a fan of your brand. Give them a name, what are their characteristics, hobbies, gender, age, household income, location, etc. Be as detailed as possible, as this will only allow you to cater to him/her better, and in return see results. You can't create an audience, if you have no clue who that audience is. **Tip:** if you're still stuck, I break it down for you in the next chapter.

Who are your competitors and what are they currently doing to capture their audience?

I once read a quote that said, "To be the best, you have to study the best." Truer words have never been spoken! In order to understand the marketplace for your profile or product, you have to know the leaders in the space and the methods they use. Go through your social media platforms and compile a list of ten successful influencers or brands in your market. Write down what they're doing that seems cool, interesting, or different. See what their fans are saying in the comment sections on their social pages. Read their reviews, forums, blogs, newsletters, etc. Do people love it, hate it, want more, or want less? Is this brand/person engaging with their audience and being personable? Do they post videos daily or just pictures? What are their brand colors and theme? By the time you finish this part, you should have a pretty good idea of what's standard in the market, and what your target audience expects of you at minimum. In marketing we call this third-party research, and this allows us to know how successful brands are capturing their audiences.

How can you differentiate yourself from your competitors?

What tactics can you use?

Once you've done your research, now it's time to breakdown how your brand will stand out from your competitors. Ask yourself (in no specific order):

- ***Is my brand speaking to my target audience?***
- ***How does my brand compare to my competitors?***
- ***What are my competitors doing that is engaging?***
- ***Are they doing contests, giveaways, or events?***
- ***Are my goals realistic to my market?***
- ***Can I collab with any other brand or influencer?***
- ***Is my brand memorable, interesting, and on trend?***
- ***Are my customers offline too?***
- ***Can I go to networking events to meet my niche audience?***
- ***Am I well educated on this topic to sell my brand to my audience?***
- ***Can I learn more skills to help me have an advantage over my competitors?***

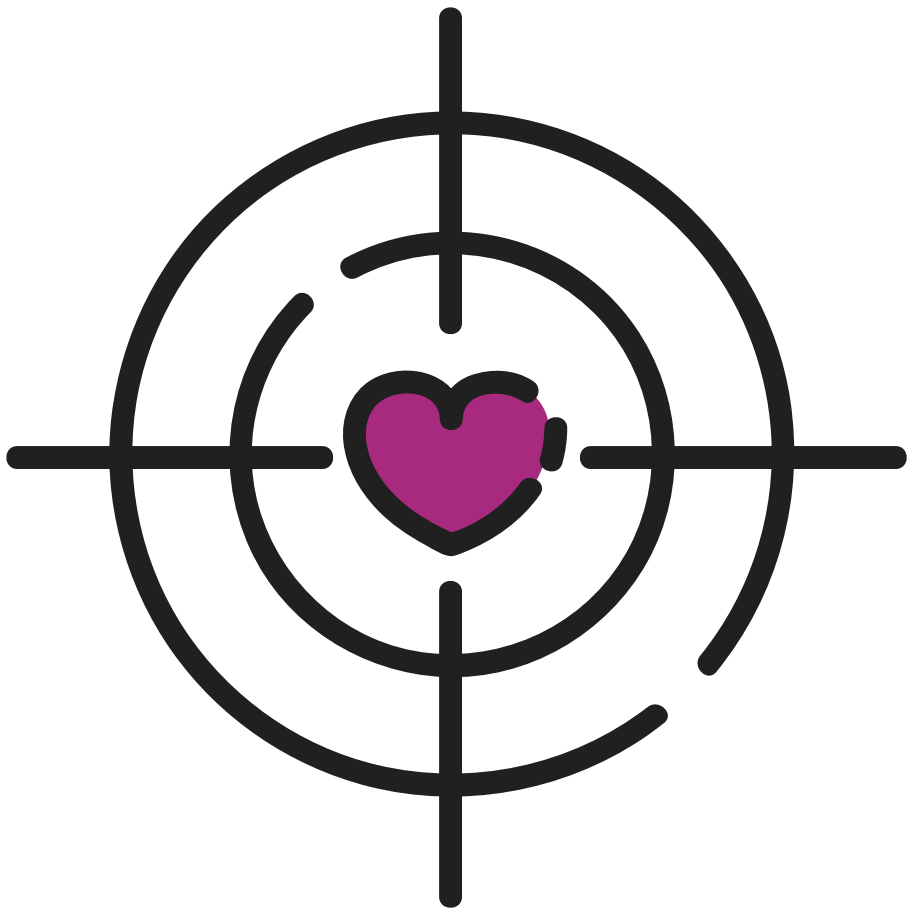
Answering the above questions will help you evaluate where you stand in the market and how you can adjust or improve your brand. Always ask yourself whenever you're pushing your brand message or content: Is this informative, educational, purposeful, entertaining, or even necessary?

W H O I S

Y O U R

**T A R G E T
A U D I E N C E ?**

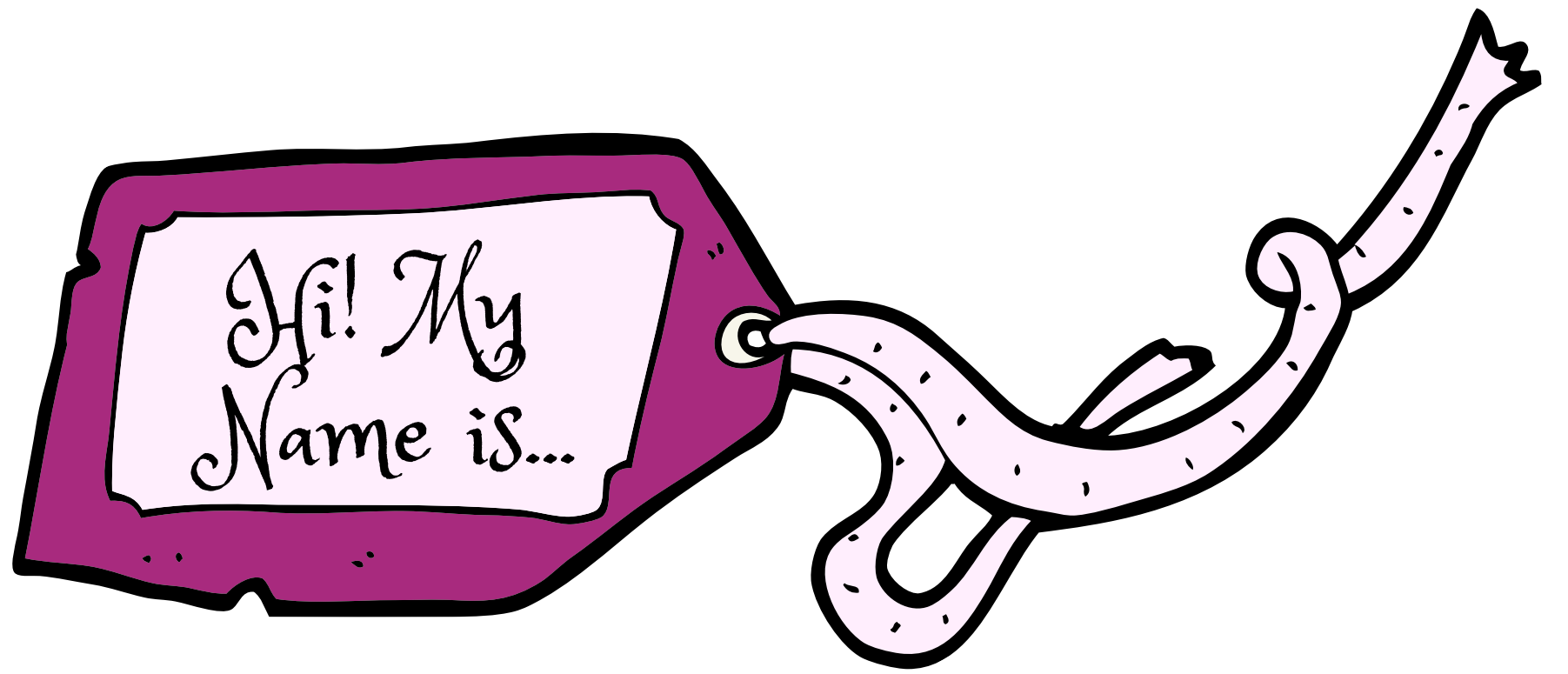
Who is the Target?



Although I've mentioned this topic in the previous chapter, it is very important to go over the subject in full detail because a lot of people struggle with finding their niche audience. If you aren't one of those people, then you can skip over to the next chapter. For those that still need a bit more help, we will break it down further in this chapter.

When thinking of your target market, start by creating a character profile of who your target person is. Identify their key characteristics and give them a name, which will really bring them to life. Once you have this narrowed down, it's much easier to keep your person in mind when crafting your online content. Here's a list of traits you should know about this person:

- **Gender**
- **Age range**
- **Race / Nationality**
- **Location**
- **Income / Career**
- **Education level**
- **Relationship status**
- **Are they frugal shoppers or do they enjoy luxury?**
- **Any life changes (new parents, newly weds, college students, etc)?**
- **What social platforms are they on and what groups are they in?**
- **Do they have any hobbies, interests, or social causes that influence them?**



Other ways to identify your target consumer:

- View your business page insights to check your demographics
- Have some friends or family give you feedback (that fit your demographic)
- Google similar brands! (You should always be doing third-party research.)
- Analyze your competitor's customers/fans by checking their comments to see the type of people that follow them online

Once you've given your target audience a persona, it's now up to you to align your brand with those potential followers and/or buyers. If your audience loves music, create content with the latest jams; if they're big on social causes, emphasize how your brand gives back to the community. Knowing your target market is essential to achieving your goals. It saves you time and resources, while also letting you know what you should, and shouldn't do. After you catch the attention of the right consumer, your job becomes a lot easier and your brand can now begin the process of catering to that niche audience.

Still a bit lost??

No worries! You're definitely not alone. When I began my journey in digital marketing I too was freaked out when someone asked me to define my target audience. I didn't know where to start or how I would create this "persona". So I did some research and came up with the below solution.

I asked myself this simple question: Do similar brands or influencers already exist in my market? Is anyone else selling or doing what I am trying to do? If so, look at their online fan base and voila--you've found your audience!

It's that simple. This is the perfect example of studying in order to be the best. Now, unless you have created something out of this world, the likelihood of a similar service or brand being online already is very high. Scan their websites, social media profiles, retailer reviews, and third-party forums to see if your ideal fan base is there too. This is where you can start finding your audience as you grow your brand and expand your own reach. You don't have to reinvent the wheel to be successful, but you can hitchhike a ride to get there faster!

Quick Recaps

- **Create a list of 5-10 successful brands that are similar to yours**
- **Write the pros & cons of each (what do people like/dislike?)**
- **Write what makes your brand different from theirs**
- **Start engaging with their fan base (like & comment on their posts)**
- **Conduct surveys & ask for feedback from people you know**

T Y P E S

O F

**S O C I A L
M E D I A**

Types of Social Media

Now let's get to the juicy stuff!! The reason why you downloaded this e-book in the first place: Social Media marketing. So much of being an effective digital marketer today hinges on leveraging the right social media platforms in the right way--because they are NOT created equally.

According to Statista (an online portal for market data), a total of 79% of internet users in the United States have a social network profile. The number of social network users in the US is projected to increase from 244 million in 2018 to over 257 million users in 2023. That is a lot of people that you can potentially get your brand in front of. This is the beauty of social media... your business can grow and become successful online.



In this chapter we will go over the major social media platforms, which ones are right for your business, what the best times are to post, and how often you should release new content. Although there are a plethora of new platforms popping up each day, we are going to focus on the top seven social networks: **Facebook, Instagram, Twitter, Youtube, Snapchat, LinkedIn, and Pinterest.**

If you would like me to deep dive into any social media platforms listed below for your specific brand, you can always email me at hello@sanakibz.com.

Connect with ME online:

Facebook - @SanaAkibu

Instagram - @SanaKibz

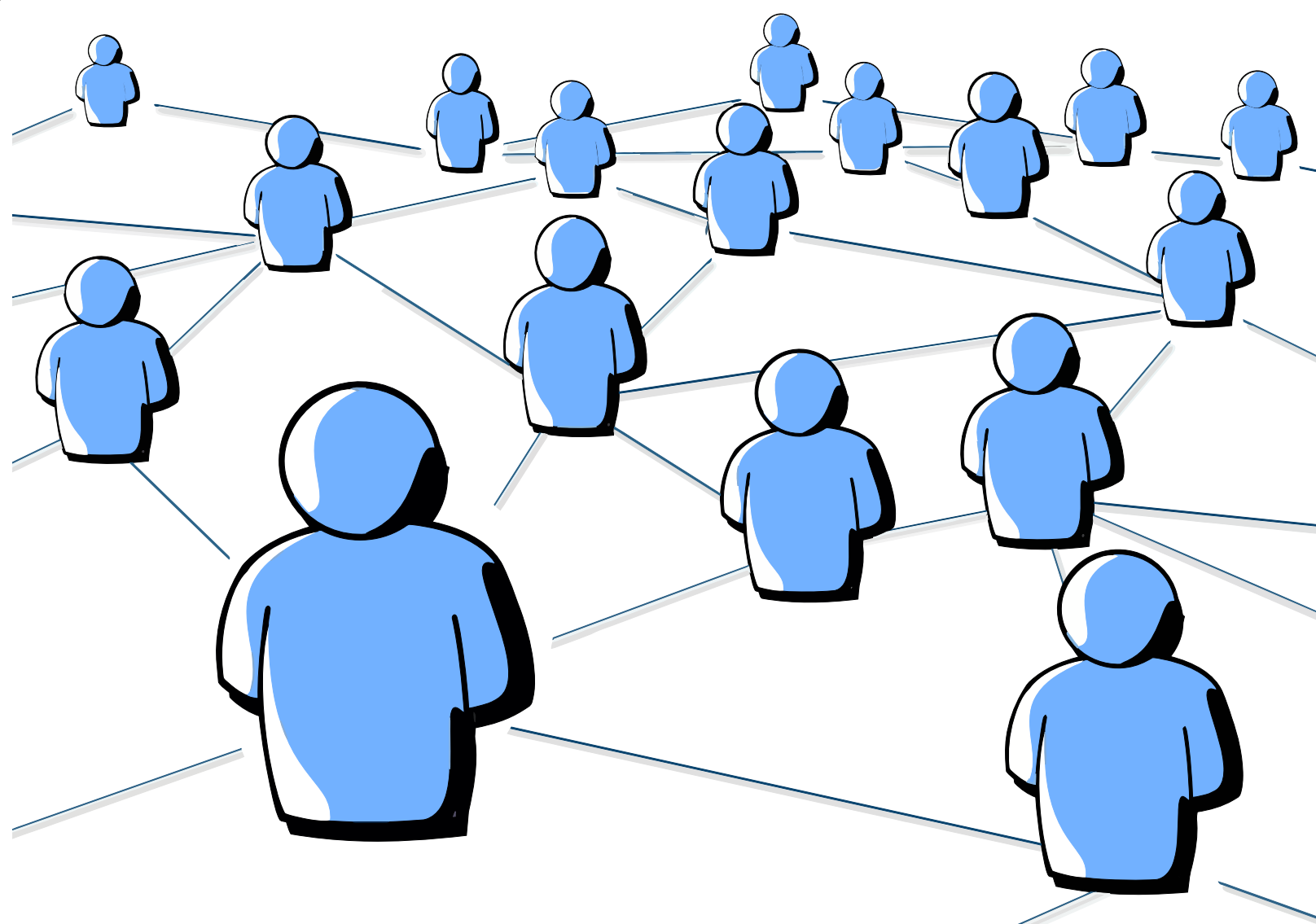
Twitter - @SanaKibz

Youtube - Sana Kibz

Snapchat - @SanaKibz

Linkedin - Asanat Akibu

Pinterest - SanaKibz



See You there!



FACEBOOK

The world's largest social media network with over 2.27 billion monthly active users

Overview:

The powerhouse of social media. From young parents posting their newborns to grandmas doing the latest dances, every audience is on Facebook. Knowing how to capture your audience is very simple if you know how to use this platform correctly. You can easily build a community, share news, videos, or pictures, and stay up to date on all things family, friends, and future fans on this platform.

Marketing advantages of platform:

- Wide age range (from 13 - 105 years old)
- You can set up a brand/business page separate from your private account
- Connects to many useful apps (facebook.com/apps)
- Specific ad targeting (gender, race, location, hobbies, income, etc)
- FB Groups (learn, collab, and push product/services in user groups)

Types of content to post:

- Photos & videos of your brand, behind-the-scenes, news updates, and how-to's
- Motivational quotes / stories of successes and failures
- Status updates of what you're up to, new product updates, and guru advice
- Ask questions and conduct surveys in your FB stories and in your status
- Share articles & blog links relevant to your brand / product (don't be "salesy")

Frequency & Best times to post:

- Daily post of originally created content 3-4 times a week / re-purposed content 3 times a week (repost other users' content and things found online)
- Best times: Mornings 8a-9a, Lunch 12p-2p, After work 6p-9p (Sat & Sun 12p-2p)

MARKETING TIPS:

- Set up a business page to see insights (facebook.com/pages/create.php)
- Utilize FB's "Ads and Business Solutions" sections to learn how to use this platform for your business (facebook.com/business **#LearnWithFacebook**)
- Boost posts on your business page to reach your target audience using demographics, interests, hobbies, location, etc (**start with budget of \$10/day**)
- Create cool ads that captivate your fanbase (facebook.com/business/ads)
- Ask your current fans questions and conduct surveys in order to know what you can improve on (**use polls, survey monkey, or phone a friend**)



INSTAGRAM

The most highly engaged user platform with over 500 million daily active users

Overview:

Visual Marketing at its' best. This platform is the one-stop shop for all things creative content. Whether you're going LIVE and recording your daily life on IG Stories, to posting jaw dropping travel pictures and hilarious comedy skits, Instagram is the HBIC of content marketing. This social channel is very effective at generating brand awareness and growing your audience.

Marketing advantages of platform:

- Good age range (from 13 - 65 years old)
- You can set up and manage five different accounts simultaneously
- Easy and quick access to influencers, competitors, and audience profiles
- Specific hashtags allow you to follow & narrow down your audience
- Direct Message (DM) potential partners, brands, and consumers

Types of content to post:

- Photos & videos of your daily life, behind-the-scenes, news, how-to's, tips, skits, memes, and quotes
- IG Stories: upload daily vlog style videos & pictures that stay up for 24 hours--ask questions, use GIFs, filters, hashtags, and conduct polls
- IG Highlights: add a collection of your favorite IG Stories to your main page for permanent viewing (100 saved posts is the max amount per album)

Frequency & Best times to post:

- Daily post of originally created content 3-4 times week and re-purposed content 3 times a week [re-purposed: using other users' content and things found online]
- Best times: Mornings 8a-9a, Lunch 12p-2p, Afterwork 6p-9p

MARKETING TIPS:

- **A good BIO is key:** Use keywords and #hashtags when describing what you do, also have your email listed not just embedded, and add a link to your website.
- Always **use hashtags** so more people can find you: Post 5-10 tags in the caption and the rest in the comments. IG allows you to have a max of 30 tags per post.
- Tag (**@mention**) other relevant pages and add a location to every post to gain more views / potential followers.
- **Promote** your posts to reach a wider audience (must have business page)
- Visit IG for business for more tips (**business.instagram.com**)



TWITTER

The social platform for sharing and consuming up-to-the-minute news on local and national topics

Overview:

Whether you're watching the Superbowl or your favorite reality TV show, Twitter is the place where all conversations happen. This is the go-to platform for all things hot topics, celebrity news, random debates, and good ol' fashion chit-chat. With over 320 million monthly users, you are sure to find the people who will enjoy your brand, while also sharing and discussing topics that you care about.

Marketing advantages of platform:

- Speak to fans, potential clients, and active consumers directly
- Share your news, links, deals, and updates on your brand in real time
- Join ongoing conversations and read feedback that relates to your industry
- Conduct poll surveys on topics, ideas, and current products for quick feedback
- Create the voice of your brand by adding personal touches to all your tweets
- You can set up and manage multiple accounts simultaneously

Types of content to post:

- Tweets! 280 characters worth
- Share updates, blog posts, articles, quick tips, and threads of how-to's
- Post images, videos, GIFs, and hilarious memes that you find online
- Create and post short stories, questions, and motivational quotes

Frequency & Best times to post:

- 3-5 tweets daily: Your brand is alive and breathing so use twitter to share your curated thoughts and personal brand voice
- Best times: Monday - Friday during Lunch 12p-2p, Midday 3p-4p, After work 6p-9p and during ALL major events / TV shows

MARKETING TIPS:

- Have your website, brand logo, and email address in your bio
- Create a banner image for your page (can be created with **Canva** templates)
- Always use **#hashtags** in your tweets to create more visibility
- Utilize Twitter for Businesses to see how this platform can work for your brand (**business.twitter.com**)
- Check your Twitter insights to see what is working on your page and what needs improvement (must be on a computer to view analytics)



SNAPCHAT

The most popular social platform among teenagers and young adults with over 186 million daily active users

Overview:

This platform gives you the freedom to create spontaneous and informal content that disappears after 24 hours. Users create time limited videos and photos of their lives, while also using Snapchat's features to add overlays to their content. Mostly used by users 13-24 years old, you can build your brand on this platform by being entertaining, inspiring, and very knowledgeable on certain topics.

Marketing advantages of platform:

- Great way to reach a younger audience (13-24 years old)
- You can be spontaneous and relaxed due to the 24 hour time limit on content
- No one else can see the amount of viewers that have seen your content
- You can create custom Geofilters for your local event within a certain radius of your location which adds to the promotion of your brand (depending on budget)

Types of content to post:

- Photos & videos of you, your brand, behind-the-scenes, how-to's, & tips
- Videos of motivational stories that talk about successes and failures
- Videos of trending topics, celeb gossip, & DIYs
- Images and videos using the face filter overlays (that can also be downloaded and posted on other social networks)

Frequency & Best times to post:

- Multiple times a day, at any time -- All posts disappear after 24 hours

MARKETING TIPS:

- You can create your own Geofilter in Canva or via the Snapchat app.
[Geofilter- a designed overlay that goes over your visual content.]
- **Establish a unique approach** that viewers can look forward to such as: weekly DIYs, "A day in the life of", motivational stories, giveaways, etc.
- Partner with other influencers or brands to do "**Snapchat Takeovers**". This allows you to cross promote and collaborate in order to gain new followers.
- Add your location to your snap stories to get more viewers



LINKEDIN

The top social network for targeting B2B and business professionals with over 467 million users worldwide

Overview:

LinkedIn is a business-oriented platform, making it a great resource for building B2B brands and creating strong network connections. You can recruit talent, find prospective customers, showcase your accomplishments, promote your skills, and network in user groups. If you're looking to expand your team or connect with other businesses, this is the social channel for you.

Marketing advantages of platform:

- Working professionals willing to share and network with you
- You can set up a company profile separate from your personal account
- You can give and receive skill recommendations which help increase your network and showcase your expertise
- Specific employee ad targeting (job title, skills, career level, location, etc)
- User groups (Join groups to learn, collab, and push product/services)

Types of Content to post:

- Status updates of what you're up to, new products, brand expansion, etc
- Hiring posts, company news, blog posts (short form 5-6 sentences)
- Ask and answer questions in groups to build connections
- Share articles & relevant links about your industry on your page and in groups

Frequency & Best times to post:

- 3-4 times a week: this is the only platform that doesn't require you to post daily in order to keep your audience interested (yay!)

MARKETING TIPS:

- Create a **company page** so employees can link to it (builds credibility)
- Build connections with industry professionals that are relevant to your brand
- **Join the community** of user groups and utilize the recommendations feature
- Share relevant articles, news, and blog posts that highlight your company and brand voice in groups and on your profile
- Import your **email contacts** to connect with people you already know
- Learn how LinkedIn uses profile data to make sure your ads reach the right people (learn.linkedin.com)



YOUTUBE

The second largest search engine for all things video content with over 1 billion daily visitors

Overview:

The hub for all video content. This social platform allows you to discover and reach new audiences by creating videos that educate, entertain, and inform viewers daily. You have the ability to create your own channel and post videos on any topic, at any time. The key to winning on Youtube is to have quality content that is consistent, on trend, and interesting to watch.

Marketing advantages of platform:

- You can be as creative as you wish to be on Youtube -- don't hold back!
- Target many audiences by creating different types of content, then group them into playlists (each have their own individual link to share)
- Check to see what type of content gets a lot of video views from people in your industry (this should help you to see what's trending)

Types of content to post:

- Videos, videos, and more videos about pretty much anything
- Ideas: get ready with me (glam/makeup/fashion videos), how to make [insert food or craft here], how to exercise/do yoga (instructor/trainer), etc
- Post reviews of your products or competitors products, and incorporate what's going on in your industry into your videos

Frequency & Best times to post:

- Posting once a week is ideal. Most successful YouTubers upload videos every week on the same day. However, there are some that post daily. Set a schedule that you can stick with since videos do take more time to film and edit.

MARKETING TIPS:

- Make sure your videos are shot in clear focus with great lighting and audio
- Use Google Trends to search for video ideas and brand related keywords that can be used in the title of your video (***trends.google.com/trends***)
- Use **CANVA** to create Youtube video thumbnails and in-video graphics
- Create videos that can be converted into Youtube ads (***youtube.com/yt/advertise/how-it-works***)
- Learn how to develop a Youtube channel (***creatoracademy.youtube.com***)
- Re-post snippets of your videos and share YT links on other social platforms



PINTEREST

The digital mood board with over 200 million monthly users with majority of its audience being women

Overview:

This platform is best used to organize ideas, plan purchases, check reviews, and create mood boards using pins for inspiration. You can influence consumer purchases and increase brand awareness by creating informative infographics (such as the one on the next page) and pictorials that break down the steps to achieving a final result by using imagery and creative graphics.

Marketing advantages of platform:

- Majority women (ages 25 - 55 years old)
- You can create digital boards that are public or private. A public board can be viewed and pinned by others, which in return gives your target audience the chance to follow you and see what you're offering.
- Pinterest allows you to optimize images with external links so clicks come back to your website (use plug-ins)
- 93% of pinners use Pinterest to plan their future purchases (amazing for brides!)

Types of content to post:

- Infographics- a collection of imagery, charts, and minimal text that gives an easy-to-understand overview of a topic. (Use Canva or Piktochart to create)
- Images and step-by-step pictorials (a picture guide on how to do something)

Frequency & Best times to post:

- Pin as often as you'd like to grow and enhance your mood boards
- Post pins 3-4 times a week (mostly on weekends when people are at home thinking of new ideas)

MARKETING TIPS:

- Check your **Pinterest analytics** to see what is getting the best engagement and where the traffic is coming from (if something is doing well, keep doing it)
- **Keep your pin boards organized** by topics so your page looks aesthetically pleasing which grabs the attention of other pinners
- Add descriptive captions and **keywords** to your pins so they can show up in search results
- Check to see what **successful pinners** in your industry are posting so you know what your target audience enjoys seeing

CONTENT TIPS FOR SOCIAL MEDIA



FACEBOOK

- Create a business page (separate from personal) and link it to your Instagram & Twitter accounts
- Post status updates, blog links, high quality images & videos of original and re-purposed content
- Post daily: 8a-9a / 12p-2p / 6p-9p

INSTAGRAM

- Create an informative bio with emojis, #hashtags, and link to your website (linktr.ee for multi-links)
- Post high quality images & videos of original and re-purposed content (ALWAYS use 5-10 #hashtags)
- Post daily: 8a-9a / 12p-2p / 6p-9p



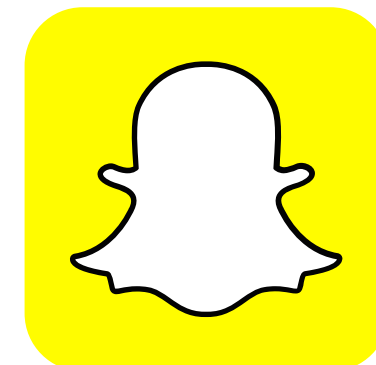
TWITTER



- Create tweets that are engaging, informative and relevant to your brand (280 character limit)
- Join conversations, @mention relevant people, use #hashtags, and post links to your blog/products
- Post daily (especially during events & mainstream TV shows): 12p-2p / 3p-4p / 6p-9p

SNAPCHAT

- Create spontaneous and informal videos of behind-the-scenes, DIYs, and on-the-go stories (snaps)
- Use Geofilters and Snapchat filters on your content to make them more creative.
- Post daily - content appears for only 24 hours



LINKEDIN

- Create personal & brand profiles (w/pic & logo)
- Post article links, find prospective leads and promote yourself as an expert in relatable groups
- Post 3-4x/week (time doesn't matter)

YOUTUBE

- Create a channel and/or collab with existing influencers by sending them products to review
- Search Google & Youtube trends to choose keywords and create entertaining videos relevant to your industry
- Post on a set schedule each week



PINTEREST

- Create different boards consisting of curated and creative pins that relate to your brand
- Add a Pinterest plug-in to your site so people can share and pin your images to their boards directly
- Post 3-4x/week (time doesn't matter)

S O C I A L

S T R A T E G Y

& C A L E N D A R

Social Media Strategy

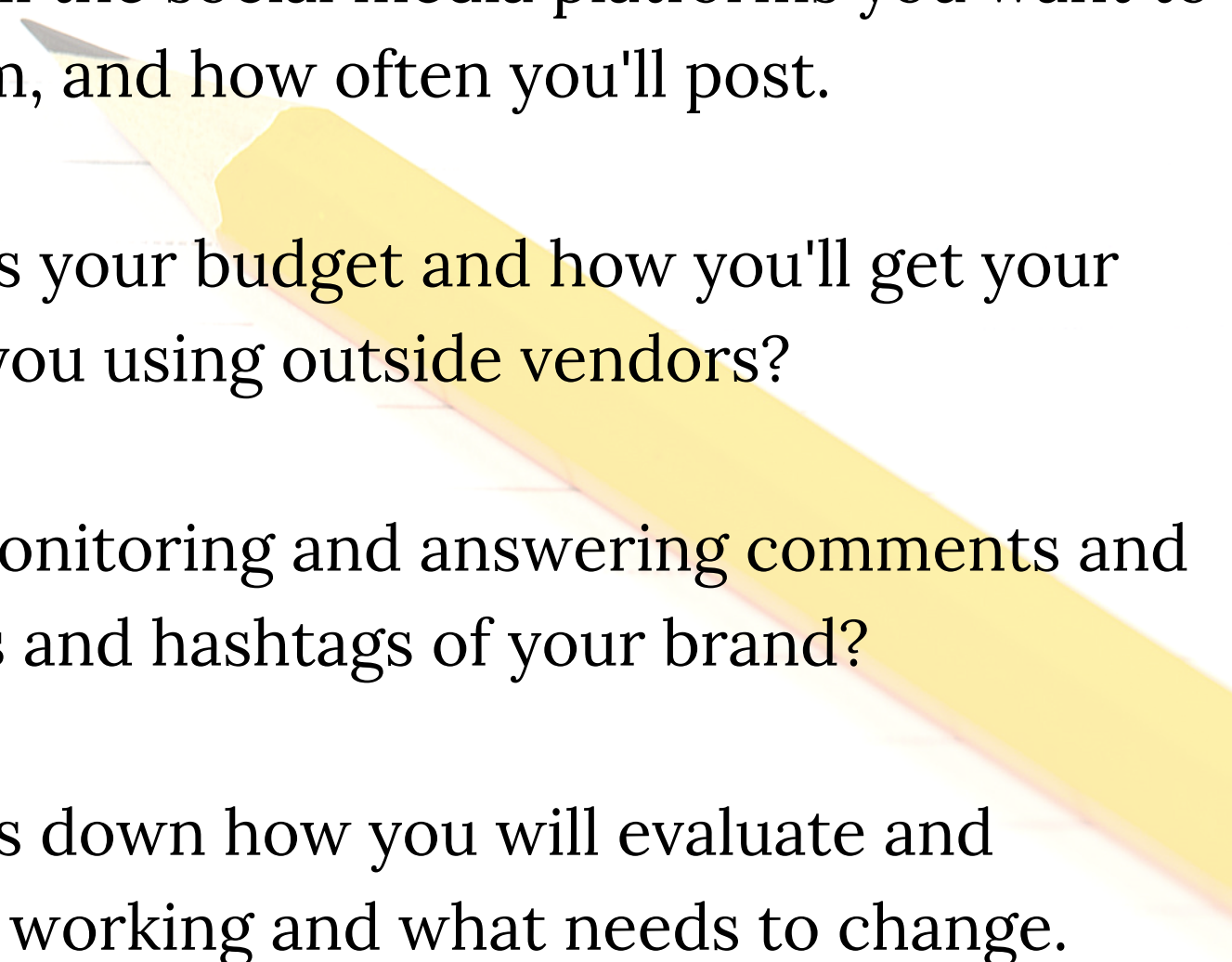


By the time you get to this chapter of the book, you should have a pretty good idea of who your target market is, and what social channels you are going to find them on. In this chapter we are going to breakdown what you need to know when creating your social media strategy.

What IS a social media strategy??

A social media strategy is a document that maps out how a brand or influencer plans to use social media platforms to achieve their goals. Essentially it's a detailed plan that supports the marketing goals of a product, whether that product is a newly launched skincare moisturizer or a public figure.

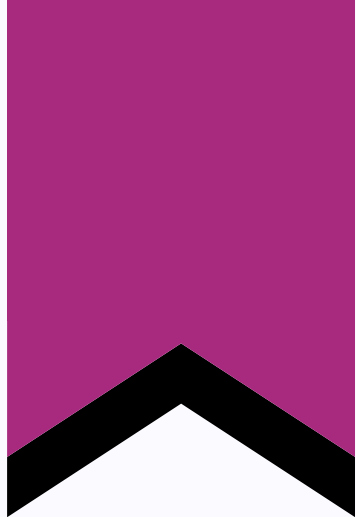
When it comes to branding yourself online, you need to have a planned agenda of how you will handle each social media platform that you decide to be on. You need to be able to drive results, monitor progress, make necessary changes, and track your KPIs (key performance indicators). In order to have an effective social media strategy you need to break it down into these sections:

- **Business Goals** - This section breaks down what your brand goals are and what you're forecasting with this social strategy.
 - **Social Media Goals** - This section breaks down what you wish to accomplish on social media, with projected dates and milestones you want to reach.
 - **Platforms to focus on** - This section lists all the social media platforms you want to focus on, what content you'll create for them, and how often you'll post.
 - **Resource Allocation** - This section outlines your budget and how you'll get your content. Are you creating it yourself or are you using outside vendors?
 - **Community Management** - Who will be monitoring and answering comments and complaints? How will you monitor mentions and hashtags of your brand?
 - **Performance Metrics** - This section breaks down how you will evaluate and measure your KPIs in order to know what is working and what needs to change.
- 



SOCIAL MEDIA

STRATEGY PLANNER



BUSINESS GOALS

☐

SOCIAL MEDIA GOALS

☐

RESOURCES

This box should be used as a creative space to write down all the ideas you have

PLATFORMS

MANAGEMENT

METRICS

Social Media Calendar

Once you've crafted your social media strategy, now it's time to make your content calendar. Part of having a successful strategy is maintaining a well thought out social media schedule. You, and everyone on your team, should know exactly what is going out, when it's going out, and where it's going to. If you plan days in advance (sometimes even weeks) then you shouldn't have a problem keeping your profiles full of creative content.

Why do you need a content calendar?

- **It can be very challenging to come up with content on a regular basis.** Things come up, you get creative block, or there's just not enough time to create on the fly. Planning your calendar in advance gives you the capability to create great content on a regular basis.
- **Engagement matters!** You get to offer your followers well-thought-out content during special dates and events when most of social media is also celebrating. Tapping into the hype can help expand your brand awareness to a wider audience. Hello engagement!!
- **Set your mind at ease knowing it's taken care of.** Planning out your posts gives you the opportunity to schedule reminders, write out your copy (without errors!), and edit your content to perfection. Who doesn't want that?!

Your content calendar should be separated into weekly or monthly sections, depending on how far out you wish to plan. You need to then write out which platform will be getting what type of content, the best times to post, who is in charge of posting (if you have a team), and what creative assets you need. You can also use apps such as CoSchedule and Hootsuite to help you plan , manage, and schedule your social media content.

Examples of Social Content Calendars

Week 1	Sunday				Monday			
Channel	Content	Image Link	URL	Time	Content	Image Link	URL	Time
Facebook								
Facebook								
Facebook								
Twitter								
Twitter								
Twitter								
Instagram								
Instagram								
Instagram								
Snapchat								
Snapchat								
Snapchat								
LinkedIn								
LinkedIn								
LinkedIn								
YouTube								
YouTube								
YouTube								
Pinterest								
Pinterest								
Pinterest								

Your content calendar can be a mix of dates or a mash up of what content to post (such as the example to the right). Whatever route you choose to take, make sure you plan out your posts so they coincide with holidays, celebrations, and the overly done National "something" days! Lastly, you should always follow the 80/20 rule when creating content: 80% exciting and engaging content for every 20% of promoting a service or product. You never want to be a brand that has a page full of flyers and "buy me now" posts.

MEMES	QUESTION OF THE DAY	QUICK TIPS	TUTORIALS	BRANDED GRAPHICS
Because who doesn't love a good meme? Bonus points if it's relevant to your niche. (I'm a nerd because social media memes are my life.)	Ask your followers a question about their blog/biz, advice for your blog/biz, or just something fun.	Secret tips/hacks for getting things done	How-to's and tutorials to help your followers get something done	Visually appealing graphics with your watermark
QUOTES	VIDEOS	ANNOUNCEMENTS	YOUR BLOG POSTS	CONTESTS/GAMES
Written out quotes or graphics with quotes on them. (If you create your own, add your watermark!)	GIFs, funny videos, inspirational videos, etc.	Launches, business news, updates about the biz owner (you!)	Obviously this is a bit part of your social media strategy—your own blog posts!	Caption This photo games, photo contests, challenges, etc.
CURATED CONTENT	DISCOUNTS	INFO-GRAPHICS	LISTICLES	NON-BLOG PROMOS
Helpful links from other bloggers and reputable sources	Discounts/offers on products/services that you offer	Industry-related infographics	Fun listicles from Buzzfeed or informational ones	i.e., webinars, Twitter chats, or collabs you're working on
HOMEWORK ASSIGNMENT	CURRENT EVENTS	BEHIND-THE-SCENES	ENCOURAGEMENT	SOCIAL-ONLY PROMOS
Offer up a homework assignment to help out your followers	Celebrating holidays and other current events	Images of your workspace, projects in the works, etc.	Words of encouragement for your followers	Discounts/offers on your products/services that are only for your social media followers
CALLS TO ACTION	READER SURVEYS	GIVEAWAYS	PRODUCTS/SERVICES	PERSONALITY
Get followers to sign up for your email newsletter, read your new blog post, or buy your newest product/service	Get follower input on your blog/biz	Give away prizes in exchange for likes/followers	Share info about new products/services that you're offering	Include a bit of yourself in your social media by sharing little quips
FREEBIES	VIRTUAL EVENTS	LONGER ANECDOTES	INSPIRATION	TIME-SENSITIVE OFFERS
Incentives for your social media followers	Webinars, Twitter chats, and other online goings-on	Stories, longer tips, and other longer status updates	Inspiration for yourself and your followers	Discounts/offers that your followers have to use by a certain date before they expire
30-DAY SOCIAL MEDIA CALENDAR				

Download Your FREE Calendar

Click this link to get access to an example social media content calendar that can be downloaded and used as a template when creating your very own content calendar in excel or google sheets. Happy planning!

I N C R E A S E

Y O U R

**B R A N D
A W A R E N E S S**

Brand Awareness

Whether the purpose of your brand being online is to push a product, service, or your personality, you must build awareness around your brand in order to grow. You have to give your audience something of value to remember you by, and this builds loyalty, trust, and rapport. When crafting your brand message online, the best way to win is to adapt your content to their ever changing interests, while staying consistent and on trend.

How can I build Brand Awareness?

• Value of Content

Create content that is aesthetically appealing, of high quality, and as creative as possible. Editing apps should be your best friend, as well as having the right equipment. What can you offer to your audience that another brand hasn't? What can you do to establish yourself as an expert? What challenges do your consumers face that you can fix? You should also align your content with high ranking keywords and hot trends to appear higher in searches. Choose a niche and adapt your content and brand voice to that topic. When creating your content also keep in mind that videos perform 60% better than images. Find great video apps in the next chapter.

• Frequency of Content

Consistency matters when it comes to digital marketing and brand awareness. The saying "**out of sight, out of mind**" is very true when it comes to building an online audience. People want to know that you are committed to your brand, and the frequency of your posts show your dedication. In retrospect, you don't want to go overboard by posting 20 times a day on the same platform--that'll become annoying and get you unfollowed quickly. After creating your content calendar and setting a posting schedule, create a theme that can be spread across each platform so your messaging is cohesive on all channels. Be data driven and know what's working and what's not. The last thing you want to do is put time and resources into consistent content that nobody cares to see. If you ever run out of content ideas, use recycled content (go into your archives & repost), UGC, or use re-purposed content.

• Boost Your Content

You can get your content seen by more people with simple tricks such as posting at the best times (see previous chapters), using the right hashtags, and writing the best copy. After finding your niche, understanding your platform, and creating great content, the next process is community building. Ever heard of reciprocity? It is the practice of exchanging things with others for mutual benefit, which basically means you should show love in order to get love on social media. Don't be the brand that is too egotistical to return likes, comments, and follows.

Brand Awareness Tips & Tricks

Here's a list of tips and tricks you can implement right away to increase your brand awareness online:

- **Use Hashtags on all social platforms.** Use a mix of popular tags and specific tags on your posts. Choosing the right hashtags can increase your visibility to thousands of potential followers, fans or customers. **Ex: #fashion #fashiononabudget**
- **Use your Bios wisely.** This is where you have 5 seconds (or less) to tell someone who you are and what you do. Some followers won't even look at your content first, but they'll definitely read your bio to see if you're worth a follow. Be as specific as you can without writing a novel. Include emojis, your contact info, and your website. **Ex: IG Marketer for Small Businesses | sanakibz@gmail.com | sanakibz.com**
- **Design a theme for your profile.** Think of social media like your store front. Better yet, think of it like a magazine. The better it looks, the more people will find it visually satisfying. Whether you're posting only Memes, or black and white photos, make sure your page stays cohesive and shares a similar vibe. **Ex: If you're an MUA post content of clients and makeup, or if you like pink use the same color theme in all your posts.**
- **Find your brand voice and align it with your posts.** Will you be talking to your audience like a "girlfriend" coming over to have girl talk, or will you be speaking like a reporter sharing the latest news? Whatever you choose to post, make sure your brand voice reads through your copy. You should always have your audience in mind.
- **Call them to action!** While engaging with your audience, ask them some questions or tell them what you want them to do. Giving them clear instructions will encourage them to interact with you. When they do comment, show them love by replying and liking their comments. **Ex: "Like this pic if you also enjoy the beach."**
- **Set up a profile on every channel.** Even if you aren't active on all social platforms, you should have your brand on all of them just in case you do wish to become active one day. The last thing you want is for someone else to take your brand name because you didn't think it would be necessary at the time. Also be sure to connect all platform links to your website and email signature to get more followers.
- **It all comes down to numbers.** You can look at your profiles to check for engagement (likes, comments, follows) or you can go a bit deeper and use third-party software to see demographics and conversions. You should also check on your competitors and monitor other brands. See the list in the next chapter for tools you can use for this tip.

I hope the above tips help you on your quest to conquering your brand awareness.

T O O L S T O

R U N Y O U R

**O N L I N E
B U S I N E S S**



RESOURCE TOOLS

March 2019

WWW.SANAKIBZ.COM

PHOTO EDITING APPS

- FACETUNE
- SNAPSEED
- ADOBE LIGHTROOM
- PHOTOSHOP MIX
- VSCO
- AIRBRUSH
- CAMERA 360
- LUMYER
- LUMEN5
- COLOR STORY
- PHOTO GRID
- PICSART

VIDEO EDITING APPS

- IN SHOT
- BITEABLE
- FLIPAGRAM
- MAGISTO
- ANIMOTO
- VIVA VIDEO
- IMOVIE
- GIPHY
- RUSH CC
- PROMO.COM

GRAPHIC DESIGN APPS

- CANVA
- GRAVIT
- BEFUNKY
- RECITE
- UNFOLD
- DRAW.IO
- RELAY
- VISME
- PIC MONKEY

ONLINE BIZ TOOLS

- FIVERR
- STRIPE
- INVOICE NINJA
- GO DADDY
- LEADPAGES
- TEACHABLE
- WEBINAR JAM
- THEME FOREST
- UNSPLASH
- PEXELS
- PLANOLY
- LINKTREE
- HASHTAGIFY
- MAILCHIMP
- BIT.LY

INFO & DATA APPS

- SPROUT SOCIAL
- SIMPLY MEASURED
- HOOTSUITE
- BUFFER
- GOOGLE ANALYTICS
- BUZZSUMO
- SURVEY MONKEY
- GOOGLE PRIMER
- COSCHEDULE
- E-MARKETER
- UNMETRIC
- SOCIAL BAKERS
- CONVERSOCIAL
- INSIGHTLY

Thank you again for downloading my first eBook. Wow! I can't believe it's done! Through this process I truly learned the importance of patience, self-discipline, and putting myself first. There were so many obstacles and distractions that prolonged this book; however I am so grateful to the Most High for seeing it to completion. I truly hope you learned a great deal of information on how to build your brand online. I look forward to seeing your progress and feedback! Please do me a favor and SHARE it with a friend! Use my hashtag if you want to show me how you used this book to help your business: #beautyandbrainstv. Also, if you wish to keep in touch please email me at hello@sanakibz.com, and/or follow my Beauty & Brains IG page: @beautyandbrainstv 