**3 Steps To Building A Profitable Digital Brand**

I'm very excited for today's presentation. You will learn so much in terms of how to create a great digital brand to grow your business. Before I start, I have a couple of key questions. Does this sound like you? Do you have a business that needs a stronger digital presence? Do you want to quickly go to online following without all the frustration and confusion? Are you looking to get more customers, build your client list, and close more deals? If any of that resonate, I want to reassure you that you are in the right place today. Before I jump into the presentation, I want to let you know more about me. As Candace mentioned my name is Juntae DeLane and I know about building brands in the digital space. I noticed like to be a struggling brand builder. After a decade of working with limited resources and experimenting and persisting, I know how to overcome the difficulties of building a brand that converts clients, customers, and gets more leads. I've worked with many brands across various industries and Coca-Cola and Verizon, and NBC Universal and so on and I will share with you the exact same insights that worked for myself, my clients, and organizations that I have helped. I have a passion for helping organizations enhance their digital identity, visibility and credibility. I'm also the founder of Digital Branding Institute a place for resources training and education and the senior brand manager for the University of Southern California were a leader team responsible for managing, measuring, and monitoring all of our digital marketing initiatives. >>, National keynote speaker, blogger, podcast or and digital branding evangelist. I'm the number two top influencer for content marketing , IBM Watson identified me as the digital influencer and I have also been tallied as the top industry influencer to follow on twitter. I'm not saying this to brag but I want to make sure you get a good idea of exactly who I am. I know you guys have had house rules introduced but want to make sure I reiterate this. You set aside time in this webinar today so I want to make sure you maximize your time by turning off your cell phones or shutting down your email because I need you to focus on the presentation. I promise you I will make it worth your while. If you want to tweet or share the presentations do it all. You see my handle their Juntae DeLane at social media as well as the hashtag small business success. >> Again you may have questions throughout this webinar and we will go really fast. I know you guys will have questions. We will be answering questions at the end. >> Let's get down to business. I am so excited. I really feel like this will be the kind of information that can really take your business to the next level. I will show you three proven, specific steps to grow your business online. I have incredible content and I can't wait to share it.

Here is what you will discover. You will discover how to create awareness about your offering. I will talk about how to work smarter and not harder. This is my mantra. We are all busy and we need to figure out ways to maximize productivity. In this session I will show you ways that I work smarter.

 I will also give you my recommended tools for managing social media accounts and collecting emails and securing your brand name across all social networks.

I will also give you my recommended order of operations for building an audience around your offering and converting them into customers. This will keep you from going 200 different places at once. I will show you how to streamline without sacrificing quality. I will cover this in today's session. The session is all about helping by growing a profitable digital brand. I chose this topic because it addresses frustrations that I've heard from many clients. Slow business growth and lack of time or major problem I will take this one by one. Small business growth . If you set up a website or blog and webpage and you are stuck at the same number of leaders or followers and you need a powerful strategy to make it grow. If you have ever worked hard on promoting and offering and you are proud of it and you publish it but it was only to be met with crickets, there are no comments or shares or perhaps you haven't even started because you are afraid that this will happen. Let's say you are short on time. You need a successful framework to help you prioritize in the next steps for growing your brand. Whatever the case may be . I know exactly how you feel. How about a lack of time? Is a huge challenge for most business owners. I'm sure you have good ideas about what to do to grow your audience. Who has the time? You don't have the luxury to focus on building a digital brand and most days it's a struggle to publish content about your products or services, let alone making a meaningful effort to grow your following. Plus all the advice out there doesn't help . Each time you Google a question like how often should I post on Facebook? You have to dig through countless posts and it takes so long to figure out what to do. When you figure out what to do, you may not have time to get it done . I know this sounds familiar. Or you have too many options. You want expert recommendations for the right tools and resources to build your digital brand. I understand their frustrations. You're not alone. I did not have the right tools and strategies in place. The good news is they can be overcome. I've worked with brands and individuals in the situation. I have come across many hidden gems. People have a business but no one knows about them. Or people who have built great off-line relationships but have a limited digital presence. When I come across these I ask myself how much greater the revenue would be if they had a stronger digital brand. It's unfortunate because I believe they are leaving money on the table by not investing in a digital brand. I am here to help you do that. What is the answer? As you may guess. It's building a digital brand. That's why I am here at this SCORE conference because I want to help you do that. I will show you three crucial steps to build a profitable digital brand so you don't leave money on the table. Let's dive in and get started. >> Step number one is defining your digital brand. It's getting clear in your message and how you are uniquely propositioned - - position to sharing your audience. If you speak to no one - - if you're speaking to everyone you're speaking to no one. All too often I would meet with clients and asked them what do you do? They would go on about the services and offerings but there was no central focus. How your brand is represented in the space is what separates you from the competition. If you are in a saturated market you may be viewed as a commodity. Using your uniqueness to position your brand will get more customers. When you define your digital brand, you define how the customer perceived your business. I know firsthand if you don't clearly define your positioning, your customers won't waste their time. We all know time is money. The more time it takes for you to explain your offerings the more money it takes to market it. The fatal flaw that causes most businesses to fail is simply the lack of clarity in the message. Your first step towards building a profitable digital brand is to define your value quickly. Here's how you do it.

You need to create your elevator picture. That is strategy number one.

 Creating this will help you define your digital brand so your target audience can quickly understand exactly who you are and what you offer. Why is this important? Your elevator pitch will reference everywhere online. The website, social media, review sites and more. The elevator pitch will allow you to distill down to pure forms what you are and how you offer and that focus can help set you apart from all the competition. You have a few seconds to make a powerful first impression. Let's face it, the attention span of customers online is a few seconds. You have that limited time to get their attention before their mind starts to wander. There is too much competition online. You need to grab their attention quickly or you risk losing them forever. >>

 I would recommend you view your biography or your about us page as an elevator pitch. It's an overview of who you are and what you do and how you help your customers or clients. It's you selling yourself or your services in a very brief and concise manner. The priority for the pitch should be to capture the listeners attention and make them want to know more. It should include your name, company, product, target customers, or consumers, and of course your unique selling proposition or what difference you have compared your competition. The last thing which is important is a call to action. Your elevator pitch should definitely have a call to action. Your action items is to create an elevator pitch. You can use it to place on your website or social media counter wherever. If you already have an elevator pitch I suggest updating it. >> I will give you a few rules as you begin to construct your elevator pitch. The first rule is this. Prioritize clarity over cleverness. It's all about clarity. If you have clarity about who your audience is and what your unique proposition is, you can write content that moves the needle for them and for you. Also be concise. If you want to distill the language down to its most concentrated form and just remove any extraneous words, and get it crisp and clear . You want to be specific. As I mentioned earlier, if you are speaking to everyone, you are speaking to no one.

Strategy number two is to create your brand slogan. You can consider this the public facing version of your value proposition. When I started building my brand I did not have a clear direction. Creating a brand slogan folks - - force me to get clear on who I am and what I had to offer and you can do the same. Let me give you some examples. Mine is your digital branding evangelist. I want everyone to know that I am dedicated to digital branding. You can find my slogan on the website and social media Your slogan should be featured prominently throughout your presence. It lets readers know instantly who you are and what you offer and if they have come to the right place. It's more important to have a slogan in the digital space because people don't spend that much time doing research online because there are too many options. They bounce. You must establish your slogan to display it online to gain the attention of potential customers. It's important where people are serving the Internet and bouncing off pages you have a few seconds to communicate what it is to offer. If you don't create a slogan people could be confused. When they get confused they go elsewhere. You have to be clear and that is what I want for your slogan right now is to make sure it is clear and concise. I suggest putting your bland - - brand slogan at the top right of your website. Strategy number three, find the intersection. This is where it all comes together. You want to look for the intersection of your audience and your offering. You see these two circles and how they overlap. Right there is the sweet spot. This is where you have the opportunity to make a great impact on your following. [Indiscernible] your product or your service and that the intersection where you can make the greatest impact. Let me give you some examples. I found - - founded Digital Branding Institute because I've spotted an intersection. I've come across many jams and people who have businesses that no one knows about. And organizations that may be using marketing tactics from five years ago. Overall, they needed to understand the power of digital branding and how it can be used to improve their business. I wanted to create a resource that advances the practice. I thought if I focused on this intersection and created the Institute I could gain traction. It has. The same is true from my online education and training , I built that at an intersection. My audience was telling me how they struggled to get everything done and how busy they were and how little time they had. As a person I spent years working on digital brands for myself and clients and organizations I had answers for them. That is what finding your intersection is about. I ask you, what is your intersection? Where does your product and service overlap with your audience's needs? Once that is down, you have found the sweet spot.

For your action items. Jump in and start helping. Whatever you do or whatever you offer, try to help at least one person a day. Respond to questions in online communities and execute searches for people talking about your product or service or your industry and don't wait until the right time to jump in. Jump in and start helping your audience and your customers by positioning yourself and your brand as a resource. You can do this easily. Once you've identified that intersection between your audience and your offering, you can start from there. >> I have covered a few key strategies that will help you define your digital brand. Now I will move to step two. Build your digital brand. Building a digital brand is the most effective way to market today. Why? The chances are, your target audience is going to interact with your brand, your digital brand before your physical brand. If you hear about a new business or organization, what is the first thing you will do? Will you walk into the brick-and-mortar location? You will not. You will look them up online. That is why it's so important to utilize digital branding because it's an effective way to market your products or services. So tactic number one, >> To ensure your audience gets the right information, the first time , you want to focus on building your home base. You are probably saying what you mean by that? For most of us the home basis our website or blog. It's a critical component of your digital brand. The matter how tech savvy you are, you must have a visually appealing home base. Here are your options.

If the purpose of your home base is to showcase your brand or to allow people to know you are you can use several items . They are simple, easy to use and cheap. If you require a little bit more functionality, building a self hosted website is a great place to start. If you are serious about building your digital brand, I highly recommend using a self hosted WordPress website. It makes it easy for you to create a webpage that has some pretty complex functionality if you want to add things like shopping carts or blogs or message boards. They can be accomplished without knowing how to code and most of the sites I work with are from word press. To get a self hosted site you have to have a hosting service. I'm not going to go deep into hosting services, you can simply Google search hosting services and you'll get a list.

The URL or web address also plays a critical role in your digital brand. Of course how people view you online. The name you choose for your domain name, doesn't have to be your exact business name, but it should be memorable and descriptive so it can set you apart from the competition. Sometimes adding descriptive words like homemade or bakery or a city name for a local business can help to differentiate you. It helps with your search engine optimization as well. >> A quick and easy way to search for a.net domain name is to use the website keep dreaming up.net. You can find different names and use the domain tool to give you suggestions for alternative names. If your original name can't be register. Now .net is one of the most original extensions established 1985. It paved the way for dreamers for decades. It has about 15 million registered .Mac net domain names end with over 19 years of accuracy and stability, .net is the ideal place to build your ideas. This is so important. There are several different domain extensions that are popping up. You want to make sure you have a very stable domain name. If you are questioning that I recommend that you search for information about it. Also keep dreaming up.net if you want to search for your domain name.

In choosing your domain name, you also want to think about the letters that come after the dot com , but the key is to make sure your domain extension is highly recognizable so your customers know and trust and click on it because there are a lot of consumers who may be confused when they see these brand-new domain extensions. Another way to represent your business is through a company branded email. A company branded email makes customers feel comfortable knowing they are communicating with a reputable company. Don't use the Gmail account. Don't use Yahoo, Apple Mail. You want to make sure you have a branded email address. >>

 Here is your action item. Consider registering your domain names before you need them. If you have a very unusual business name you may get lucky and get a domain name registered with your business day. If you have more of a common business name, the likelihood of getting digital agency.com will be small. If you are an expert or you have a private practice, I would highly suggest you do this as soon as possible. Especially if you are using your full name as a business name. >> Tactic two. Build your email list. An important part of building this is building your email us. I am often interviewed on podcasts and radio shows and TV shows about one thing I wish I knew. When I started building my digital brand. You guessed it. It's of course building an email list. If you want to succeed in digital branding, you have to get serious about your email list. I wish I would've known this from day one. When I was trying to build my brand and then woke up and realized I wasn't serious about building my email list. It was hindering my ability to monetize my brand and my ability to create a bigger, more engaged online audience. Your email list is one of your most valuable assets for your brand. Why? It allows you to initiate contact with followers. This is something you cannot miss. It allows you to initiate contact. For example, instead of waiting at your home base, hoping that they will drop by the party, you are essentially knocking at your door with a personal invitation. The good news is easier you do this, it's very easy to do this. You have to give a quick three actions to start building your digital brand in this presentation. I will give you those reactions. The first one is selecting an email provider. This is an online tool that you will be using for managing and communicating with your email subscriber. I'm sure you know this. Your outlook, or Apple Mail because they are not set up for mass email blast. You will need something more sophisticated. This email provider the pricing may range when you try to choose and it is arranged based on the complexity for the needs and size of your list. You have to have an email service provider. One of the email providers I recommend is mail chimp. You can use a Weber. They are fantastic tools so I would advise you to check those out.

Action item number two is to install a sign-up form on your site. This is a simple form you installed to collect the name and email addresses at any interested customers. I'm sure you have all seen this before. This is something we do in digital branding institute. I suggest placing this collection form on the top rate sidebar. That is the most prominent space on your website. It's a good place to put your email address sign-up form. You can do this by adding an email subscription plug-in. This is especially true if you are using word press which I recommend everybody use. I have been using

 WordPress for over a decade. One thing I love about it is you can extend the functionality of the basic software with plug-ins. Often times the plug-ins are free. Here are a few you can consider.

One is opt in monster. The other is SUMO . These are two easy to use email subscription plug-ins and you can use either one.

Action item number three is to create an email incentive. As I mentioned earlier I've come across some clients who are starting to build their digital brand and are looking for ways to grow their following. One way is by creating a compelling email incentive. What do I mean by that? An email incentive is a valuable piece of content that you will use to send to readers in exchange for their email address. Needs to be something truly magnetic

 and irresistible so people can't pass up on the opportunity to obtain a copy. Here's an example. We are offering this book called the digital branding checklist for small businesses. Outline strategies for small businesses. Here's an example of a book we created to improve your digital branding efforts on social media.

 I know that creating something like this can be intimidating. I will boil it down to a few simple steps for you to create a juicy, email incentive. The first is to examine your existing email content. You can go into your blog archives and look at statistics on your very best performing content. That should give you a clue that the content can be massaged and turned into an email incentive.

 The second step is to choose your format. It may be an e-book or something as simple as a cheat sheet or list of tools which is far easier to create and easier for your audience to consume. That brings me to step three make it a quick win. What do I mean by that? You have to promise you will do something for your audience if they subscribe. If they give you their email address, you have to solve one of their problems. The objective of this is to cure frustration or overcome some type of obstacle. Ultimately, you want to give them a quick win.

 Number four, crafted you see headline. I mean something so juicy it will be hard to resist.

 Number five is outsourced the design.

 You want this to look professional. You don't have to pay an arm and leg to get it done. You can go to sites like 99 designs, or upward. There's a bunch of them out work - - out there where you can get world-class talent that's an expensive.

For the next action item for building an email list is to install an email collection form on your site. I want to give you a warning about this action item. Don't wait until you have an email incentive to do this. You are probably asking why. You are creating email incentives and while you are creating one you could essentially be collecting email addresses. You don't want to wait. You will collect a lot more once you have an email incentive. You don't want to wait.

Tactic number three. Build your social media accounts. You know this is an area where most digital brand or see the least return on their time. It's often

 a time hog. Most of us have very active social media presences but we struggle to increase followers or increase engagements with our audience. There are several social media platforms that you can claim - - there are several social media account names you can claim and you want to do this as soon as possible when building your social media account. Now 'knowem' is a tool for this. And of course when building your profiles you can use this. You can try to use canva to build your digital brand. Your main objective is to focus on how to be social. Not how to do social. That is so important. Focusing on how to be social. Definitely take your social media game to the next level. Being relatable with your target audience also will help to separate you from your competition. You want to engage on social media the same way you would engage in the real world.

Your action item for this tactic is to choose your primary social media channel. I know there's a lot of people out there giving bad advice. They have gurus that suggest that you have to be everywhere and you need to be on Facebook, Twitter, LinkedIn , Instagram, all of that stuff. I advise you choose one platform to prevent overwhelm. For me it was twitter in the early days for you it may be first - - Facebook or LinkedIn. Focus on one.

 It's better to have a significant presence on one social network than a deluded presence on several. Also you want to find out where your customers are spending time online. Of course focus your efforts there. I would suggest starting with Facebook because it has the most users.

The first step

 into building a profitable digital brand is to find your brand and the second is to build your digital brand. Here is the third step. Manager digital brand. I mentioned earlier my mantra is to work smarter not harder. What does that mean exactly? For me it means focusing on maximizing a resource to accomplish my goal. One tactic is to leverage other people's property. For years after I blogged I was wondering why no one was reading any of my content and you may be asking yourself the question. I stumbled upon a secret. Using OPP, other people's property.

 Keeping in mind blogging is a communal activity. Those who participate in the community when. Once I tap into that I experience more audience growth in six month - - maths - - months, that I had in the six months prior. I began to leverage other people's audiences for my own benefit. Here's a tactic you can use to do the same thing. Tactic number one which works in is so important to try is guest posting. Most people spend their wills trying to increase traffic on their own blogs while overlooking the fact while overlooking the fact about guest blokes - - guest post. This can be the same for your business. Nothing can grow a digital brand like guest posting. Guest posting is great for search engines because you will get back links from those posts as people bring people back to your site.

 It naturally introduces you to new communities and it allows your ideas to spread more freely. This is an essential marketing strategy for any business that is trying to get market penetration into different areas. >> That's why we created this digital post which outlined the five important questions to ask yourself before guest blogging. Step number one is to check the guidelines. Blogs that accept guest posts typically publish these sets of guidelines. Step two is study the blog. Find out what kind of voice they use and what kind of categories or topics they cover. Step number three is to contact the blogger and tell them the idea that you have about the blog post and then write the best post that you can. This is important because I know a lot of - - anyone creating content a lot of bloggers with the scarcity mentality, they will say I'm not going to put all my best stuff on another person's website. Here is the problem with that. You never get a second chance to make a first impression.

 Especially if that blog network has a bigger following than your business. Focus on submitting your best work. >> Your action item for this tactic is to make a list of five blogs you will approach about guest posting. What aspect of managing your digital brand is five course creating content. In particular, repurpose thing your content. There are several ways to say one thing and then why do we continue to struggle in creating content? I've come across organizations that want to create content to stay relevant. They focus on creating more and more content. I understand why this is important for your business. I'm sure it's become a struggle to keep up. It doesn't matter who I work with. It can be an individual or an organization, looking to enhance your digital brand. I often find that people continue to create more and more content. They believe the more content they create, the better chance they have to connect with consumers. They find themselves stuck on that hamster wheel. If you work smarter and not harder, you would find that you should focus on repurpose thing your content.

 If you ever celebrated Thanksgiving in the US then I think you may know. You're probably familiar with all of the different foods eaten you have the turkey the dressing or stuffing. You have cranberry sauce and gravy and every year you also have leftovers. What do you do with them? You repurpose them. Growing up I recover my mother offering creative ideas on what to do with our leftover turkey. She talked about turkey soup, casserole, turkey pot pie, enchiladas, you name it. I think you get what I mean here. My point is repurpose thing your turkey dinner is similar to repurpose thing your content. Essentially creating one big piece of content that you can slice and dice and repurpose into smaller pieces of content is key. Those smaller pieces are the leftovers. I love this analogy because it drastically increases your production and surpasses any content creation mental block. It's easier said than done.

You want to repurpose content like leftover turkey. Like you I understand the pressure to create valuable content can become overwhelming. Trying to create say an e-book every month are coming up with new topics for blog post, it's easier when you use pre-existing content. You can take your most popular blog post about a certain topic and turn that into an e-book. Then you can repurpose that e-book into a slide share presentation. You can take that shame - - same e-book and turn into a months worth of blog post or turn the blog post in and into graphic . Everyone wants to assume content in different ways. Some people may want to read an e-book while other people may be more fond of video content. Overall, repurpose thing your content will allow users to consume content in ways in which they are comfortable. In addition, increasing the variety of your content available offers more ways for your content to be consumed . As a result it increases the consumption and then increases the desired action you want from your consumer.

Here's the tip. If you don't have time to create content, document your journey. The bottom line is stories sell. Stories bring us together and allow us to connect and if you are building a business, people want to hear your story. Find the stories that exist in your business. Either ones that have happened are ones that are still ongoing. Find ways to document them for your audience and potential customers.

 When storytelling is used in a way to convey your company's mission, and resonate with your audience, it can lead to more sales. If you are at the stage where you are looking for money from investors, it will help in that process as well. The bottom line is if your mission is the heart of your company, stories become the soul.

Another tip is to schedule your content. You can then add presence on more than one social network as time permits. You want to focus on one and commit to a posting schedule. In other words, you don't want to post when you feel like it. You can do that too. You want to have a schedule. You want to have a posting schedule. It is important. For example, if the digital brand - - at the digital brand Institute we schedule frequently. I understand what doesn't get scheduled doesn't get done. You also want to block out time regularly to rejoin the conversation and interact with followers. This doesn't have to take a lot of time. It can take a few minutes a day.

You can use scheduling tools such as buffer. Or you can co-schedule. You don't need all of these. If I'd pick one I would probably start with buffer. You can use that to manage all of the content you share. These tools allow you to schedule in advance so you can essentially set it and forget it. If you want to schedule social post for new content, but also for popular content from your archives. One question I get is how many times should I schedule the same piece of content.? New people are coming to your social media channels all the time. They are up in the morning. They may not see a post at night. They probably have never seen any of your old content or they were not around when you publish that incredible article about your business that got so much traction. You want to keep resurfacing that content and continue to bring it to their attention. You also want to track engagement that you are posting and then tweak your strategy so you can post during peak engagement times. I know a lot of these tools have this functionality built-in.

 Another tip is to post what you find interesting. It's more than just taking a picture of your lunch and posting it. Those kinds of posts are generally boring unless you are a food critic or blogger. I suggest sharing a resource with people are asking a question and may be providing a discount or sharing something personal. Build post types into your schedule so you can have a variety of posts.

The next tip is to determine when you will engage. Asking for engagement from followers and then not engaging is a little bit like disappearing from your own dinner party. It's not good. You want to block out time regularly to rejoin the conversation and interact with your followers. It doesn't have to take a lot of time. It can take a few minutes a day. Model the behavior that you want from your consumers and you will see engagement in no time. In other words, if you are not bothering to engage with them, they will not engage with you.

Third tactic, practice batching your content. What is batching? Is doing a lot of similar things at the same time. For instance, you wouldn't make a single cookie at a time. You'd make a whole batch of them. That is the same thing for your writing or whenever you create content. Half of the challenge is getting into the creative writing space so you can actually produce content. You will say - - save a lot of time by knocking out multiple posts.

Let's recap. I have covered a lot of things but they are focusing on three critical steps. They help you build a profitable digital brand. Step one is define your digital brand and step two, build your digital brand. Step three, manager digital brand.

 If you implement these action steps, it will jumpstart your audience growth and give you more exposure for your business. Let's be honest. This is not a comprehensive list. It's a large list but not comprehensive . There are so many steps that you will need to take along the way, to have digital brands that you know your business needs. If you have taken the first step by registering for this webinar

 I also recommend you follow the right resources to create a schedule to continue learning how to build your brand presence in the digital space. I hope this information was extremely valuable. I was excited about presenting this to you today. I hope that all the information in this presentation leaves you with actionable insights that can take your business to the next level.

With that said, I will open it for questions. >> Thank you for that presentation, Juntae. We will open things up for the Q&A portion. We invite you to use the Q&A module on your screen to submit your question. I will read as many as we can in the time remaining. We don't have time I encourage you to connect with a SCORE mentor after the webinar. They are available in the mentoring hall. You can connect with Juntae off-line. With that you can jump into the questions. >> We have a lot of good questions here. Amy writes how many times a day do you recommend posting?

 I usually give this analogy. How many times will someone take a five dollar bill? What is the value of the content you are posting? That's a vague way of answering but it provides context. Providing value is the key. As many times as you can provide value the better. Also depending on your social network we have to understand the audience when they are awake or sleeping or if you have an international audience. You may post something in the morning on twitter, and someone overseas maybe waking up and checking their Twitter newsfeed and they won't see your content. So you need to re-post that same content. If you have a very successful piece of content by having a high number of engagements or shares, I would continue recycling that post as well. Finding that balance between reposting your current content as well as recycling some oldie but goodie pieces of content. That would be a great strategy. I hope that answers your question.

What are your thoughts on video blogging?

 I love it. I think it's the current wave . More people are starting to consume video content and more people are wanting to know about the lives of either people behind the brands or about the personality or the private practitioner whatever the case may be. Video blogging I love it. >> How important our hashtags on Insta Graham - - Instagram.

 They are very important. A lot of people use them to find content relevant to them. I would include hashtags in every post. You may find a list of hashtags you will use for every post that has to do with your industry. I love - - I would not post anything on Instagram without a hashtag.

 How long is the maximum domain name length ?

That's a good question. I don't know. I would - - let's take a step back. We would not want to have a domain name that is a full sentence in the first place. Even though I don't know, I know as a marketer the shorter your domain name is the less your consumer has to type which makes it easier to market. My answer to that would be try to keep it as short as possible and then I think that would make your marketing efforts stretch a little bit. That is my response. >>

 Elaine submitted that question and you can certainly connect folks with the dot.net booth. I encourage you to do so. We have another question about the purpose and content. What is the best way to repurpose content?

 To remind everyone I will try to go over these quickly. I think we have a lot of questions coming in. I believe Rhonda asked that. Basically the best way to repurpose is using the analogy I gave about things giving dinner. What I would do is focus on creating one long piece of content. Let's say it's a blog post. It's a 1500 or 2000 word blog post. I would break that up into maybe smaller chunks and include that piece of the blog post on other networks. It could be LinkedIn for example. I would repurpose it by putting it on may be medium.com which is also a good one. Then I would also focus on may be creating a podcast basically reading your blog post. I would include maybe a video and may be picking up your smart phone and creating a video or creating a story out of your content. Those are ways I would repurpose.

You have to give credit when repurpose singer using information ?

If it's your information

 no. I think what they are referring to is when you are aggregating content . Of course when you aggregate content you want to cite the source or if it is Twitter obviously including the handle. If you blog at the least include the name and a link to where you found that resource. That should cover it. >> Jane rest you put all of your content in the same place? If not, how do you determine where to put your content ?

Great question. My response would be, once you have

 a decent number of content, then you can start to syndicate that content. That means you can spin the content you have on the blog and submit it for guest blogging opportunities across the Internet. That way it will have some Google optimization choose for example . There can be a link back from that syndicated blog post back to your original blog. Also if you are looking for ways or opportunities to post your content outside your blog, I was simply Google search

 let's say your industry, that keyword industry so it's - - if it's helper fashion it can be fashion and then blogs and see what comes up.

I'm a little unclear about a compelling or juicy email incentive. Can you give an example?

 I think based on the examples I gave earlier we had a checklist for small businesses at Digital Branding Institute and an e-book about measuring digital brand impact. Other incentives would include maybe a video or a video series people can opt into. To learn how to do a certain thing . It can be a free consultation as an example. If you provide some consultations. You opt in and once you submit your email address you can sign up for some email consultation . Once you provide your address you can be able to put them into your marketing system to present them with offers later.

 We recommend finding the right blogs for your industry or business crack

When you Google search, the industry keyword plus and then blog, you would find a list of popular blogs within that industry. I would start off with the Google search.

What was the free graphic design template site you mentioned ?

It was canva .com. They provide the templates you can use when creating graphics.

When sending an email blast how do you know you won't be blocked or flagged as a spammer?

 Ultimately you want to limit your ability to be blocked as a spammer. There are different ways you can do that. There are many different moving pieces. In short, on a high level it has everything to do with the domain name and everything to do with the history if a lot of spam has been sent, your email service provider and so on. More specifically it it may be sending it. Understanding what spam filters are as important. I would say if you are a Gmail user, everything in the promotions tab is also being filtered based on the type of email sent. Meaning if you have a bunch of HTML elements in that email, that filter will automatically trigger and put your email in the promotions tab. That means if you were to write a simple letter, then more than likely it would go into the primary box. Taking a step further with regard to spam, filter for words such as free is a trigger. Even the words click here can be caught in spam filters or anything like that. Those type of things. You want to avoid those types of things. And even overly sales like messages are ways in which that email can get caught in spam filters.

Should you post or repost things on different social media sites? Do you use the same content on Facebook you'd use on Pinterest? >> I think you have to look at how content is presented on each platform. What I like to do is leverage functions and features native to that platform. For example, Insta Graham are images and stories and so on. You may want to repurpose some content there. You may want to include eight treatable quote and so there are ways to share the content but spin it a little bit so once it comes across a users timeline on either network the content would still be engaging. I wouldn't - - there so much content out there and is difficult to rise above the noise, I wouldn't worry too much about spending content if you don't have time to. You want to make sure that you are posting content on networks where people are most likely to engage.

Had he position yourself as an expert or a valuable resource when you're just starting out and just learning? What does someone have to offer of value? >> For myself, the reason why I became a thought leader is because I was simply learning. I do not call myself an expert because so many things are changing. Facebook is now releasing a new algorithm and I think yesterday Twitter expanded its limit to 280 characters so there's a whole another strategy in order to leverage that new feature. As you are learning about that make it known. Start

 sparking conversations and you mentioned social media groups. If you come across an article about the new expanded limit asked questions in different social media groups and by simply sparking that dialogue you will be learning with others as well as because you are bringing that topic to light, you get a little bit of juice. Your authority is lifted because you are probably bringing this new topic to someone's attention. That is how I would begin by positioning myself as a resource. If I am not creating content that I am aggregating content and making sure that members of my community know about it. >> Unfortunately that's all the time that we have in this webinar. If you have additional questions you can certainly stop by the dot.net booth in the virtual content where the team can help you with any of your marketing needs. Of course you can always get custom advice personalized for your business in the mentoring hall or from a SCORE mentor. Juntae thank you for your presentation today.

 Thank you. I enjoyed it. >> Thank you so much for participating. We will see you in the next session.

[ Event Concluded ]