**Next Level Branding Hacks to Promote Your Business**

Thank you so much. Hello everyone I am excited to be presenting today. I am going to talk about the next level branding hacks to promote your business online. So I have a couple of questions. Does this sound like you? To have a business that needs a stronger digital presence and you want to build an online following without all the frustration and confusion or are you looking to get more customers, build your client list and close more deals? If so you're in the right place thank you for registering. I want to make sure that you maximize the value that you get from this webinar so that means eliminating distracting's so put your phone on mute close out your emails whatever you have to do to get the full potential of this webinar please go ahead and do that, I am also active on social media so if you guys like anything that you see feel free to converse with me via social media my handle is right there and I like to use the hashtag digital branding. We will have a Q&A session at the end of the presentation. So feel free to pop in your questions in the chat box. Just to let you know a little bit more about myself, again my name is Juntae Delane. It is a unique name but it is great for a marketer being unique and people can Google search me and I pop up but most people don't know I started my marketing career off as a DJ helping local artists in San Francisco with creating a fan base online. I also dipped my toe in the water building a social network, during that time there was another guy on the East Coast building one that focused on college students so I figured mine would be better because it focuses on entertainment but he is now over $63 billion and let's just say I don't have that much. Also I am the founder of digital branding Institute online and we provide entrepreneurs, small businesses and marketing managers information and insight they need to build the digital brand. I am the senior digital brand manager for the University of Southern California where I lead a small team focusing on digital communication for enrollment service. I am also a speaker a keynote speaker, I have had the opportunity to speak around the world regarding digital branding, my work has been featured in some notable publications. Entrepreneur Forbes so on and so forth. Through my agency I had the opportunity to focus on building brands for many different high profile individuals as well as Fortune Brands. I have accomplished a lot in my career but I think my most notable accomplishment would be a recent accomplishment certainly obtaining my private pilot's license so I'm sure we may have one or two pilots on this webinar. Definitely looking to connect with other pilots as well. But obviously that is my most notable for myself and recent accomplishment. So I am saying this to let you get an understanding of who I am and my experience around digital branding and in this presentation I want to talk about next level branding hacks to promote your business and utilize some tools tactics and techniques I have used across the board for many organizations I have worked with and many clients. So I will go ahead and dive in and for today the main focus is going to be how your consumer distrust impacts the path to purchase and I will get into the specifics around that and then how your brand voice is impacting that path the purchase as well. And then how to utilize micro moments to increase visibility and how to go from being transactional to experiential and I will explain about this in the upcoming slides. The bottom line is that consumers are becoming savvy and often they are confused and do not know the difference between fact and fiction. There is a lot going on in the political arena and around the world but with all the fake news, product placements media scandals and so on it's difficult for the consumer to understand the truth or the fiction and a lot of the content that they consume. In fact in this recent study only 48% of respondents trust businesses. That means the other half the 52% do not trust businesses so I think there are three main events that happen within the last 15 years, 10 to 15 years that contribute to consumer behavior. I really want to get a good idea of what you guys think those events are. In the chat box go ahead and type in, make a guess and typing what the events could be. These are major events within the last 10 to 15 years that really shaped consumer behavior. So I will hop into the first one. The first one is, yes the occupy Wall Street movement. The reason why this is important to understand his things have changed after this. So 10 years ago or so when this movement happened it really forced organizations to revamp communication strategies. They were forced to be transparent because of this financial meltdown. People were upset and in Brandon businesses they stopped placing a corporation on the name and really had a negative connotation with that particular word in the brands would disassociate themselves from being big and wanted to position as being small which is why influencer marketing has become more prevalent throughout the years. So because of this event brands had to reshape their communication practices, they had to open up and be more transparent. That is quite evident in much of the communication we see today. The other would be them movements, these particular movements empowered consumers and it was evident they had a voice and that really fueled the way that consumers started to interact with friends and even patronize brands because when the average consumer thinks about marketing they believe that marketing is supposed to illuminate the company values. But oftentimes there is a disconnect when the company is associated with individuals that presumably do deplorable acts. I think the third one would be, this is the most recent and we all know who this guy is, my arch nemesis. He had testified in front of Congress regarding the Cambridge analytical data breach. If you are a marketer you know this is a day that lives in infamy because things started to change, social networks started to change business models based on this event, based on privacy and data breaches and so on. We have noticed during the past year or so that it's more difficult to connect to the social networks through third-party apps meaning you always have to reconnect with your apps via social media and so on because there is API restrictions on the amount of data that Facebook in particular will allow for the third-party apps to have. So we have that to deal with as well as the information that is available to us where it has become limited because of Facebook sort of locking down there API. So this is very important because consumers see this upfront, he is testifying. There is a great deal of buzz around privacy in social and digital overall so this means ethics come into play with regard to what we are doing with consumer data. And consumers are really understanding that companies such as Facebook and Google are using their data in order to do things like stop them with ads or manipulate emotions or even their political views. So this ultimately means the consumer distrust that has happened throughout the years as consumers become more savvy it is starting to impact the path a purchase and the way in which they are able to do business with you. So oftentimes I come across businesses that have a very traditional linear type of funnel and this is your average sales and marketing funnel. No matter what industry you are in or how long you have been doing business you have to consider this type of funnel so what I want to do now is I want to take a break and get a good understanding of who is actually on the line. So I have a poll if you guys wouldn't mind. I want to make sure I get a good understanding of how many years have you been in business so I can tailor this presentation for you guys. Go ahead and you will see the questions pop up on your screen if you wouldn't mind please go ahead and put in some answers. Multiple choice very easy. If you have been in business 0 to 1 RAC click A. If you been in business for a while go ahead and click D. We have a good mix of startup individuals and others in business more than five years. Awesome, thank you so much this is great, keep going if you have not submitted your information. To narrow it down even more, I want to know what industry you are in. So if you can give me a quick answer on your specific industry hopefully I can speak to some of the challenges within the industry. We are waiting for the results to come in no. Great. We have many different industries from arts and entertainment education and technology, healthcare professional services, real estate, marketing communications awesome. Others we have some others as well. Thank you guys so much. Great. All right going back to the slides again I mentioned this is a traditional sales and marketing funnel starting from the top where you have awareness, consideration, decision and retention but what is interesting is as consumer distrust starts to build and as consumers become more savvy they are actually going around your traditional funnel meaning you may have a downloadable incentive or landing page where you are collecting information on your target audience but as consumers you become savvy and they realize they are going to be followed up with some email communication maybe even through snail mail or have a representative reach out so they may not go through that linear type of funnel that you set up for your business. This is important to realize because nowadays this is the new funnel it means people are going outside. They are doing research online, going to social media looking at engagements and your digital footprint to see if they will put your business on the short list. To patronize. Those are things we must consider as things become, as it becomes more difficult for businesses to target their audience to the API restrictions and data restrictions as consumers become more savvy and let's be honest many consumers think they are marketers so they have a good understanding of the marketing messages that are sent to them and we have consumers that have really gone through a series of events in the last 10 to 15 years that are making it difficult for brands to connect. So what do you do when the situation is occurring? How are you able to get the next level branding hacks to promote your business in this type of space? As you guessed I am man evangelist for digital branding so I think digital branding is the key to making that happen. In particular when it comes to marketing overall I think digital branding is the whole puzzle and I say the whole puzzle because you have different pieces of the puzzle that are your very traditional digital marketing tactics. You have social media, you have content marketing and SCO. With social media, I think it has gone from a very organic platform to the pay to play. If you guys have been in business for a long time you know that back in the day when you were getting the majority of the reach for your Facebook following know you're getting less than 1% so I would have clients that spent countless amounts of hours trying to build their following only to have that following or excuse me that reach suppressed by the algorithms for many of the social networks and they are forced to pay the audience that they spent so much time building. So now there is no longer a social media platform it is more social media marketing and has become a pay to play type of platform and with content marketing I think now consumers are starting to become inundated or saturated with so much content they understand a good piece of content. They understand the formula that a good piece of content has and it pulls out your heartstrings, content incorporating other influencers so on and so forth. So this decreases the efficacy of that piece of content along with there being so much content out there we have to consider what else do we need to do in order to rise above the fold and capture the attention of the audience? And then we have SCO another piece of the digital branding. We have to change the things we are doing to remain at the top of the search engine and is gradually starting to change and there are brand signals being incorporated in the algorithm so I am kind of getting high level but I want to give a good understanding of why digital branding is so important in today's day and age and marketers are looking at the next thing to help them really connect with their audience and I wholeheartedly think digital branding is that thing. We have defined digital branding as the identity visibility and credibility among consumers who discover relate to or interact with a brand on digital platforms so we have to consider the digital footprint and how we engage in creating various experiences so we can build a great digital brand that would lead to more customers, more clients and more leads. So how can you enhance your digital brand? What do you need to do to take your brand to the next level to promote your business online and so on? So now I'm going to focus on the different tactics and hacks and tricks and so one that will get you more exposure online. Understanding that we have a industry where you know consumers are being or questioning the type of communication we have and questioning the way we use data so these hacks will focus specifically on that. So the first is identity. So I want to focus on a hack for your identity. It all starts with your brand voice, there are many things we can do to build identity online but I want to focus on your brand voice. There are a lot of things I get from clients trying to establish your brand voice through communications you have, content you create and so on. At a granular level there are four components of your brand voice, your character, your purpose, the language and your tone. So your character is a set of human characteristics attributed to your brand voice, the purpose is the point of view which delivers genuine value to your customers, the language is the body of words or phrases or terms you use to describe your purpose or in reference to your products and your tone is not what you say but how you say it. Encompassing not only the words that you choose but the order, the rhythm, the pace and so one. I will give you a case study example for the University of Southern California. Our brand voice we have in the digital space is different from what we post on the website or print collateral and things like that. So with the character we post questions and we want to make sure we pose questions and answer them so the audience knows there is a human responding to them and everything is not automated. And then for purpose the purpose is to convey the experience of USC and being on campus what it's like to live and to learn and the language we use has to be purposeful and we want to make sure we provide guidance to the target audience. The tone has to be conversational and authentic, very different from what we would have in the print collateral or on the website so those things are very important to us when we talk about the brand voice so hopefully you can use this to your advantage as well when shaping your brand voice. It is interesting because recently I was in the San Francisco Bay area at a theme park and I came across this sign and I said I have to absolutely put this in the presentation because this is what I believe is a brand fail and it is an advertisement from allegro, I hope we don't have any representatives or anyone who uses it on this webinar but we can see that. So I think this is wrong on so many different levels but ultimately it does not connect or resonate with me and I think it is the same for many of the target audience. I say this is a brand fail because in a survey 70% of respondents are irritated by the use of inappropriate jargon or slang by brands and again this goes back to the authenticity and transparency that your target audience expects. Let's not put up any fronts so as a brand we want to make sure we have the brand voice that resonates with the target consumer. So I have this acronym that I like to use when determining your brand voice and what it should be. When you are auditing your brand voice I recommend you use OPP notes not the OPP you might be thinking like this popular group, I don't know if you are maybe 35 and older you will be familiar with this group but it is the objective, the promise and the personality of your brand. This is not overly simplistic but it really will give you a good gauge on how to audit all of the content and information that you post online and so on. So your objective is how does that piece of content deliver your message in a unique way? How are you unique and how are you transparent? That should be your objective. When you create content that should be your objective. And then you also have your promise. What is your promise? Have you lived up to your promise to help your target audience solve some of the challenges? And then your personality. I consider personality the window to the soul of any brand and if you have more personality you are going to have more organic reach. So by using this acronym OPP you can use it to audit the concept you have, the objective, the promise and the personality. If you have checked all of these boxes that mean you have a great piece of content and a great brand voice because it should deliver on these three things. So that is one hack. The other is to be memorable. Of course everyone wants to be memorable but it's more important nowadays because with all the content that is out there with the publicity stunts you have to be memorable. So I am sure you guys know or you may know some of these people. I know you know one of them for sure on the left but the other you may or may not know so one is obviously Donald Trump and the other is Cardi B. I left because this is probably the only webinar where you have a comparison of Donald Trump and Cardi B ever but it is important to know that when you think about individuals or celebrities that are influential people that are memorable you have to consider these individuals. Some may say these individuals have certain things in common, they're very boisterous, some could say that sometimes they suffer from slurred speech or whatever the case may be but what is interesting about these two is that they have a presence on reality shows and these reality shows are interesting because they are memorable characters or memorable people on these reality shows. So I often tell marketers as I speak that we should watch reality shows and sometimes people say it can be done for market research. Whatever the case may be. If you watch reality shows you know there are individuals that are characters and they are very outgoing and what are they trying to do? They ultimately want to have a spinoff show because they are very memorable characters. I bring up this analogy because when you look at your brand in today's day and age how memorable are you? What are you doing to be memorable? A great example and case study is Wendy's. Wendy's came out of nowhere and started roasting everyone. Competitors and people who engaged with their social media content and so on. Essentially no one was safe and this created a firestorm on social media and what is interesting here is that, that brand has gone from servitude to attitude. So what exactly does that mean? We know that people go on social media now to be entertained. And they want to interact with the brand and have an experience with that brand. So Wendy's is a great case study because they have gone from servitude to attitude. Here is an example of hamburger helper. They took a play or a page from Wendy's playbook. They posted or someone posted a PSA knowing how to mix hamburger helper doesn't make you waste material. And hamburger helper jumps in and says this makes you husband material? And then another person commented and so on and so forth. Really what this means is on social platforms consumers don't or customers don't want to be helped they want to be engaged.

[ Captioners When it comes to social media at the do with customer service. Three years ago. Right? You don't see that much anymore. You don't see those types of sessions in various conferences anymore because the landscape has changed. Away the consumers are using social media today has completely changed. Again they want to interact with your business and have an experience with that interaction and it should be an experience with your brand. Not only just to serve them with customer service responses, they want to have that experience. They want to be engaged. That is a great hack that you can utilize when engaging or with individuals online. So, what do you do? You want to make sure that you reassess your brand voice. Earlier I mentioned using OPP. That objective, the promise and the personality for your brand voice. And to check all of your content based on that acronym. You also want to make sure that you have a brand voice that resonates with your target audience. And I had a survey earlier for you guys about the different industries that you guys are in. What I can tell you is no matter what your industry you are going to need to be personal. You are going to need to be a conversational and transparent. It doesn't matter what industry you're in. At the bottom line, that is what is going to appeal to consumers. All right. I will go to the next one which is the second tenant of digital branding and that is your visibility. I'm going to provide you with packs on how to increase your visibility. First things first. It is to use micro trends. So you're probably like saying what exactly is a micro trend? I'm going to tell you. Here's a perfect example of a micro trend. Now, we all know or we may all know who this person is Beyonc&#233;. Right? Anytime she does something it pretty much shuts down the Internet. Right? Whether she is dropping an album or having a concert coming out. Whatever she does seems to create a firestorm. Now, a couple years ago she actually had a performance at Coachella which is a popular movie, music -- it also became a documentary on Netflix and so, she had a step routine which is -- comes from a black fraternity and sorority activity they do. And many of her fans were wondering what is that? What is she wearing? What are the costumes and so on. And during this firestorm on social media but we were able to do is create a replica of what she was actually wearing. And during that time we had a national every client and run a website and we actually created these ads from the website and we created these items on the website, excuse me, and created an ad in leveraged this social trend this micro trend, during the performance and we were able to get an increase of over 400% based on utilizing that micro trend. So this is an example of how you are able to utilize micro trends for your business to get more paid and even organic reach on social media in particular. So, how can you utilize these micro trends for your business. Well, one thing you must do is you have to assess what -- you have to assess your agility. You have to understand OK, based upon your current resources, that's obviously the team you have individuals you have participating, the budget you have and so on, are you able to leverage these social trends. Hopefully you want to get to the point where you are able to do that because if you are running any type of ad campaign you will make sure you use this tactic. Because -- the other one would be to develop a protocol for leveraging this micro trends. So depending on your industry there will be many different events that are going to create some type of buzz via social media. So you have the Super Bowl, you have award shows, you have conferences, conventions, seminars, and so on and so forth. Heck, even this particular presentation your score can be a micro trend as people start to engage in real time with the content being presented here.? Leveraging these micro trends so it can benefit your business is key. And developing a protocol that involves the dates and times of events that are within the wheelhouse of your industry so that you can be responsive and create targeting -- targeted campaigns around that trend. So that is very, very important when you want to increase your visibility in the space. Now, another is to use micro moments. Now, what are micro moments? Of course you guys are asking that but a micro moment really involves the context, the intent and immediacy and really here is where that sweet spot of where your target audience really wants to essentially throw money at you. It has to do with you being there, being useful, and being quick. So what does that mean? Well, being there essentially looks like you focusing on moments that people are ready to patronize your business. So you have to ask yourself certain questions. Where are your target audience? In particular when they are searching for your product? Are they at home or in the streets or in your brick-and-mortar store. Is at 6 PM on a Friday or 6 AM on Monday. When our people actually searching for your offering. And being there is really that pivotal moment when they are searching for a. So what does that look like? Here's an example. You can create an ad campaign for red roof Inn neck that targeted people that were in need of business lodging. So, a micro trend is for example during a time when the Boeing max ache -- Max 8 plane was down that prevented or that provided a lot of cancellations for business flights. So, leveraging that micro moment is focusing on creating advertisements that speak to business travelers that were down because they schedule a flight on a Boeing Max 8 plane. So that's very specific. It's a micro moment because they are looking for lodging during this time. So that's an example their. The other component of micro moment is being useful. So when you know when your target audience is looking for your offering you have to provide useful information. Right? So, a good case study here would be the Home Depot. On their YouTube channel they provide a great deal of content that is useful. Now, whether you are looking to install some tile or fix a leaky sink or whatever the case may be, you know if you search Home Depot's YouTube channel you will be able to find videos that will help in that process. So, what I love to ask businesses is if you were to do a content audit how much content do you have that is useful to only your target audience? Without the mention of any of your product or service? And if you have over 40% then that certainly is the problem. So I would bring that number down. Create context specifically uses to your target audience. Once I consume the content they will drill down to your page, your social media accounts or where ever you are distributing your content and that goes to your website and your website should do some of the heavy lifting at that point. Right? So that is being there and being useful in a micro moment. Then the third would be to be quick. This is what I call decreasing the amount of friction that it takes for your target audience to actually convert and for me friction looks like if you don't have a website that's optimized to where the most prominent item or offering is above the fold, if they have to actually get in touch with you via phone, or schedule a meeting or anything like that, right, that is potential friction. So what you want to do is try to eliminate the amount of friction that you have for your target audience. That has everything to do with being quick. And so if you have an app based on the survey with Google survey, 58% of smartphone users are more likely to buy from companies whose mobile sites allow them to make purchases quickly. This is commonplace, right? I think as marketers and business owners we really don't take a concentrated focus on the ease of use. For our target audience. So, here's an example of the progressive app. I like their app because it is straight to the point and has information on the app that is there when consumers need it. So imagine how the consumers have actually use the applicant they're stuck on the side of the road they want to get to make a claim or get help. Right away.'s they have large buttons and limited options that are specific to the experience that the target audience has. So again, that has everything to do with being quick. Right? So the essential here is utilized micro moments when you are disseminating any campaign. That micro moment has to do with you being there when your target audience is actually looking for your offering and being useful and providing them with useful information, and then being quick to make sure that they can quickly leverage your offering. All right? I want you to focus on those things as a potential tact for building and promoting your business online. The last tenant is your credibility. That's the last one for digital branding. To build your credibility you guys should focus on promoting digital experiences. This is important because based on the survey and this one came out this year, customer experience topped content marketing, a top personalization and even social. This means that your consumers would prefer to have an experience with the brand over anything else. So this is important to realize. Like now, nowadays consumers are wanting that experience with you. As I mentioned earlier about establishing that brand voice and having the experience, even leveraging micro trends and as a experience different things online you can hop into that conversation and incorporate your brand during that experience. Also, those micro moments when you're focusing on campaigns that are targeted to specific moments where your audience needs your offering. It's all about that experience and that ultimately will increase with your level of authenticity and credibility for your audience. And I say this often to clients. Just because you can't measure it doesn't mean it doesn't exist. You may not be able to measure the experience that your target audience is having with your brand, or business, but it definitely is there. They -- it is contributing to the way in which they convert. A great example of this is Hondas random acts of helpfulness. Now, this is a campaign that has been going on in my area in Southern California. Essentially what Honda is doing, they are helping people. That is all they are doing. And they have a large add spin on radio, billboards and so on that basically showcases all of the ways in which they have helped their target audience. I have gone to a Rams game, a Los Angeles Rams game, and they are always there and helping people driving people back and forth to their cars. You know from their cars to the stadium. And it is something I think provides a great experience and memory because if Honda positions themselves as helpful in these potential consumers are looking to buy a car then they probably think that Honda would be able to help them in that process because they are positioning themselves as helpful. Right? So these are the type of experiences that you can hopefully implement for your brand as well. Now, in this survey, 65% of buyers find that a positive experience with the brand is more influential than great advertising. Think about it. Positive experience with the brand is more influential than great advertising based on the survey. That is something I really want you guys to take away. Because the objective here is you have to go from being transactional to experiential. So no matter how long you have been in business, no matter what industry you are in, you must focus on providing the experience before the transaction. If you have an ad campaign that is very linear, not providing an experience, just telling people to, hey, here's my product and here's my offering and here's my service. Consider me when you are looking for it. Right? That is very transactional but that experience is utilizing those trends and micro moments so that you can start leveraging the experience that your target audience already has with your campaign. With your brand. With your message. Right? So, the keys to success here, if you're trying to take your brand to the next level, and build your business and promote your business online, you must focus on understanding today's consumers. Meeting that today's consumers are savvier, they have a slight distress when it comes to brands, in particular large brands, and they are savvier. They understand or they can forecast some of the marketing messages that you disseminate. Then reassess your brand voice as I mentioned if you have more personality in your brand voice you will be able to relate to more of your target audience as well as you will be able to increase your organic and even paid reach on social media because most of the algorithms are focused on those types of personal engagements. Then using those micro moments to increase your visibility. Focusing on the moments when your target audience actually needs your offering. And create memorable experiences. Because those memorable experiences outweigh even great advertising. So, the problem here is businesses connecting with people. I think that no matter how long you have worked with in your business, you have an idea on where your target audience is but the biggest challenge is connecting with them. So if you want to take your business to the next level, if you want to soak us on promoting and building your business online you have to focus on connecting with people and providing experiences that would bode well for your brand. And that is the most important that's what I want to leave you guys with today. I will go ahead and pass off to Alexa for any of your Q&A.

Sounds great. Thank you. We will go ahead and start the Q&A portion of this webinar. We will do our very best to address as many questions as possible in the time remaining. We do typically have more questions asked then time allowed to answer so if we do not get a chance to address your question during this live session we recommend that you reach out to your mentor or request to work with the mentor after today's webinar who can assist you further with your question and your business needs. So with that, let's go ahead and jump right into these questions. Our first question comes from Britney. Britney is asking just to clarify, if micro trends considered a small or temporary trend?

So, thank you for the question. Yes, I would say that it is more of a temporary trend than a small trend. Right? Because you can have a trend that involves millions of people online and I would say that it is more of a temporary trend.

Next question is from Jenny. However we have received many questions from participants around this as well. From folks who are one person business or so entrepreneurs and asking if the branding hacks, is this something they can do themselves or should they have a marketing company do this for them? They are mentioning having limited budgets and yet needing to grow. What can you speak to regarding that?

I deal with a lot of startups and entrepreneurs and so on and of course I consult with them so one of the things I mentioned is I try to take audit of their current resources and see how we can leverage those resources to take advantage of those micro trends and micro moments. So, if you are a solo entrepreneur or a loan person responsible for marketing in your organization there are things you are able to do without a budget. But it all boils down to the strategy. Right? So there is a couple resources again Alexa mentioned the score mentors to help with that and I also have resources at digital branding Institute.com that will help you as well but if you are that loan so you essentially want to do as much as you can to be active on social media. If you are active on social media then you would have different opportunities that would surface. Once the opportunities surface then you can do what you can to leverage those opportunities. If that is having attaching pre-existing content to use those hashtags that are involved with that trend, make sure you post that blog post using the hashtag. That's an example there of one of the ways you are able to do that. Another way would be to continuously consume as much content and participate in these women are because there are some strategies that can come from these types of events. And the others would be utilizing tools to help you in this process. So there are tools you can use, one is Google alerts and I think everyone knows about Google alerts but they don't use them a lot so make sure that you create a Google alert for your brand name or any of the offerings and even some of your competitors because another tool called mention and that tool allows for you to view the mentions for your brand or your offering on social media. It's the same thing as Google alerts but it's for social media. Those are a couple free tools you can use.

All right. This next question is from Tiffany. You might need a little bit more information on this but maybe it's something you can answer in a general way. Tiffany says that she has been trying to brand a certain way for over a year and constantly improving but still not connecting to the audience. She wants to know if you think it might be time to rebrand.

So, I think there are a couple things in play here. One it would have to do with targeting. To make sure you know exactly where your target audience is. The other half with the if you are looking at your competitors to see the makeup of their brand, to see if it meets or exceeds that. So usually when I think of rebranding I think that the fashion industry. You have different fashion trends that come about every year. For example no one is really wearing Hawaiian shirts, I hope no one is wearing Hawaiian shirts, but just kidding, I think that's a good example of the trends. So if your website or your brand imagery is like that you may need to change depending on your industry. Right? So, I would take a look at both of those things whether it be to make sure you are targeting the individuals that are your core consumers and the other half would be to make sure that you do an audit for your competitors to see if your brand at least meets or exceeds their brand. And that has everything to do with your brand voice and the type of content you create, the colors and the font choice and so on and so forth. We have a couple articles on the digital branding Institute.com that can help you with that as well but I would consider those two things are.

The next question comes to us from Brenda. Brenda says she's part of a network company -- network company and oneself you can suggest how she can use social media without mentioning her brand. But yet get customers to her website without making them feel tricked into going there. Any suggestions?

Actually, a lot of clients come from this multilevel marketing industry and one thing I always tell them is to focus on establishing your authority. It has to do with the example I gave with Home Depot as far as providing a great deal of content that is focused on helping that individual but not speaking to the offering. Right? So, ultimately what you want to do in social media in particular is established your social channel as a resource that have to do with the offering. And, once people drill down to who you are and what you are about they should be able to contact you. So this means you will be creating deals and sending people to meetings and events based on your engagement on social media so if you post something on social and you have a good call to action meeting the call to action that sparks engagement, it could be a question and so on and so forth, you will get a bunch of responses. Based on those responses you have to apply to each and every one of those people and also direct message them and an opportunity to participate in an event that would help them with their particular challenge. You don't have to say, hey, I'm in marketing come you don't have to promote that. You have to promote your social media handles as a resource for the -- resource for the social media platform.

The next question, this comes from Catherine. Catherine is asking if you could elaborate a little bit further on the personality aspect of OPP.

All right. So as I mentioned OPP is the objective, the promise and the personality. So consumers see personality, your personality, as the window to the soul of your brand. Your personality is going to provide insight on if your target audience is able to do this with you what that experience would look like. Meaning if you were trapped in a room, not trapped but if you're in a room with a brand, what what that experience look like. Do you want to run from then or want to engage with them? So, that personality should showcase exactly what that is for your business. So this has everything to do with the type of content you create, this has to do with how you respond, are you buttoned up or are you casual? Are you providing -- using any of the latest social trends ? You know, in a way in which people communicate on social. Are you using LOL or IMO geez, things like that. That have to do with your brand voice. So it also focuses on usually if you don't have a specific brand leader then it usually follows -- falls on the CEO of the organization or the marketing manager or anyone is that very boisterous and opinionated not going from a brand perspective key. That essentially is how you were able to be personable. Lastly, it also focuses on increasing your organic reach. That's really the important part. You want to conflict with your consumers but you can't connect if you don't feed the algorithm with what it once. And what the algorithm on social media wants is less promotional but more personalized, personable engaging content. And their AI, artificial intelligence, that basically filters all of the content on the platform and if you have content and engagements that are personal and noncommercial sales he, your content will go much further. So that is very important and that's why I believe all brand should have a very personal type of brand voice. Especially when you're engaging online. I hope that answers your question.

All right. So those are all the questions that we have time for today. If we did not have a chance to address your question we recommend connecting with this SCORE mentor who can assist you further with your questions and your business needs. SCORE has over 11,000 volunteer mentors available in over 300 chapters nationwide. You can be taught online or at a local chapter near you for further assistance. I would like to remind you that a link to the recording of the session and the presentation slide deck will be sent in a postevent email to all participants. On behalf of SCORE and would like to thank you all for attending today and give a special thank you to Juntae for presenting with SCORE again. Thank you so much for being here today. We sure appreciate it.

Thank you for having me.

Thank you for all again and we hope you have a great rest of your day. Take care.

[ Event Concluded ]