

Digital Marketing in the Social Media Age: How to Build Your Brand Online





Points of Discussion:

- What is your message?
- How to get your message out there?
- The Five Cs: Content, Consistency, Creativity, Clarity and Community.
- Finding the balance: Business v personal content.
- Brand partnerships: The importance of social media.
- Using social media to direct traffic to your website.
- The ethics of social media: transparency and responsibility.
- Dealing with trolls and negativity on social media.

What is your message?



- Develop a clear message, your own USP.
- Aim for every social media post to support your message.
- My area is lifestyle: food, fitness, beauty and fashion.
- I use my social media platforms to help promote my books, Eat Yourself Beautiful and Eat Yourself Fit, my Beauty, Food and Fitness Workshops and my website, RosannaDavisonNutrition.com.
- I ensure that my social media and website content are consistent with that of my books, workshops and website.



The Five Cs: Content

- How will your content be of use to others?
- People respond most to content that provides information, motivation, inspiration, advice or help in their own life.
- Use the appropriate hashtags for your content and message.



The Five Cs: Consistency

- Post morning, lunchtime and evening to engage as many followers as possible.
- I aim to post on Instagram, Facebook and Twitter 3-5 times per day.
- I find most engagement happens from 7.30-10.30pm
- I reserve most important posts for those times.
- Sunday, Monday and Tuesday evenings especially active.



The Five Cs: Creativity

- How do you make your visual content stand out from everybody else?
- Choose clean, clear, colourful, professional images and videos.
- Time and attention can be limited for people to check social media – ensure that your content catches their eye.
- Incorporate your logo consistently but not in every image.



The Five Cs: Clarity

- Both in message and image quality.
- Ensure your message is clear and precise.
- People respond most to clean, clear, colourful images.



The Five Cs: Community

- Build a sense of your followers belonging to an information-sharing community.
- I aim to answer as many questions, messages and emails as possible.
- I like to keep it 100% positive and uplifting.
- Competitions and giveaways a great way to engage followers, attract new ones and increase your brand's profile.
- Sunday and Monday evenings best for launching competitions.

Finding the Balance



- I must find balance between business and personal content.
- I aim to upload both business and brand content and my personal life.
- Best response from followers when I share what I'm wearing, eating and doing.
- Snapchat a useful tool for sharing what happens behind the scenes.
- The perception is that you share everything. Important to achieve a comfortable, consistent balance.

Brand Partnerships



- Social media platforms essential for a successful partnership with other online brands.
- Cross-promotion to raise awareness and brand profiles.

Directing Traffic To Your Website



- Increasingly challenging to encourage people to read blog posts.
- Time and concentration tend to be more limited.
- Instant information appeals.
- Social media an important tool for driving traffic to websites.

Ethics of Social Media



- Transparency essential, especially with sponsored posts.
- Important to build a sense of trust with your followers.
- Choose to work with brands that reflect your own message and values.
- Post responsible, non-offensive content.
- Awareness of possible young age of followers: Alcohol, etc.



Dealing With Negativity Online

- Unfortunately, trolling and negativity are common.
- My advice? Use the block button/report them!
- I refrain from getting involved.
- Trolls want to achieve a reaction and upset you – don't allow that to happen.
- Social media needs to be a positive, safe online community for everyone to benefit.
- It is up to all of us to ensure that.

Thank You

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