

Video transcript – How to build your brand online

[On screen text:] Networking, topical, ideas, insights, innovation, Bankwest, Connect Events™, Teresa Truda, geek, speaker, advisor.

[Teresa Truda:] How do you leverage Facebook groups as a business owner? Groups can become a revenue generator. You need to think about whether you can setup your own Facebook group for your tribe, your audience as a business owner or whether you can leverage other Facebook groups.

The other thing about your profile descriptions for Instagram is you want them to be really clear and articulate about the services that you provide. So on each line, just put a couple of words around the services that your business offers. Rather than a huge description. It really just lays it out simply. So for example, speaker, geek, block chain.

You can also use hashtags within your description which helps your Instagram profile be searched. Don't go hashtag wild, but maybe put one or two. It helps again with search-ability of your Instagram profile.

But finding the right influencer is key. Because it will help you access the people that you need to access, your audience right? So how to manage influencers. Basically the first thing that you do is short list potential influencers across all channels.

When people think of influencers they think about Instagram only but think beyond Instagram. Think about Linked In, think about YouTube, Twitter. Any of these online platforms all have different types of influencers on them.

So the first thing that you do is actually short list some influencers that you think could work for your business and your brand. You want to look for a variety of influencers across different categories and also look at who is actually following them.

And the people that are following your influencers actually the audience that you're trying to target through your business?

Content essentially is key. Yeah? So this is the fifth nugget that you're going to get. Content is key for your business. And I know that you have heard it all before, but I just want you think about content for a second, for your business. Think about how to repurpose content for your brand.

So for example, if you do a video you might take that video and might put it on Linked In. You'll put it on YouTube, you'll put it on Facebook. Think about all the different platforms that you can put your content on. If you have a blog post, you might write a blog post on your website but you might then take that blog post and put it on Median, the blog publication website. You might then also have it as an article on Linked In that you share. And you might even turn that blog post into a podcast, right?

So it's about repurposing the content that you have and using and leveraging all the different channels that you can put that content out there.

The key to ads and this happens all the time with so many businesses that I work with is that you generally go "I'm going to run a Facebook ad." or "I'm going to run a Google ad." "I'll just go into the back end" "I'll try and work out this dashboard" "and I'll pop some copy in" "I'll pop an image up" "and see how my ad goes."

And the key actually to ads and online ads, is to plan. You have to actually sit and plan your approach. Where to start with planning it, would be to actually outline strategically what your campaign is, what your ad groups are, what the ads within the ad groups are before you even go into the dashboards and start playing around with it all.