

3 IN 1 STARTUP GUIDE FOR SUCCESSFUL ONLINE BUSINESSES

*ALL YOU NEED TO KNOW ABOUT
BRANDING, SOCIAL MEDIA, AND CONTENT MARKETING*

PEACE ITIMI

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René Digital Hub

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INTRODUCTION

In this inbound age, branding, content marketing, and social media are essential tools required for a business to succeed and thus, it is necessary that business owners, CEOs, and Digital Marketers have deep knowledge in them.

This book was therefore written to help in inbound marketing. To aid the brand managers, the CEOs, the content creators and curators, the business owners, the SEO experts, the bloggers and writers, the creative directors and digital marketers understand the basics of branding, content and social media in business, because used efficiently and effectively, they can and they will drive any business to long lasting success.

BRANDING

What is Branding?

- A brand is an identity; The point of distinction between you and your competitors. It is the total perception of you (your product or service) in the marketplace.

Branding is that marketing strategy that involves creating distinct features (name, logo, tagline, tastes, experiences, and expectations) so as to establish a presence in the customer's mind. Branding is about having features that distinguish you from others.

- The intrinsic value of a brand usually stems from *perceived quality and or emotional attachment* and thus, over time, consistent and strategic branding leads to a strong **brand equity**. Brand equity is a phrase used in the marketing industry which describes the value of having a well-known brand name, based on the idea that the owner(s) of a well-known brand name can generate more money from products with that brand name than from products with a less well-known name as consumers believe that a product with a well-known name is better than products with less well-known names.

When positioned right, any brand can develop a strong brand equity. In the next section, I'd teach you how you can effectively position your brand to attain top position in the minds of your target market.

Brand Positioning

- This is the place in a customer's mind that you want your brand to be and to own. It is the benefit they associate your brand with. It deals with customers' perception and receptiveness and is the reason why a customer would pick your product or service over competitors or a competitor's over yours. It is what makes or mar your brand and what leads to or away from a strong brand equity.

How to Position Your Brand:

To effectively position a brand, you must first answer five questions:

1. **Who are you / What do you do?** Are you a product or a service? What product or service are you? What is your industry? What is your niche in that industry? What would you be known for?
2. **Who do you serve?** What is your target market/ target audience? What are their characteristics and demographics? What are their wants and tastes? How do they want what they want? How can you meet their needs? How do they think? Where do they spend most of their time?
3. **What differentiates you?** What is your selling point? Why should your target market choose you over others? What makes you different from your competitors?

4. **How do you intend to grow your brand?** What strategies do you intend to employ to grow and maintain your brand? Where would you advertise? What distribution channels would you use? What online platforms would you use? How would you deliver and communicate your brand message?
5. **What is your Brand Promise?** What experience do you intend leaving your customers with? What Problem are you solving and How are you solving it? What expectation are you working to fulfil?

*Your brand promise must be:
Credible; Deliverable; Must Provide Value;
and Must Tap on Emotions*

Building your Brand

- **Pick a Name and Colour (s):** Ensure the name you pick is easy to pronounce, spell and remember. Check if the domain name is available and ensure the name is not already registered by someone else. Colours just like logos and slogan are important brand elements.
- **Get a great logo.** A logo that can stand alone and still represent and communicate your brand message.
- **Develop a tagline/slogan.** Write a memorable, meaningful and concise statement that captures the essence of your brand.
- **Write down your brand message.** Write down the key messages you want to communicate about your brand (Vision, Mission, and Core Values) and ensure everyone on your team understands these attributes.
- **Integrate your brand.** Branding extends to every aspect of your business--how you answer your phones, your e-mail signature, how you get projects done, who makes up your team, how they act – everything.
- **Create brand standards for your marketing materials.** Use the same colour scheme, logo placement, look and feel throughout. You don't need to be fancy, just consistent. Get a **style guide** to help you and your team with this.
- **Be true to your brand.** Customers won't return to you or refer you to someone else if you don't deliver on your brand promise.
- **Be consistent.** If you can't do this, your attempts at establishing a brand will fail. A strong brand isn't built in one day. It takes consistent, strategic and persistent efforts put in day in – day out to attain top position in your customer's mind and to develop a strong brand equity.

Branding Misconceptions

Unfortunately, just as the way the concept 'branding' is common, so the misconceptions about it is. Too many people have wrong or incomplete notions of what the term 'branding' means and entails. In this chapter, I'd debunk some of the most common branding misconceptions.

Misconception #1: Branding is just about logo designs.

Branding is much more than designing a great logo. It cuts across everything from your name, colour scheme, and website to your brand strategy and your brand promise.

Misconception #2: Branding is the same as marketing.

Marketing is the set of processes and tools used in promoting your business. It only communicates your brand message while branding, on the other hand, is the culture itself, the message that suffuses and rules all the processes of your business. While marketing normally centres on a series of campaigns and promotions. The business brand is the subtle, but significant, unchanging background for marketing campaigns.

Misconception #3: Branding is a one-time thing

Branding is not a 'set it and forget it' thing. It happens continuously throughout the lifetime of the business. Branding happens every day, in every action between the business and a customer. As your business grows and you learn more about your industry and your target market, you will need to re-evaluate your brand occasionally to make sure that it is relevant to today's consumers.

Misconception #4: Branding doesn't take time

Branding doesn't take time, is not just a misconception but plain wishful thinking. You can't implement a couple of distinct colours, a strong logo and expect instant recognition and retention in the minds of your target customers. No, it takes time, strategy, and consistency to build a strong and distinct brand

Misconception #5: Competitors don't matter

It is very important that you pay close keen attention to your competition. Knowing what competitors are doing right and wrong can give you a lot of insight into your industry.

Know what they are doing right, and see if there is a way that you can do it better. Know what they are doing wrong, and go a different route.

Introduction to DIGITAL MARKETING

Traditional marketing is anything except using digital means to promote your product or service. Traditional marketing involves the use of static tangible items such as business cards, posters, banners, billboards, word of mouth to market your brand.

Digital marketing is the use of electronic devices such as personal computers, smartphones, tablets, game consoles etc. to promote your product or service and engage with the target audience. Digital Marketing applies technologies or platforms such as websites, apps, emails, and social media.

S/N	TRADITIONAL MARKETING	DIGITAL MARKETING
1	It is not easily measured.	Digital marketing is more measurable using analytics
2	Costs more. (Think about the cost of printing banners, posters and billboard adverts as compared to running a Facebook campaign that can reach 10000)	A digital campaign can reach an infinite audience with less cost.
3	It is static which means there is no way to interact with the audience.	Digital marketing is also a very interactive means of reaching an audience since it makes use of social outlets.

The R's of Digital Marketing



Reach is the number of people your message is getting to.

Relevance checks the percentage of your reach that your message is relevant and valuable to. Relevance is seen when your post on facebook reaches 2000 people but has 100 likes and 10 comments. Relevance is what makes some people see your ad and keep scrolling while another would click, go to your website and buy from you. To increase relevance, ensure you send the RIGHT Message at the RIGHT Time and in the RIGHT Way.

Repetition. The law of digital marketing or any kind of marketing is that consistency is key. The more of you, your target market sees, the more they remember you, the more they love you, the more likely they would patronize you. Put yourself, product or service out there; so often that they don't forget you but rarely enough that you don't spam them and make them block you.

ROI (Return on investment): Simply put, the result of your consistent and right messages reaching a large number of people at the right time and in the right way repeatedly, produces ROI (Sales/Conversions and Profit).

CONTENT MARKETING

Content marketing is a marketing technique of creating and distributing valuable, relevant and consistent content to attract and acquire a clearly defined audience – with the objective of driving profitable customer action.

Content marketing can be achieved by creating valuable and relevant contents that relate to your brand and target audience in the form of Infographics, Podcasts, Videos, Books, and Webpages (Blogs).

Why is it Important to Invest in Content?

- i. **SEO Demands Content:** Do you want your website or blog to show up on the first page of Google? If yes, invest in content.
- ii. **Image Development:** Putting out great and valuable content establishes you as an industry and thought leader. Thus, enhancing the perception of your brand.
- iii. **Customer Development:** When a customer is engaged with your content, they're going to spend more time listening to what you have to say. Content marketing encompasses inbound marketing and then nurtures leads, converts those leads into sales, ensures that those consumers are retained and facilitates additional sales.
- iv. **Content is the bedrock of any marketing campaign:** Because content cuts across and is used on all forms of marketing; the success of any of your marketing campaigns depends on how good your content.

To ensure your marketing campaigns produce great returns, the content you put up on your social media platforms, via your mailing list, blogs, videos, on your website and the keywords and images used on your paid ads on AdWords, Facebook, and Twitter must be valuable, and relevant to your target market and must be consistent with your brand.

Five Basic Steps to Help You Curate Great Content.

Your site must focus on your visitors' interests and address the question of what's in it for them and how to improve their businesses and lives. To accomplish this, strong content must be developed in the form of products, services, and intellectual property, while constantly evolving.

1. **Your content must be valuable, relevant and original.**
2. **Your content should be concise and simple.** It should be easy to understand and relate to.
3. **Use catchy Titles/Captions and Headlines.** 80% of people will read your headlines. But only 20% of those people will read the rest of your content! Utilise your first paragraph; tell users why they should care and what you'll be discussing in the blog post. Make them want to read it.
4. **Use HD, Colorful, and Creative Images and videos.**
5. **Be creative and create Engaging content**

How to Create Engaging Content

- Leave readers with questions. Include questions that make readers reflect on how they can implement the knowledge you provided or ask them what they think about what they just read or watched, if they agree or have contradicting opinions.
- People love stories. When possible, add a story to your content. It will make it more engaging and may also help the reader learn.

PS: If you provide content that sparks a flurry of comments, the search engines will notice that your post is important and is being updated regularly. This is a great way to get the engines to come back to your site more frequently.

Important Content Marketing Tools

Blog Post Ideas

- contentforest.com/ideator
- hubspot.com/blog-topic-generator

Headline Analyser

- Coschedule.com/headline-analyser

Content Curation Tools

- Quora.com
- Feed.ly
- Storify.com

Content-Sharing Tools

- Snip.ly

Link Shorteners

- Bit.ly
- Goo.gl

Grammar Check

- Grammarly.com

Plagiarism Check

- Plagarism-detect.com

Image Editors:

- Canva.com
- Pitkochart.com

Free Image Websites

- Pixabay.com
- Istockphoto.com

SOCIAL MEDIA MARKETING

Social media marketing is the process of gaining website traffic or attention through social media sites. Social media marketing usually centre on efforts to create content that attracts attention and encourages readers to share it across their social networks.

Examples of Social Media marketing is managing a company's Facebook and Twitter page so as to promote their brand and business. It is one of the fastest growing digital marketing strategies because more and more people are getting into social media as the world is increasingly becoming more digital especially with the influx of smartphones and the likes.

Estimated growth rate of 2.54% with a median age of about 18 years
Internet usage is on the rise in Nigeria. It has the highest internet population in Africa and is number 8 in the world



400 Million People use Instagram each month.



1.55 Billion People use Facebook each month



925+ Million People are using Facebook Groups

320 Million Users on Twitter Monthly.
80% are mobile users



Social Media & People

- **Maintaining social connections:** The internet and social media provide people with a range of benefits, and opportunities to empower themselves in a variety of ways. Young people can maintain social connections and support networks that otherwise wouldn't be possible, and can access more information than ever before.
- **Form communities:** The communities and social interactions people form online can be invaluable for bolstering and developing young people's self-confidence and social skills.
- **Showcase talents**
- **Access more information**

Social Media & Brands

Brands are beginning to embrace social media and its wide reach it provides for them. Social media helps them create awareness, generate talk ability, get immediate feedback on perception which in turn affects their bottom line positively.

- **Reputation management:** People are talking about you online, whether you choose to listen or not. Keeping a consistent and credible online presence helps you build and maintain your brand's reputation.
- **Customer service:** Social media customer service is the new (800) number. More people are looking for ways to connect to companies and further their complaints and or commendations via twitter and co.

- **Public relations:** Social media enables you to take your message to customers directly.
- **Create brand communities:** Activate your fans and give them something to do. With Social media, you can create a community of tightly bound connected and loyal fans.
- **Thought leadership:** Everyone in the world has expertise. What's yours? With content marketing genuinely fused into your social media efforts, you can become a thought leader in your industry.
- **Networking:** Social capital belongs to individuals, and is loaned to brands. You can use social networking to develop relationships online that you'd be unlikely to have otherwise.

Whether you want to sell products, gain subscribers, persuade followers to a point or sway the hearts and minds of consumers to your cause, they've got to know who you are in the first place. The most effective way to make them know who you are is to meet them where they are- Social Media.

Social Media Checklist

1. **Know your goals:** Why are you on social media? To build thought leadership? To drive traffic to your website? To build brand awareness? To make sales?
2. **Know your target audience**
3. **Pick your platforms:** It is not a rule that you must be on all social media platforms. Pick the most suitable, based on your time, resources and target audience
4. **Decide on your content Strategy:** How often should you post? When should you post? And What should you post?
5. **Know your Competitors**
6. **Do a Social Media audit:** Check for Consistent branding (Name, Logos etc.) across all platforms, then Optimize your profiles (put on your bio, your website, what you do and Contact info). Use Social Media Editorial Calendar to ease up your content creation process.

Laws of Social Media Marketing

1. The Law of Focus

A highly-focused social media and content marketing strategy intended to build a strong brand has a better chance of success than a broad strategy that tries to be all things to all people.

2. The Law of Quality

If all you do on social media is to directly promote your products and services, people will stop listening to you. You must be adding value. Focus less on sales/conversions and more on creating valuable content and developing relationships. In time, your connections will become a powerful catalyst for word-of-mouth marketing.

3. The Law of Influence

Spend time finding the online influencers in your industry i.e the people who have quality audiences and are likely to be interested in your products, services, and business. Connect with those influencers and work to build relationships with them. If you get on their radar as an authoritative, interesting source of useful information, they might share your content with their own followers, which could put your brand in front of a huge new audience.

4. The Law of Accessibility

Don't publish your content and then disappear. Be available to your audience. That means you need to not only consistently publish content but also participate in conversations. When your followers comment on your post, be sure to reply them as soon as you can. A simple 'thank you for commenting' can go a long way. If you disappear for weeks or months, your followers will either forget you or replace you or both.

5. The Law of Reciprocity

You can't expect others to share your content and talk about you if you don't do the same for them. So, set out a portion of the time you spend on social media to focus on sharing and talking about content published by others.

Seven Tips to Help You Get More Engagement on Social Media:

1. **Create Great Content**
2. **Listen:** Don't just post, ensure that you listen to your audience. Listen to trends in your industry and in the media.
3. **Focus on relationships**
4. **Be unique:** Stand out. Don't just imitate, innovate. There are lots of brands already scrambling for attention on social media, if you don't stand out, you would get lost in the crowd.
5. **Be human:** People buy from a brand they trust and feel a connection towards. Let people see the human side of your brand.
6. **Be patient:** You won't become an authority in one day. But consistency and persistence would get you there.
7. **Give your followers free stuff.** People love giveaways. Use it to draw them in.

"If content is King, Consistency is Queen"

USING FACEBOOK

Key Features of a Facebook Page

- **Schedule Posts:** Facebook pages, unlike accounts, allows you schedule posts in advance.
- **No Limit On Likes:** While Facebook accounts have a limit of 5000 friends, a page has no limits on number of likes.
- **Video & Service Tab:** Aside the About, Photos and Likes tab on your page, you can add video and services tab that shows your videos and list of your services depending on the category of fan page you choose.
- **Use Ads/Boost (\$1):** You can Boost your posts, run ads to increase page likes or drive traffic to your website or promote your call to action button.

- **Set Admin Roles:** Facebook page promotes collaboration as you can set page roles on different levels (Admin, Editor, Moderator)
- **Restrict (Target) Your Audience:** You can restrict your audience. In other words, set your page in a way that only a particular age group or location based audience can see your page.
- **Email List Integration:** Under app settings, you can integrate your mailing list campaign to your facebook page using Mailchimp or Aweber. Thus, no more worries about having a website before you begin working on a mailing list. With a facebook page, you can set up a sign up form; you just need to sign up with mail chimp or aweber first.
- **View Insights:** Facebook page allows you to view insights. You can use your post or ad reach, clicks and conversions. You can also view your Audience demographics.

Converting Facebook Profile to Page

Yes! You can convert your facebook profile to a page. When you do this, the name on the account becomes the page's name and your current profile pictures and cover photo would transfer to that of the page's own too. You will also have the option to add friends as people who like your page. Below are the steps:

- Download your profile information;
- Appoint a new admin to any groups or Pages you manage;
- Change your profile name and address, if necessary;
- Convert your personal Facebook Profile to a business Page; and
- Merge your new Facebook business Page with any existing Page, if you have one.

Here's how to download your profile information, according to Facebook. From the Account Settings page, do the following:

- Click the account menu at the top right of any Facebook page
- Choose Account Settings
- Click on "Download a copy of your Facebook data"
- Click Start My Archive

You Can Also Merge Pages

Basic rules for Merging Facebook page:

1. Both pages must have similar names and represent the same thing eg Peace Itimi and Peace Itimi1. If the pages you want to merge do not have similar names, then change the name of one first before merging.
2. You must be an admin of both Pages
3. Both pages must have the same address if they have physical locations.

To merge your Pages:

- Go to facebook.com/pages/merge
- Select 2 Pages you want to merge and click Merge Pages
- Select the Page you want to keep and click Keep Page
- Click Confirm

If you're unable to merge your Pages, it means that your Pages aren't eligible to be merged. If you see the option to request to merge your Pages, your request will be reviewed by Facebook.

USING TWITTER

Make use of twitter ads to increase your followers, drive traffic to your website and increase your sales.

Key Twitter Features are:

- **Polls for Engagement:** Use the Polls feature to spice up your content and drive engagement.
- **Lists:** Add major influencers in your industry and your competitors to your lists, so you never miss an update from them.
- **Hashtags:** The use of relevant hashtags in your tweets is a great way to attract new followers who are interested in your industry/content.
- **Twitter for Business:** Just like Facebook, you can run ads on twitter too. You can promote tweets, run campaigns to get more followers or to drive traffic to your website. Also, with Twitter for Business, you can view insights.

SOME SOCIAL MEDIA MARKETING TOOLS

For Scheduling and Management (Facebook, LinkedIn, Twitter):

- Pages Manager
- Buffer.com
- Hootsuite.com

Twitter and Instagram Relationship Management:

- Crowdfire.com
- Unfollowers.com

Twitter Followers Analysis:

- Followerwonk.com
- Tweepi.com

Instagram Analytics:

- Social Insight
- Iconosquare

Twitter Management:

- Tweetdeck.com

Team Collaboration

- Slack.com
- Asana.com

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ABOUT THE AUTHOR

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About René Digital Hub:

We made of a Team of young and experienced Digital Marketing and Branding Enthusiats whose aim is to help you expand your audience and grow your business.

We Reignite your business.

Our services are:

Social Media

Too busy? Feeling lazy? Too much to handle? We have a team of social media analysts who specialize in auditing, optimizing and managing your social media accounts. We are grounded on virtually every major and trending social media platforms and have met the needs of brands and individuals.

Digital Marketing

We provide digital marketing solutions and strategies with identified consumer needs to help your brand reach its desired target and convert them from potentials to customers.

Business Development

We go out of our way to consult and teach individuals and companies on various subjects ranging from the basic use of social media and effective digital marketing strategies, down to writing great business plans and best ways to pitch to investors. We are dedicated to helping you through tasks, strategies and processes with the aim of developing and implementing growth opportunities within your business.

Entertainment PR

We have given our clients the much-needed coverage for publicity, regardless of the content in question. We have handled Media kit preparations, Distributions, Radio plugging & interviews, Creative and business-oriented advice.

Strategy Development

We have a dedicated team who work round the clock to rejuvenate existing strategies and develop fresh strategic intents for our clients in need of well-analyzed ideas

Click [here](#) to read OUR BRAND STORY.

Visit our **website**:

Renedigitalhub.com

and see our portfolio and testimonials.

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