



“Branching Out”

How to Brand Your Brand @hammerized

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How to Hammerize Yourself

- **Brand your identity and your username across ALL social media platforms:**



- **Create a Website / Blogsite** 

- **Send out Email Marketing Newsletters**



- **Add your Brand to your Email Signature on All of your Devices**
- **Register for my Classes!**

How I Branded My Brand

- I have a **Website**.
- I have a **Blog**.
- I am on *all* of the **Social Media** platforms.
- I keep current **Email** addresses of *all* of my students, privates and presentations.
- I send out quarterly **Email Marketing Newsletters**.
- I teach **Classes**.
- I teach **Privately**.
- I am a **Consultant**.
- I stay in touch with my **Target Audience**.

How to Brand Your Name

1. **Own your Name:**

- As a **domain name URL** on a **Website** or a **Blog**
- **On All Social Media Platforms**

2. **Own your name everywhere –**

- **Including your email address**

3. **Use Unique #Hashtags for Your Brand Name in your Posts**

4. **Create a Web Presence and a Digital Footprint!**

What is Social Media Marketing?

- The term **Social Media Marketing** is an interactive dialogue that builds on the creation and exchange of user-generated content and allows Businesses to **connect with their target audiences** and encourages its followers to **share** with *their* social networks.

Results

- **Social Media** is no longer a new media for Marketing, ***IT IS A REQUIREMENT !***
- **More Likes = More Sales**
- **More Likes = Reciprocal Links**
- **More Likes = Allow Google Searches to FIND YOU!**
- **More Clicks = Creates buzz** that increase your fans and gain more awareness about your brand
- **It's a Win / Win for You and For ACE!**

Creating your Digital Footprint

Once your Brand Name is created:

- *Play/Populate* your Pages
- *Post/PrivateMessage* on your Pages
- *Comment* on other Pages
- *Link* to other Pages
- *Friend, Like* and *Follow* other Pages
- *Connect* with your Target Audience
- *Boost* your Posts

Who is Your Target Audience?

- **Define your target audience.**
- **How old are they? Are they men, women or both?**
- **What are their interests?**
- **When do they use social media?**
- **What time do they use social media?**
- **How will you attract them? What are you offering?**

Getting More Views & Traffic

1. Tell everyone you know! Online and Offline.
2. Make your content visible to search engines.
3. **Boost your Posts** = Pay for traffic to your site.
4. Invite your real-life friends and family to Like your Pages and ask them to Share your Page with their Friends.
5. Create original #Hashtags.
6. Read, Comment and Link to others.
7. Use your Personal page to Blog about your Business page.
8. Don't ignore your Followers. Post often.
9. Be patient, it takes time.
10. Social Media Market in Real Life.

Creating a Good Post

The Anatomy of a Good Post:

- A good Post tells a Story.
- A good Post asks it's readers to:
 1. Call a Number
 2. Click on a Link
 3. Share it with Friends
- A good Post includes a Photo or Video.
- A good Post Tags:
 - a Person
 - a Place
 - a Thing
- A good Post Checks In to a Page or a Place.
- A good Post has no more than 3 Hashtags (#).
- A good Post has no more than 3 Mentions (@).

Learn the Lingo

1. **SEO = Search Engine Optimization**
 - SEO is a way of writing text and copy so that search engines can easily understand and classify your content.
2. **Keywords** - A keyword is a phrase, word or term that people are searching for.
3. **Hashtags** - #Hashtags turn topics and phrases into clickable links in your posts. They help direct people to specific topics. **The trick is to create your own specific Hashtags so others find YOU!**

What Is SEO?

- **SEO = Search Engine Optimization**
- It's a way of writing text and copy so that search engines can easily understand and classify your content.
- It is the way of naming files, file structure, and the selection of the content that you write about.

Why is SEO Important?

- SEO involves more than just **keywords** and **phrases**. Optimizing your website ranking is a process in which you must use all of the tools at your disposal to ensure that the search bots see every page of your website for **maximum exposure**.
- SEO is a vital part of employing internal links that lead your user from one page to the next within your website and therefore can be searchable and found when someone performs a Google search for any of your keywords.

How to Use #Hashtags

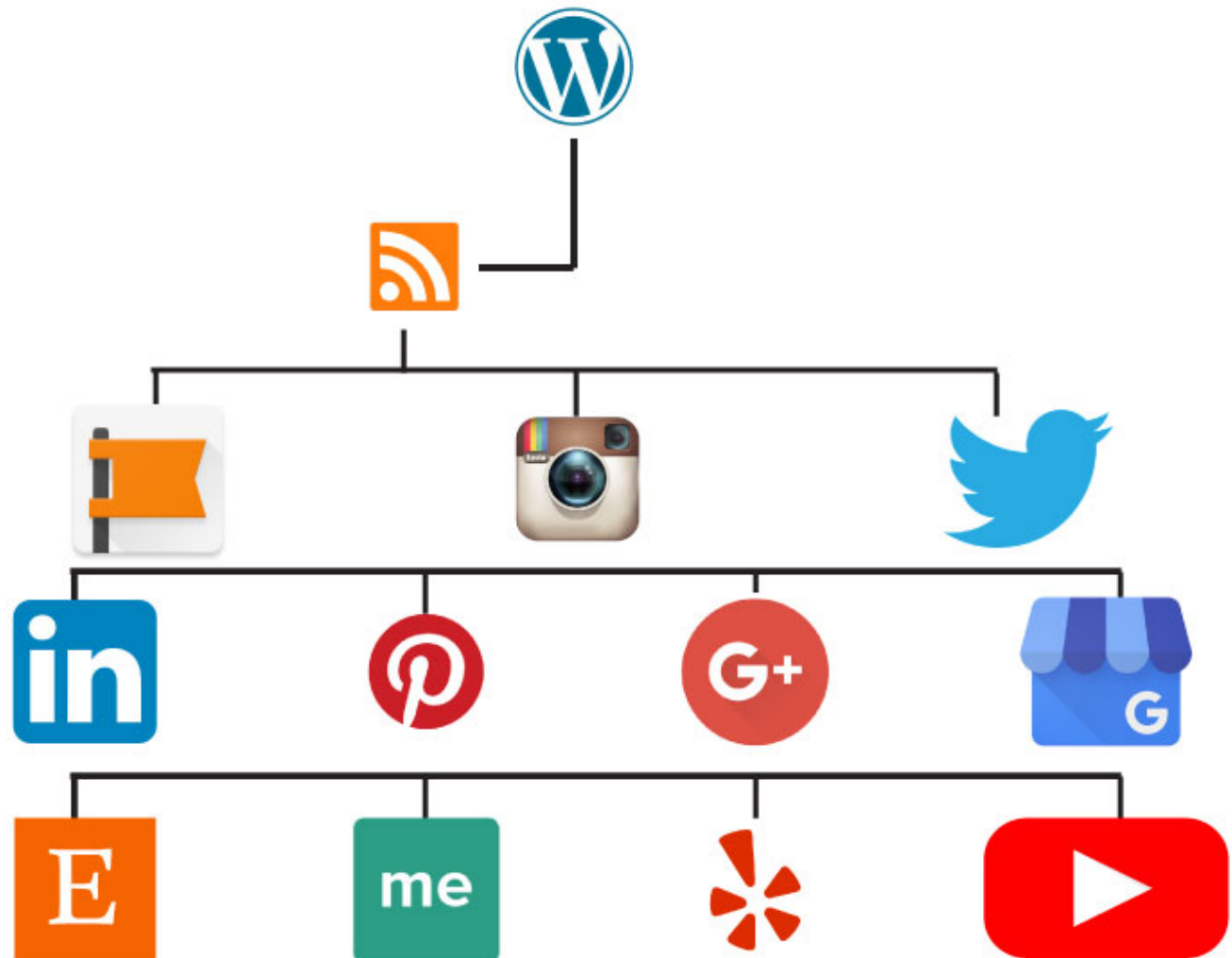
- Hashtags (#) turn topics and phrases into clickable links in your posts.
- They help direct people to specific topics.
- To make a hashtag, type # (the number sign) along with a topic or phrase written as one word with no spaces and add it to your post
(ex: **#HammerizedProductions** or **#Hammerized** or **#BonnieHammer**)
- When people click a hashtag, they'll see a feed of posts that have been shared about that topic.
- **Research your desired Hashtags before Posting**
– you could inadvertently give others more power.
The trick is to create your own specific Hashtags so others find YOU!

What is a Keyword?

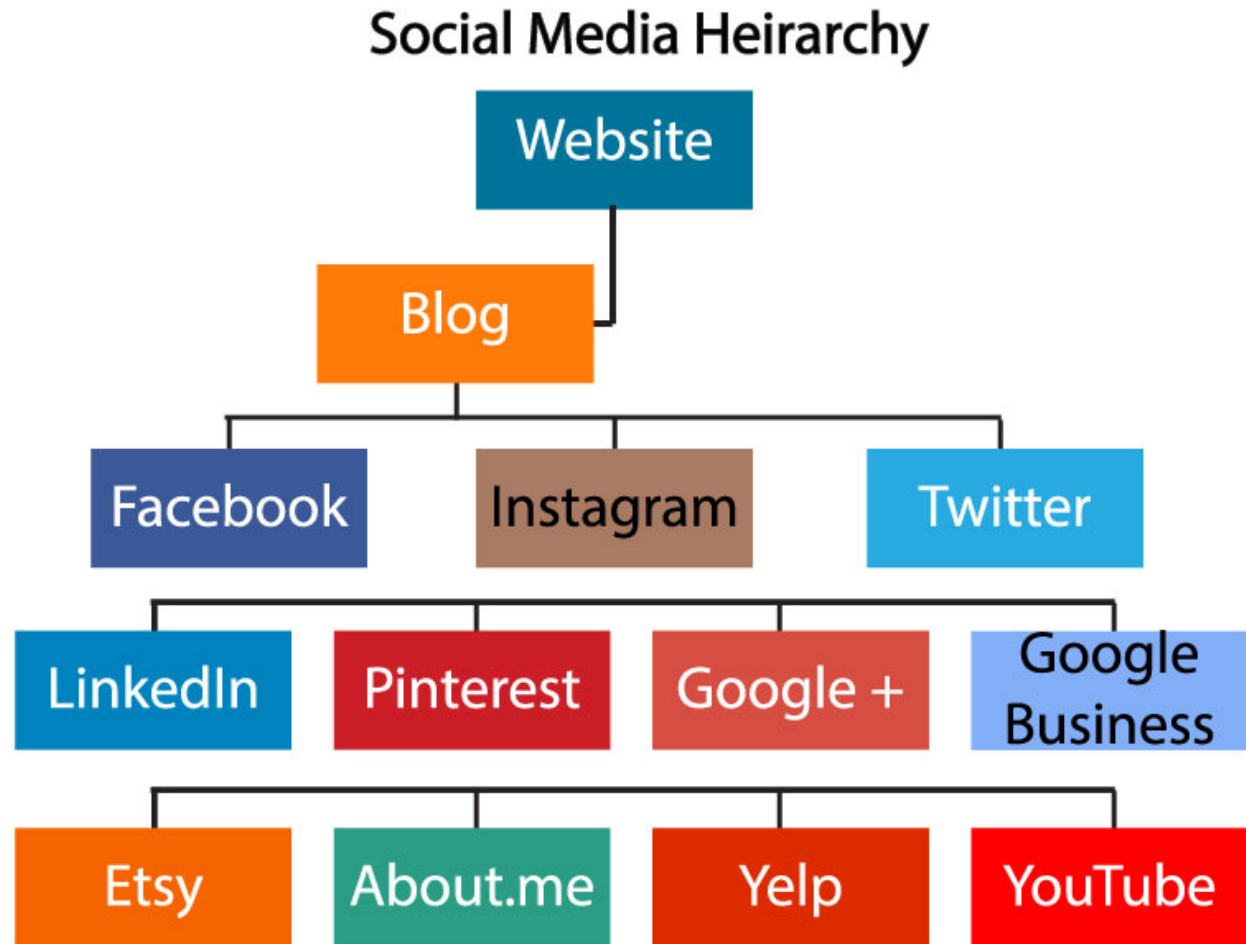
- A keyword can be a phrase or a specific word or term that people are searching for.
- A keyword can be one, two or three words separated by commas.
- Long-tail keywords are keyword phrases of three or more words.
- Keywords can be included in your display text, as well as in your HTML source code.
- Including the right keywords in your name, title, about, description and summary can help your page get found in search ranking results.
- Keywords or "tags" are used to build connections between similar content. #Hashtags provide a way to group content posted by different users on different accounts.
- It's important to define and use keywords that users are actually using.

Your Goal

Social Media Heirarchy



Your Goal



Connect your Accounts

- Facebook > Instagram
- Linkedin > Twitter
- Pinterest > Facebook > Instagram
- About.me > All of the Above
- WWW > All of the Above
- Your Email Signature

Bonnie's Social Media



Facebook	<u>https://www.facebook.com/Hammerized</u>
Instagram	<u>http://www.Instagram.com/Hammerized</u>
Twitter	<u>http://www.Twitter.com/hammerized</u>
LinkedIn	<u>http://www.linkedin.com/bonniehammer</u>
Google+	<u>http://plus.google.com/bonniehammer</u>
Google Biz	<u>https://business.google.com/hammerized</u>
Pinterest	<u>http://www.pinterest.com/hammerized</u>
About.me	<u>https://about.me/hammerized</u>
About.me	<u>https://about.me/bonniehammer</u>
WordPress	<u>http://hammerizedproductions.wordpress.com</u>
Website	<u>http://www.hammerized.com</u>