7 Strategies to Rock Your Online Brand

with Shadé Y Adu
COMMUNICATION INSTRUCTIONS:

• You are in listen-only mode

• You can raise your hand or use an emoticon using the icon at the top left of your screen.

• Type text in the Chat area to send a message or ask questions at any time.
Shadé Y Adu is a Personal Brand Strategist, Speaker, Life Coach and Founder of Savvy Solutions Consulting, LLC. Savvy Solutions is a professional development firm that provides personal branding, coaching and diversity training for individuals, businesses, organizations and corporations. Ms. Adu specializes in personal branding, target audience attraction, coaching and brand diversity.
During this webinar, you will learn how to

• Create clear brand messaging
• Identify your target market
• Communicate your expertise and influence online
• Create content that will attract your target market
Why Take Your Brand Online?

Information Economy
Tech Savvy Society
Low Cost/ Limited Barriers to Entry
24 hours/ Automated
Connect with People Worldwide
Leveled the Playing Field
What is Branding?

“Your brand is what people say about you when you’re not in the room”

– Jeff Bezos, Founder of Amazon
Branding Redefined

A strategic and systematic process that creates a profitable and captivating client experience.
Great Branding

What's In It For Me?
Great Branding

VALUE, VALUE, VALUE

Shadé Y Adu: ‘7 Strategies to Rock Your Online Brand’
7 Stellar Strategies that Rock

1. Discover Your Why
2. Rock Your Brand Messaging
3. Specify Your Target Audience
4. Position Your Expertise
5. Become A Social Influencer
6. Create Consistent Content
7. Network to Net worth
Discover Your Why

Is there a need for my products and services?
Is my idea innovative or expansive?
Am I the right person for the job?
Is my idea profitable?

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Rock Your Brand Messaging

Great Brand Messaging Clearly Identifies:

- What you do (Mission)
- Why you do (Remembering Why?)
- How you do/did it (Process/System)
- Who you do it for (Target Audience)
Specify Your Target Audience

What is their biggest problem?
Where do they hangout online?
How old are they?
Where do they live?
Married/Single?
Men/Women?
Position Your Expertise - Why

• Experts are Easily Recognizable & Standout from the Crowd
• People are pay attention to experts
• Experts get PAID More
Expert Positioning Resume (How)

1. Educational Background
2. Related Work Experience
3. Transferable Skills
Become a Social Influencer

• Become Visible Online
• Contribute to the Online Conversation
• Connect & Collaborate with other Influencers
• Attracts Your Target Market
• More than just a website
• You are the Brand
Sharing Your Expertise Online

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Create Consistent Content

Blogging/Video Blogging
Podcast
Info-Products & Services
Social Media Posting & Engagement

- Youtube
- Facebook
- Instagram
- LinkedIn
- Pinterest
- Twitter
- Periscope
Content Creation Checklist

✓ Educate
✓ Empower
✓ Engage
✓ Entertain
✓ Evoke
✓ Emotional Experience
Network to Net Worth

Networking is the Key to Attracting Your Target Market

Network On & Offline

– Tapping into your Online & Local Network:
  - meetup.com; facebook.com; eventbrite.com

– Civic associations, alumni groups, religious institutions, and local organizations

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7 Strategies: Recap

1. Discover Your Why
2. Rock Your Brand Messaging
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- Bioinformatics
- Digital Marketing and Design
- Health & Medical Informatics
- Information Security
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Thank you for attending!

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