

BRANDING 101



1- PROFILE IMAGE:

Make sure your profile image is on point! This is the first thing visitors will see when visiting your page and the first impression when engaging with others (right next to your comment!)

2 - YOUR BIO

This is PRIME REAL ESTATE to introduce your brand and create an immediate connection. Here are our top three things to ensure your bio clearly states who you are, what you offer, your point of difference and a call to action.

3 - WEBSITE LINKS

Do you have multiple pages you want your audience to visit on your website? Consider setting up a 'links' page that is custom to your brand. The benefit is that it will allow you to showcase these links and have multiple call to actions.

This could be: - Sign up to our newsletter - View our latest collection - FAQs - Contact Us

4 - WHAT DOES YOUR GRID SAY ABOUT YOU?

What does your grid say about your brand? Make sure the last 9 posts incorporate the below:

- Introduction of yourself / your team; build a personal connection with your new followers
- BTS: Showcase a behind the scenes shot or feature around your brand /service /process; get people to know what you do and how you do it
- Consider who your audience is and what value you can offer them i.e. aim for the saves / reshares - this could be tips on how to maintain or store your product
 - Testimonials; share a review or testimonial
 - Answer your most frequently asked question
- How can your audience get in touch / buy from you? Drive them to your website or store?

5 - HIGHLIGHT ICONS

Are your highlight icons relevant and up to date?

Consider having icons such as: ABOUT, PRODUCTS, REVIEWS, FAQs, BTS, this is a great way to give a quick snapshot of your brand!