

6 TIPS FOR BUILDING A COMPELLING DIGITAL BRAND

Credit for concepts to William Arruda

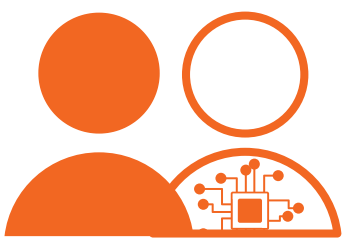


STOP TRYING TO DO TOO MUCH

Don't feel like you need to be everywhere at once. Focus on LinkedIn. LinkedIn is a powerful, authoritative platform, and it contains a lot of "Google juice."

FLAUNT YOUR 'UNIQUE INGREDIENT'

If you want to stand out from the crowd, you'll want to identify your differentiator.

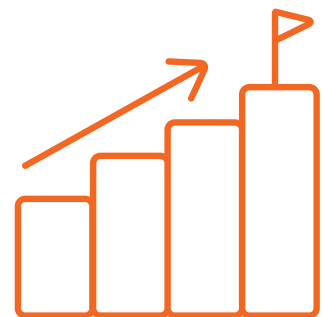


MATCH UP YOUR 'FLESH AND BONES' BRAND TO YOUR 'BYTES AND BITS' BRAND

When you make the leap to the digital world, you have to undergo the translation process.

DON'T FORGET TO TRACK YOUR METRICS

To determine what metrics you want to track, think about your goals. Do you want to grow your network? Do you want to build your influence within a community? Are you hoping to become an expert or thought leader in a particular space?



ASK YOURSELF: IS THIS AN EGO THING, OR IS THIS ACTUALLY VALUABLE?

Before uploading a video or posting to social media, ask: "Is this valuable to my target audience?"

DON'T BE AFRAID TO REPEL PEOPLE (IT'S INEVITABLE)

Be your authentic self, and don't be afraid to put yourself out there. You may feel fearful that not everyone will like you, but that's OK. You will attract the right people.



WANT TO LEARN MORE?
LISTEN TO EPISODE 88 OF THE PR MAVEN® PODCAST.

