



Small Business Tips

Building Your Brand for Social Media Marketing Success

If you are seeking long-term success for your business and social media campaigns, counting likes is not enough. The better engagement metric to focus on is the connection your audience has with your brand.

With 80% of consumers more likely to consider products and solutions from the brands they follow on social channels, brand awareness is cited as a top priority for marketers.¹

Your brand is the most valuable tool you have in your arsenal and social media is an extension of that. Once you establish your brand values and voice, what you say to the world on social media becomes a lot easier.



How To Tip: Create a brand manifesto. List the reasons you founded your brand and what you stand for. Writing it down will keep it top of mind, and your customers will celebrate you for those reasons.

What is a Brand?

It's the vision and the driving force behind everything your organization does.

- + What values are important to you as a business owner?
- + What values are important to your customers? The answer to this question should really be influencing every single decision that you make even outside of social media.

It's why the company was started.

- + Small businesses have a unique opportunity to tell their origin story. Was your business founded for a particular reason? That's something that will be celebrated by your consumer.
- + Your brand should reflect the way you commit to do business. Show your consumers how you follow up on promises.

It's why employees get up in the morning.

- + Your employees, when treated well, will be your biggest endorsers and drive traffic to your business.
- + Consumers notice how companies treat their employees. Especially during the unprecedented circumstances caused by Covid-19, putting the care and safety of your employees first is noticed and rewarded by your customers.

It's why your customers care.

- + When consumers can go anywhere for products and services, why do they need you?
- + What makes you different?

How to Measure Your Brand Awareness?

Brands can be measured on four pillars of equity and momentum, according to the BAV Model.*



- + **Differentiation** measures the degree to which a brand is seen as different from others.
- + **Relevance** measures the breadth of a brand's appeal.
- + **Esteem** measures how well the brand is regarded and respected.
- + **Knowledge** measures how familiar and intimate consumers are with the brand.

Exploring the relationships of these four dimensions reveals a lot about a brand's current and future status.



How To Tip: Boost differentiation by creating photos and videos that keep your brand's unique aesthetic and color choices in mind.

New brands show low levels on all four pillars, but strong new brands show higher levels of Differentiation. A brand that shows high levels on all four pillars has achieved leadership brand status. Leadership brands are brands that are able to effectively convey 1) the attributes that are most meaningful to the companies they represent, and 2) what makes them unique.

Your brand equity is at its peak when your brand strength and brand stature are high or when brand strength is higher than brand stature. This translates to strong brand identity.

Learn more about how to boost your small businesses sales through social media

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*Advertising agency Young and Rubicam (Y&R) developed a model of brand equity called Brand Asset Valuator – BAV Model. Based on research with almost 200,000 consumers in 40 countries, BAV provides comparative measures of the brand equity of thousands of brands across hundreds of different categories.

1. <https://neilpatel.com/blog/how-to-create-a-social-media-branding-strategy-from-scratch/>