



GRAND CIRCUS

"You Are Your Brand"

Understanding Yourself
Engaging Your Audience
Practical Things To Do

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SOCIAL MEDIA STRATEGIST

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Target Audience

WHAT IS YOUR TARGET AUDIENCE

Market segmentation can be defined as the division of a market into its select groups, based on a variety of factors such as needs, characteristics and behaviours, so that the application of the marketing mix can be appropriate to the individual.



WHO ARE YOUR TARGET AUDIENCES



TRAVELERS?



COMMUTERS?



WORKERS?

With the rising popularity of the “**Gig Economy**” the good news is that everyone has the chance to stand out.

Everyone has the chance to learn, improve and build up their skills.

Everyone has a chance to be a **Brand** worthy of attention.

It's time to build your **Brand - YOU**

An important thing to remember about your personal visibility in Social Media is, that it all matters.

When you're showcasing brand YOU, everything you do, and everything you choose not to do, communicates the value and the character of the brand.

From the manner in which you share, to the way you respond or make comments on other people's posts.

It's all part and parcel of the bigger message, and will influence others to react.

Let's make this work.

My goal is to share with you, to spark your ideas, and help you navigate your social media channels.

SIMPLE 7EVEN

ANSWER THESE QUESTIONS PRIOR TO ATTENDING THE WORKSHOP

1. What are your top 3 skills?
2. Do you know what unique things you have to offer?
3. What role are you most comfortable in?
4. If you wrote a book without any help, what would it be called, and why?
5. Can you tell me in less than 30 seconds what you are about?
6. What are you most passionate about?
7. What do you like about the person you admire the most?

Here's What Works...

SOCIAL MEDIA COMMUNICATIONS STYLE

- Offer a clear benefit to the reader right up front in any communication, article, update, post.
- Be positive, concise, and clear about your statements.
- Serve, don't sell.
- Be far more focused on helping others than on shamelessly self-promoting you and your services.



Social Media Selling

90 DAY CHALLENGE

I'd like everyone to commit to the next 90 days that they'll put some of the proven activities into action.



Let's Get Started...

POST SOMETHING EVERY DAY

The simple, brutal truth is that to get traction on social media, you actually must be active on social media.

Social media only works when you use it frequently. If you skip days or weeks between posts, you won't see an upturn in your results.



Machine Learning...

TEACH THE MACHINE THAT YOU MATTER

This is unbelievably important: every major social media site now uses algorithms that decide who sees, or more accurately, does not see, what you post.



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What You Do And Why...

BE CRYSTAL-CLEAR ABOUT WHAT YOU DO AND WHY

The key is “serve, don't sell” as you explain exactly what you do. Once you develop a one to nine word description of your business focus, you can include it in all your business related social media profiles.



Serve Not Sell...

HELP OTHERS

- Every single offering you post on social media should help others.
- Teach them something. Share facts or stories they can use immediately in their lives.
- Offer words of support or inspiration.
- Connect them with other interesting people.
- You'll soon be the only one they speak with.



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Take Action...

PROVOKE POSITIVE REACTIONS

I have no interest in getting you to nod your head and move on. Zero. That's simple a waste of everyone's time.

Instead, I'd like to have you at least try to actually do something positive that will help your business in the days and weeks ahead.

Make a strategic move to compete for your market.



Social Listening...

LISTEN AND RESPOND

You're probably still stuck on wondering how you can possibly come up with 90 comments, shares, updates, images and/or articles to share.

Here is my single best tip:

Watch and listen to how others respond to what you share.



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Personal Brand

"YOU ARE YOUR BRAND"

You have to be prepared to be noticed by taking your message public.



Key Points To Remember

Having a strong personal brand will serve you well in showcasing and promoting your business.

Instead of hoping that someone notices you and offers you opportunities, you must be prepared to take your personal brand on the road and leverage your skills.



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Key Points To Remember

Start thinking now about how you can take on more proactive role with your audiences, and you'll be taking a crucial step toward becoming more in demand.

Toward this end, stop thinking like you're just another business and start thinking of yourself as a company offering your audiences the best experience that they could wish for.



This should be your goal, target, desired outcome

Anything less does not cut it in today's market place.



CONNECT WITH ME

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A black and white portrait of Peter G. Goral, a middle-aged man with glasses, smiling. He is wearing a dark suit jacket over a light-colored shirt. The background is dark and out of focus.

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