

10 Ways

To generate energy around your brand.

Feeling dead in the water?
Lost some momentum around your brand?
Want to spark some conversation in your marketplace?

Here are ten straightforward and effective methods for building energy, conversation, and interest in your brand.

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1 Celebrate

Take a moment to share your joy, big or small.

Have you ever noticed how much interaction birthdays, new milestones, small personal triumphs get?

Sometimes you can even pre-celebrate!

"Almost to 500 likes!", "Just finished (X phase)!"

2 Info sessions

Educate your audience, get them thinking!

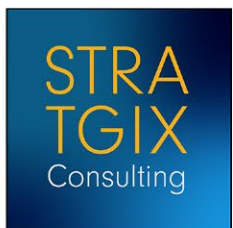
Regular live discussions can be a great way to trigger conversations. Set a consistent time and get going!

These sessions serve 2 purposes. They generate energy and allow you to speak from a position of influence!

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3 Demonstrate Results

Everyone loves a winner!

One of the reasons QVC & HSN sell like magic is the live demonstrations and customer stories. Find ways to showcase your product/service -in- action.

Highlight the best of your product/service.

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Speak To a Group

Speak up!

Social groups and networking organizations are often looking for educational speakers. Share your insights!

You can improve your public speaking skills by joining your nearest Toastmaster's group.

5

Be Prolific

Consistent presence

Sometimes you just have to crank the engine yourself. Increasing your output of regular content & availability, creates more opportunities for market engagement.

In the war of quality vs quantity...consistency wins.

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Share your Reality

Behind the Scenes

In this day and age, the consumer wants to know WHO and HOW. Tactfully lifting the curtain can build trust and generate conversations about shared experiences.

This works especially well for personal brands.

7 Challenge Your Audience

Activate your community

Perhaps your audience just need a reason. So give them one! Challenge them to take action, share your content, comment, implement.

Create a 7-day, 30-day or other milestone challenge.

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Surf the Headlines

What's currently relevant that intersects your brand?

Relate your brand perspective to a current event. Offer a solution or critique in written or video form.

Position yourself where the attention is!

9 Walk Through Your Processes

There is a reason for open kitchens

What's boring to you, is fascinating to your potential client. As long as you don't give away your process secrets, you have ready made content!

Timelapse is your friend!

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10 Collaborate & Support Others

2 crowds are better than 1

Find ways to work with aligned brands. Reach out and support others that share parts of your market. Cross pollinate your audiences!

Set up a joint webinar or cross reference your content.

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Share your thoughts!

Have you implemented any of these methods for yourself? What were the results? Which methods are you going to try next?

Connect with me on any of my platforms and let me know what you feel about these 10 methods of building energy around your brand.

Interested in combining your branding, marketing, and advertising into a cohesive strategy? Learn more via my Brand Beyond Your Logo series.

Register directly here!

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