

### 9 Strategies to "Stand Out"

- 1. SEO
- 2. Experiential & Events
- 3. Publicity
- 4. Traditional Media
- 5. Advertorials
- 6. Online publications
- 7. Influencer Partnerships
- 8. Micro Influencers
- 9. Strategic Ads



#### 1. **SEO**

- Search Engine Optimization (SEO)
  - The process of affecting the online visibility of a website or a web page in a web search engine's unpaid results
  - An overlooked bonus tool
- Google
  - O Through the SEO prospective, Google views the level of authority a business has on a specific topic
  - 40%: How google is judging you
    - What's on your website?
  - 60%: Who's interacting with you?
    - Online engagement
- Organic Ranking
  - Very important to up show up organically
  - Contact info is present on results page
  - O Business/brand is mentioned in media



### 2. Experiential & Events

- The creation of memorable brand events is crucial
  - O Build organic "hype" that will gain organic media coverage
  - Create an experience that will be associated with your brand
  - "Thumb-stopping content" is vital
    - Content worth stopping for in a scrolling environment on social media
  - Virality does not discriminate
    - O Company size/buget doesn't matter
    - O It is established through quality and uniqueness



### 3. Publicity

- Provide the press with newsworthy content
  - What is your big idea?
  - Develop strong relationships with press
- Pitch Process = connect, listen, respond
  - O Connect: Connect with publications & reporters
  - Listen: stay-up-to-date on mentions and coverage of your topic
  - Respond: use tools like Mailtrack to see what's happening with sent media releases and respond accordingly
- Publicity Channels
  - Linkedin Blog, Corporate Blog, & Guest Blog
- Free Content Apps
  - O Canva & iMovie



## 4. Traditional Media

The mass media outlets that dominated prior to the Information Age, including print media, radio broadcasting, and television



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#### 5. Advertorials

- Ads + Editorial = Advertorial
- Brands are able to buy advertorial spots in publications
  - O No longer have to earn your way into publications
- O AKA
  - Sponsored content
  - Partnership content
  - Feature article
  - Advertisement (looks like an article)



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- Online publications are easily distributed and accessible
- Listicles are in high demand by readers of online publications
  - Buzzfeed coined the phrase "listicle"
  - Listicle= a piece of writing or other content presented wholly or partly in the form of a list
  - O Buzzfeed, Narcity, Daily Hive offer listicles
  - Add visuals to listicles
    - O Animated gifs, photos, videos



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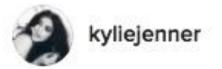
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# 7. Influencer Partnerships

- Brands partnering with individuals that have a strong following and/or presence on social platforms
- Cost
  - Varies based on influencers fee, followers, engagement levels, etc.
  - e.g. Alicia Haque: 29k followers, \$800 for 1 sponsored post & 3 stories
  - Braedin: 220k followers, \$1000 for 1 story w/ swipe up link
- There is websites/apps that aid brands with influencer partnerships
  - The Sociable Society: find reliable influencers, find your targeted audience based on their demographic, ensure their followers are real



Following

2,869,531 likes

7W

kyliejenner Obsessed with my @fashionnova set Get it at FashionNova.com #ad

view all 86,558 comments

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## 8. Micro Influencers

- Individuals that complete reviews
  - Reviews on Google, Yelp, Facebook, Quora, Reddit, and YouTube
- Google
  - Businesses need to register for "Google My Business"
    - Respond to reviews, flag reviews
  - Encourage reviews
  - Motivate people to be Google "Local Guides"
    - O Get prizes and points to post



### 9. Strategic Ads

- Retargeting Marketing on Websites
  - You go to a website and that website follows you to other websites
    - Businesses that do this, need to find creative ads, motivate people to want to go back onto their website and shop
    - Nurture existing relationship with fans/consumers
- O Grab the audience's attention in a short timeframe
  - O Do not disturb their viewing experience
  - Make it unique & memorable
- Facebook
  - Lookalike Audiences
    - O Database of more than 1,000 users is input into FB
    - Facebook uses their intelligence to find people with similar interests, browsing history, age, etc. for brands to use



## Discussion Questions

- Out of the 9 strategies to "stand out", which one do you find the most effective or interesting?
- 2. Is there any strategies or tools that weren't mentioned that you think are useful in a "noisy market"?
- 3. Which social media platform offers the best tools to help businesses target their intended audience?



