

# IMPORTANCE OF YOUR BRAND AT THIS MOMENT.

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VivaRado  
*Развивайтесь с Радостью!*



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## Preface

VivaRado produced this report on social media marketing, we conducted an overview of the basic principles and a dedicated chapter on how to manage your brand in times of market setbacks and community distress.

**Small businesses** that are considering **online marketing strategies** or are unsure on how to proceed in a **volatile market** will find this report useful.

# EFFECTIVE CONTENT STRATEGY

We help you develop the framework for everything that expresses your brand on social media.



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# Brand Positioning

*What your target audience thinks of you and how it perceives the benefits of your brand.*

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Whether you are a long standing known brand or a new business trying to develop you position in the market by **Brand Concepting** and by developing a new **Brand Identity**, you will notice that there is a need for constant **Audience and Consumer Research** due to the frequent change in the needs of your customers.

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#### Relevant Services:

- *Brand Positioning*
- *Brand Concepting*
- *Brand Identity*
- *Audience and Consumer Research*

#### Links:

- [VivaRado Branding](#)
- [VivaRado Business Performance](#)

## Important Issues for your Brand

*Internalizing the needs of the market-space and customers you engage with.*

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As a brand that cares for its position in the market you should identify the needs of your customers and put forward the necessary actions to provide quality service and achieve brand loyalty and recognition.

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## Abstract Community Interests

*Your customer interests, even unrelated to your brand are still valuable.*

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Keeping a frequent contact with your customers gives you insights on what their life is like day-by-day on matters seemingly irrelevant to your brand. Through those interactions with them - ideas might spark, and help your brand improve on a product or service, in ways never before imaginable.

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# Historical Performance

*Lessons Learned from past successful campaigns and how to leverage your experience.*

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Your brand has to have an historical archive, documenting the understanding of past campaigns through the perspective of every participant. Through that knowledge you will be able to create unique combinations of campaign actions that will add even more insights on how to improve your performance even more.



# DRIVING ENGAGEMENT

Caring for the value you put in the content you offer,  
will result in your audience sharing it.



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# Quality Content

*Put time and effort in the content you create.*

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Your content should be accessible and interesting to the audience, it should be concise and reflect the key points that indicate the benefits of having your product.

You should pay attention to the quality of your infographics, visualizations and other components.

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#### Relevant Services:

- *Content Development*
- *Marketing Media Development*
- *Media Management*
- *Graphic Design*
- *Infographics*
- *Interaction Design*
- *Typography*

#### Links:

- [VivaRado Design](#)
- [VivaRado Marketing](#)
- [VivaRado Branding](#)

Make your community feel passionate about what they are doing, the feeling of leadership and emotional commitment is key to success!



# Frequent Dialogue

*Be present and respond to people mentioning your brand. Creating dialogue and listening to the positions of your customers.*



## Mention Monitoring

Monitoring new discussions around your brand and their evolution. Keep track of how brand related discussions take place in time and participate in new ones.



## Deep Listening

Focusing from mass to select client concerns and addressing individually. Put effort in individual concerns and provide solution by discussion and addressing issues related to your brand.



## Trending Topic Engagement

Identification of trending topics related to your brand.



## Lead Generation

Finding new potential through your engagements with your customers.

# AMPLIFY YOUR BRAND

Convey the authenticity and consistently communicate the message that matters to your brand and audience.



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# Proper social media profiles

*First impressions count.*

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Your Brand profile page is possibly the first encounter that someone is going to have with your brand, and you will want that first impression to be positive.

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## Correct Brand Material Placement

Place brand related material correctly in the given social media profile sections, maintain consistency across social media networks.

Your **Profile Picture** should be in-line with your **Brand Book**, same goes for your **Cover Image**. Your brand should be represented in your **Profile Bio** as well.

## Cross Linking Brand Web properties

Include links between all your brand properties like websites and social profiles. Those links should be accessible in all your website pages, and your Social Media profiles should also link back to your Website and other Social Media profiles.

Avoid using **sharing buttons** in areas intended for Social Profile links. **Shar**  
**ing** is for articles and other media you want circulated. Showing a **Social**  
**Profile button** in your website header or footer - is a promise of a **profile**,  
not of a sharing functionality.

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# User Content Amplification

*Identify and Nurture relations.*

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Identification of content created by users that relates with your brand positively, approach the most engaged users to create long term partnerships (Influencers, Fans and Engaged Employees) and amplify their efforts to your message.

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Relevant Services:

- *Customer Relations Management*
- *Customer Rating and Loyalty*
- *Customer Satisfaction*

Links:

- [VivaRado Business Marketing](#)
- [VivaRado Branding](#)



# Brand Specific Hashtags

*Hashtags related to your brand products or services.*

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Hold the attention of your target audience through hashtags. Follow their reaction, be prepared to provide the necessary information about your brand and catch the current need of your customers.

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Relevant Services:

- *Advertising Messaging*
- *Brand Communications*

Links:

- [VivaRado Technology](#)
- [VivaRado Business Performance](#)

Be proud of the content your community creates, and be loud about the things you want them to talk about!



# ALIGN WITH REALITY

Acknowledge the present reality and act for the benefit of your audience right when they need you.



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# Acknowledge consumer situation

*Understand the reality of your consumers in harsh social conditions.*

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Make sure to convey that understanding and be present through immediate support and solidarity to your clients by giving what you can and caring for their needs.

Not all profit is measured in monetary terms. Caring and providing special adjustments to your regular mode of operation will be positive for your customer loyalty and their wellbeing.

# Service Changes and New Measures

*Updates on the conditions of business conduct and measures of social responsibility.*

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It is important to inform of Service Changes and working hours, Communicate about hygienic and safety measures, to avoid customer frustration and harm.

Through social media your message can be frequently repeated, helping you increase awareness for special measures and service changes due to distress situations.

# Digital Marketplace

*The non physical representation of your brand on the internet.*

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Prioritize e-commerce sales and promotions and make-up lost ground for the sell drop, of physical shops.

Campaigns that used to involve close contact - physical communications and hand-to-hand print media exchange, like leaflets and samples, is a method that has to be replaced with non-contact digital communications like email marketing and social media.

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## Relevant Services:

- *Ecommerce Website*
- *Email Marketing*

## Links:

- [VivaRado Technology](#)
- [VivaRado Promotion](#)

# MEASURING YOUR BRAND

Review and analyze what makes your brand work and how to keep doing what matters.



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# Social media analytics

*Metrics and Statistics related to your social media presence.*

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## Measure Engagement

Evaluating what content is mostly interesting to your audience.



## Follower Count

The process of calculating your followers.



## Revenue tied social Posts

Identification of the social posts that are linked with sales.



## Link Tracking

Click metrics on specifically created links and their impact.



# Strategy Optimization

*Optimize your strategy based on the insights collected from your measurements.*

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Be prepared to respond quickly to change in the market and select a new or optimize your current methodology, this will allow you to be competitive and relevant in an ever changing landscape.

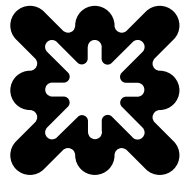
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Relevant Services:

- *Brand Strategy*
- *Analytics and Measurement*
- *Consumer Insights*

Links:

- [VivaRado Business Performance](#)



THANK YOU



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