

5 steps to creating a powerful brand on social media

Building your brand online, and gaining a loyal audience can be difficult, especially in the extremely saturated market that is social media.

Here are some handy tips and tricks for building your brand on social media.

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1. Find your niche

Find your niche, and run with it.

Figure out what your brand stands for and what it provides to your audience. Know what you're trying to say through your social channels and let your content reflect this message. Don't try to be someone you're not or compromise the message of your brand.

2. Engage with your audience

The best method for maintaining and growing your audience, is to engage with your current followers. Engagement can come in many forms; liking posts, re-sharing relevant content, commenting on posts or stories.

Listen to your audience, learn their preferences and what they respond to best. Make sure you keep an eye on your analytics and post when your audience is most active. Create an authentic connection with your audience as they become invested in your content and brand.

3. Be Consistent

Consistency is key, especially on social media. Plan your content ahead of time and schedule posts to automatically go out to your audience. Regularly posting relevant keeps you atop of the algorithm and assists in promoting your posts.

Consistency in posting helps maintain a rapport with your audience as they view your content more frequently.

4: Develop your brand voice

Having a consistent brand voice and tone across all social platforms is essential to building your brand.

Your brand voice should embody the overarching message and call to action of the brand. A great way to find your voice is to sit down, create a mind-map of your brand and highlight the features that make it up.

Curate a voice that resonates with your target audience and is cohesive with your brand. This voice will guide all of your future content and interactions with your audience.

5. Plan your content

Plan and schedule your content ahead of time! Planning content lets you see your feed ahead of time and ensure that it is conveying a consistent message. Nothing is worse than seeing a brand with conflicting content and an in-cohesive feed.

Find a planning platform that works for you and is easy to use.

The next step is to take these tips and make them your own!

Everyone's brand journey is unique and different tactics will work for different brands.