



Engaging clients through
social media and building
your brand

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of financial stress*

- On a scale of 1-10.....
- Rate yourself on your branding – 1 being low and 10 being a strong brand.

Biggest hindrance to building a brand

- A No idea how to do it
- B No time
- C Costs too much
- D All/most of the above

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So today I want to
cover.....

- 4 key steps to building your brand
....that have worked for us
- 7 traps to avoid
- 5 things you must do on Monday
morning to start taking action

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Branding is all about.....

- A. Getting noticed?
- B. Being in the media?
- C. How others perceive you?
- D. Looking good?

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4 key steps to building your brand

1. Know who you are?

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4 key steps to building your brand

TED Ideas worth spreading

WATCH DISCOVER ATTEND PARTICIPATE



Filmed September 2009 at TEDxPuget Sound
Simon Sinek: How great leaders inspire action



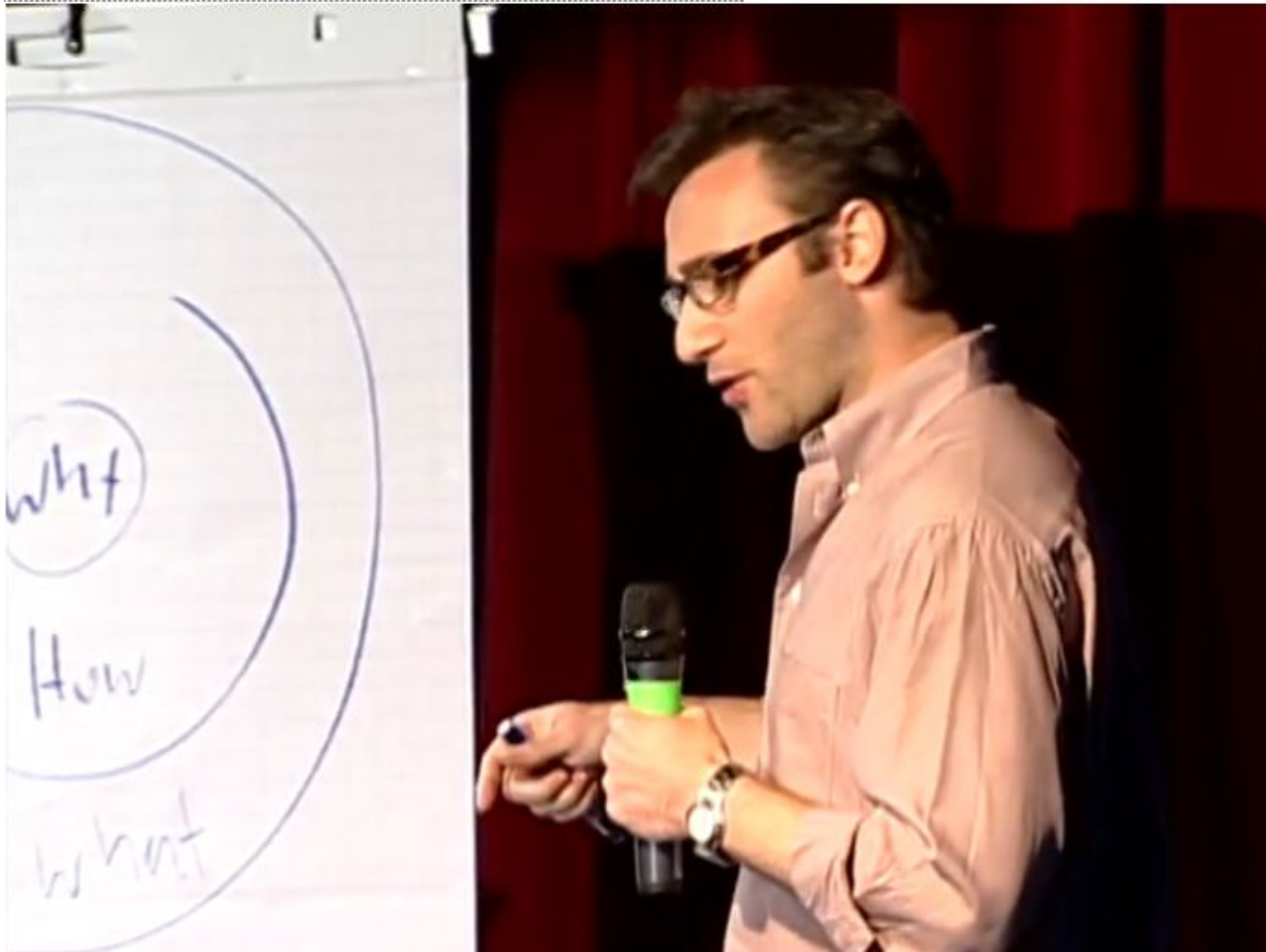
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4 key steps to building your brand

2. Relationships matter

Relationship Status:

- Single
- In a relationship
- Married
- Engaged
- Divorced
- Waiting for a miracle

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4 key steps to building your brand

3. Content is king!

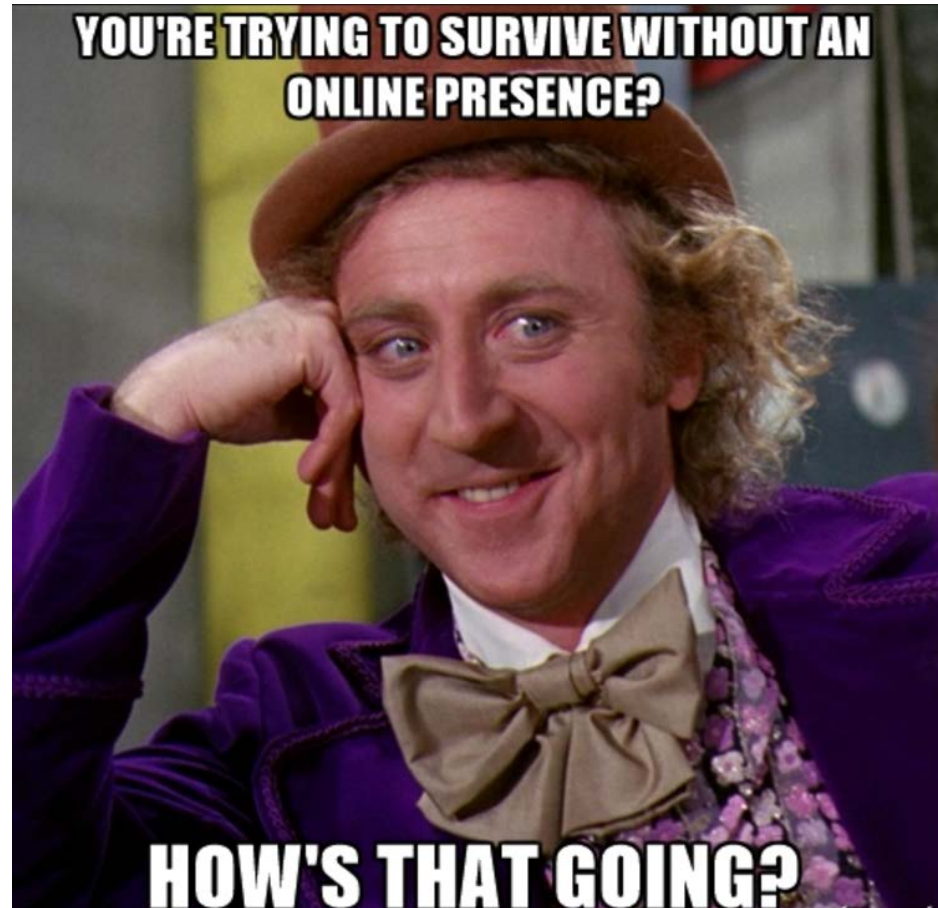


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4 key steps to building your brand

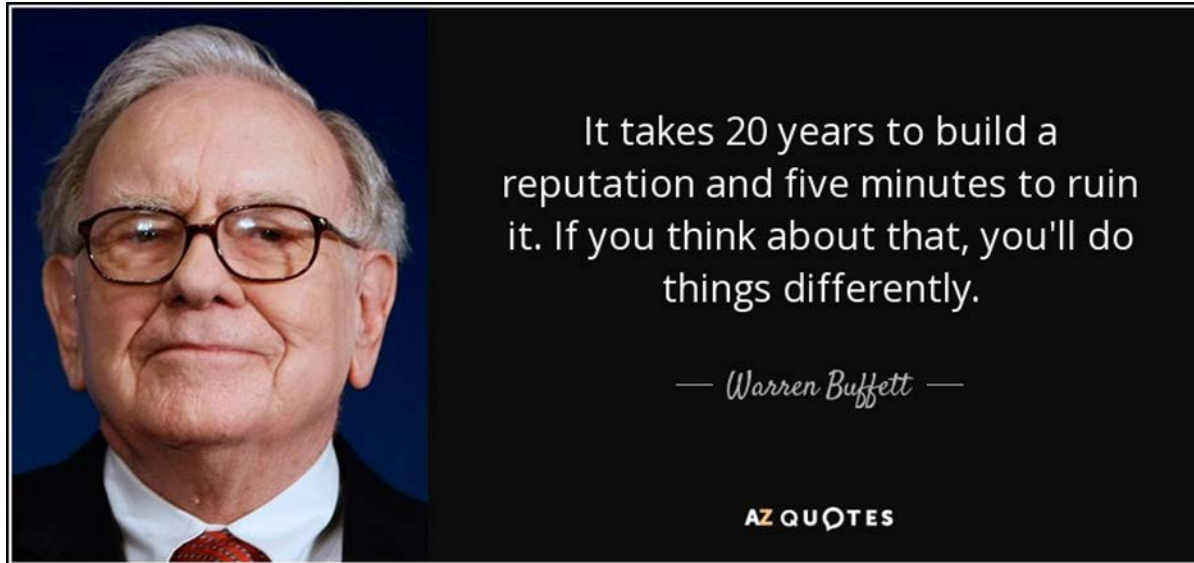
4. You must be a hub - It's all about the online presence



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The Traps

1. Not sticking to your values.



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**LOOK, I CAN'T MAKE
EVERYONE HAPPY.**

I'M NOT BACON.

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The Traps

2. Thinking nothing bad will come.....but sometimes it won't be your fault either.



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The Traps

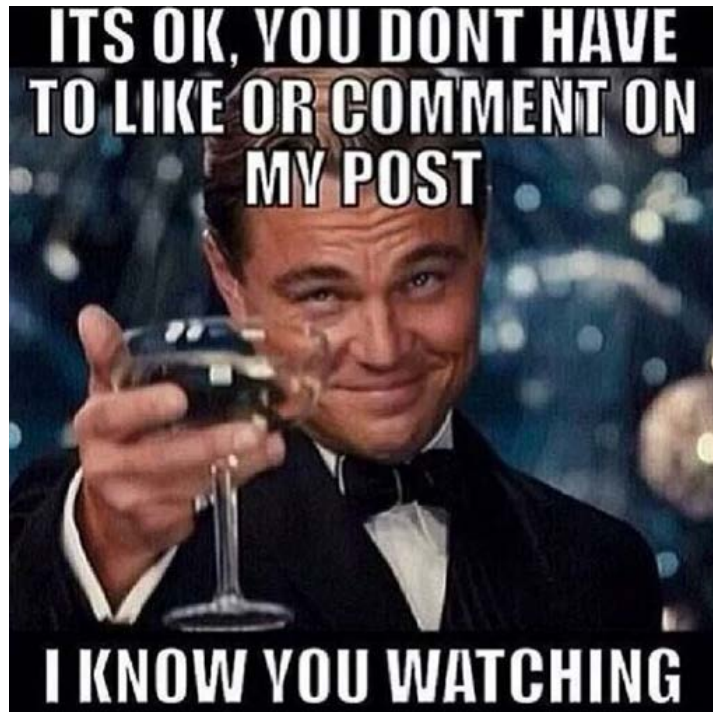
3. Try to sell



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The Traps

4. You don't know who is watching –
don't slip up.



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The Traps

5. It's not set and forget.



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The Traps

- It's a marathon – not a sprint.



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- 6. Don't get
- personal



Olivia Maragna at 612 ABC Brisbane.
13 August · 🌐

My little man joined me today in the studio. He loved it! #talkingmone



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Aspire Retire Financial Services

Published by Olivia Degiovanni [?] · 12 September · *

A big warm welcome to our newest team member, Chandla! Our team is growing so if you know someone who is passionate about helping people who would love to work with an award winning team, then ask them to check out our careers page!

<http://www.aspireretire.com.au/careers/>



3,572 people reached

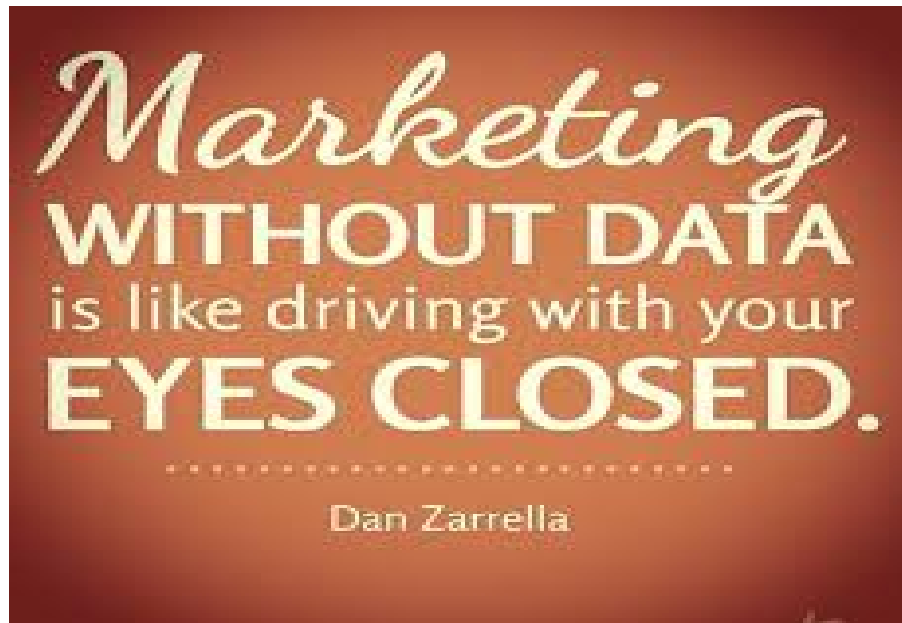
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The Traps

- 7. Measure and review



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Monday Morning - to do list

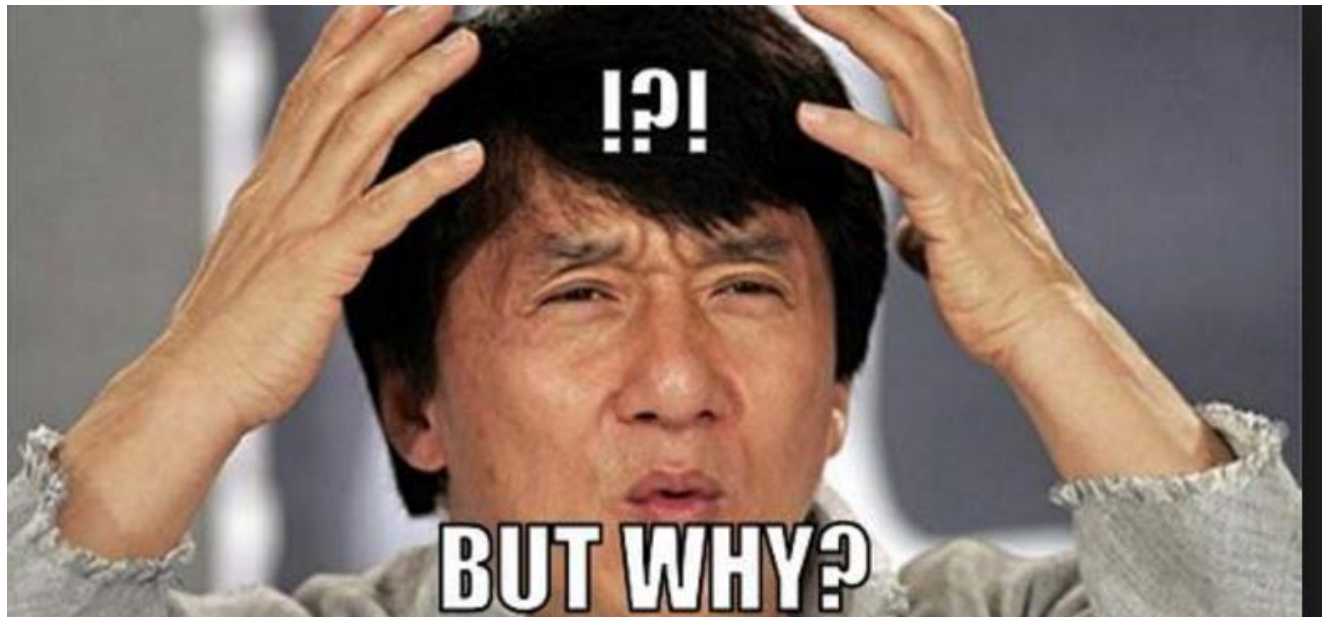
- 1. Google yourself
- 2. Look at your analytics



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Monday Morning - to do list

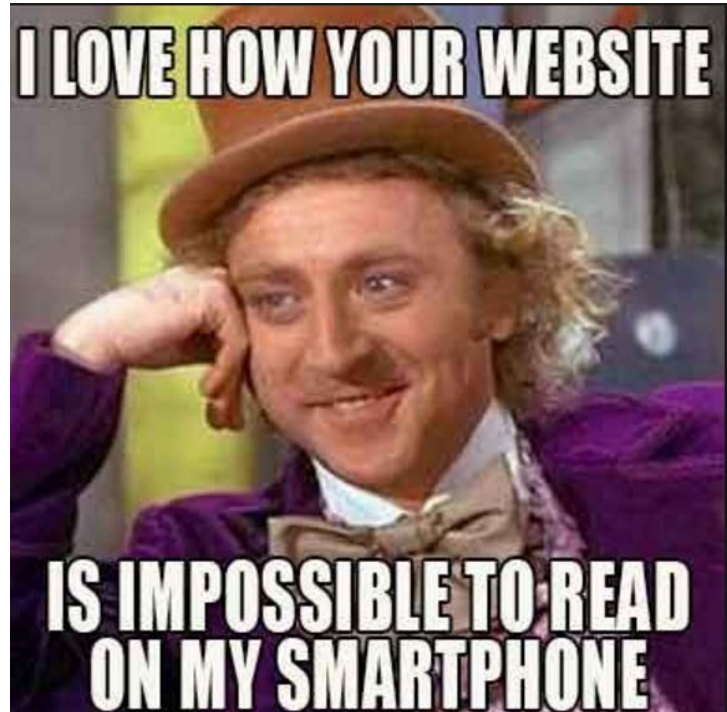
- 3. Write your why and get clear about where you want your brand to go



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Monday Morning - to do list

- 4. Get your website and social media pages up to date.



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Monday Morning - to do list

- 5. Start tracking your ROI – CRM – set up a system.

Monday Morning - to do list

- 1. Google yourself
- 2. Look at your analytics
- 3. Determine your why
- 4. Get your website up to date
- 5. Track your ROI

-

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Always here to help



- @oliviamaragna
- LinkedIn – Olivia Maragna
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