The Beauty of Brand Building

Presented by: Amy Turk
Social Media & Influencer Manager, DUSK.com
How do I drive engagement & talkability through Organic Social & Influencers?
Brand Marketing

- Build a name for yourself.
- Get inside the mind of your customer.
- From heart to cart.
- Delivers long-term results.

Digital Marketing

- Endorse your brand, product or service.
- Target new or returning customers.
- Generate leads, drive traffic, and convert customers.
Brand Building

- Organic Social Activity.
- Awareness Influencer Campaigns.
- Experiential Events.
- PR.

Sales Driving

- Paid Social Activity.
- Affiliates.
- Promotional Influencer Campaigns.
- Digital.
Engagement Drivers: Organic Social & Influencers

- Know your audience.
- Always test, trial & analyse.
- Regular strategy reviews.
- Create valuable content.
- Join conversations.
- Authenticity.
Brand Campaigns I've Loved Recently...

SURREAL CEREAL

BREWDOG

BLOOM & WILD
Thank you!

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