



Entrepreneur's Guide to Growing a Social Media Following

THE
BRANDING
MUSE

ABOUT THE AUTHOR

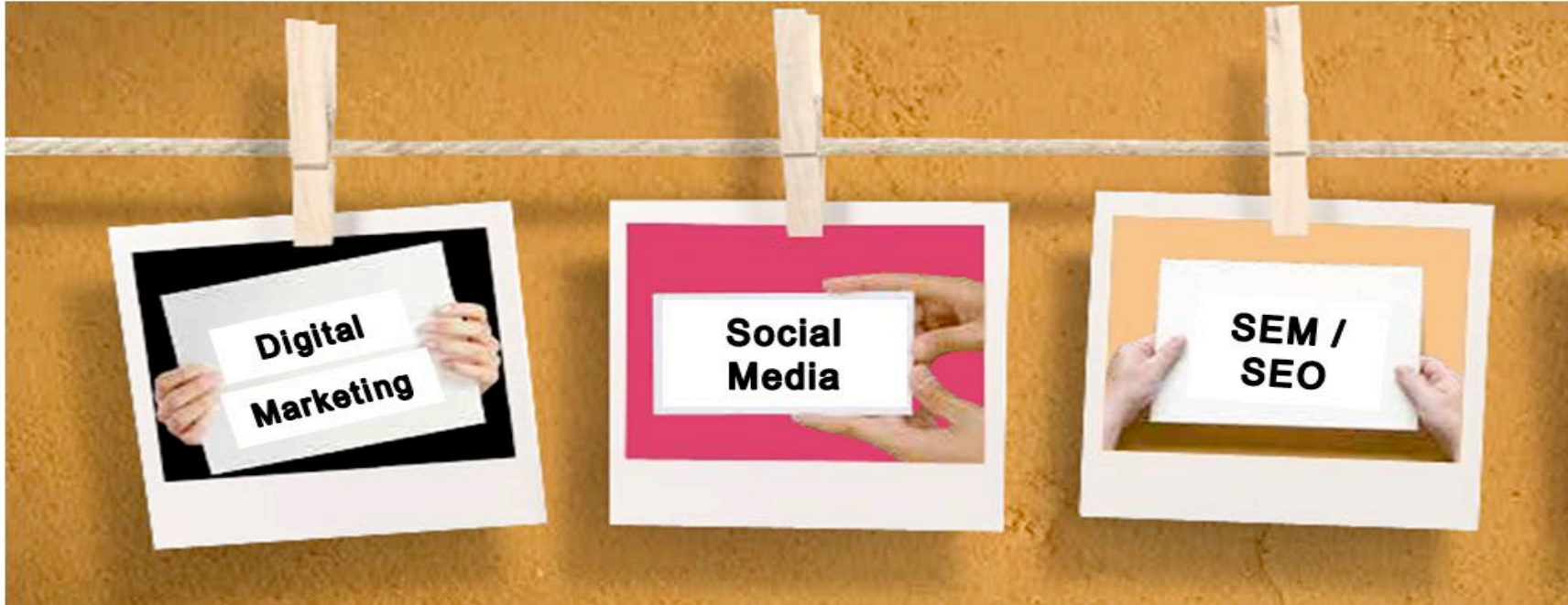


Emmelie De La Cruz is Founder of The Branding Muse, a consulting firm that develops personal branding programs, resources and services. With these tools young professionals, entrepreneurs and college students learn to take control of their personal brand and properly market themselves using digital tools.

You can find her on Twitter:

[@HerMusings](https://twitter.com/HerMusings)

INTRODUCTION:



When developing your personal brand, one thing that is important to take into consideration is the promotion and marketing of that brand. Market your personal brand by growing your following on your digital channels and building your network of contacts.

SOCIAL MEDIA



Make sure your social media posts reflect your brand and communicate your specialty and expertise.

You should be sharing valuable content that attracts like-minded people to you and your channels. When you are able to make important contributions, you begin building a community of loyal followers who are not only enjoying your content, but also likely to share it with others.

Twitter: Tweet articles in your niche at least three times a day. Remember to use hashtags and engage with other influencers in the space.

Facebook Business Page: Create a page and use it to engage your followers. Ask questions, answer questions and promote your content.

Google Plus Page: Google+ is a great way to improve your search engine results. Google+ content ranks highly on Google search pages, so it would be wise to share your content with your circles and use it as another distribution channel.

Pinterest: Pinterest is one of the fastest growing social networks and an extremely easy way to make your content go viral. The right photo and caption linked back to your website, can drive traffic and increase your views faster than you can imagine.

YOUR WEBSITE

Your website should be home to all of your high-quality content. It should house not only information about you, but also have blog posts and articles that showcases your expertise and can help other. Search engines like pages -- especially homepages, that are updated frequently. Content helps to not only build your credibility, but also helps your rankings on search engines. The more people that find you, the more traffic and connections you will gain.

In order to quickly distribute your blog posts, set up an RSS feed and/or email signup that is easy to find on your site. An RSS feed and email marketing are great ways to deliver content right to your readers' inboxes and convert them into frequent returning visitors. Make sure that these icons and forms are found on every page of your website in order to capture your readers' information from wherever they are on the site.



STRATEGY



You must accept the fact that a huge part of the marketing space now requires the creation of content and for you to think and behave like an editor. Embrace the idea of a content schedule because it is what will help you develop the content that you need to drive traffic back to your website and ultimately increase your brand visibility. Creating a schedule just requires you to designate how often content goes out on each platform.

RESOURCE

	Monday	Tuesday	Wednesday	Thursday	Friday
Twitter	<ol style="list-style-type: none"> 1. Share article 2. Interact with influencers 3. Follow influencer 4. Share quote 	<ol style="list-style-type: none"> 1. Share article 2. Engage influencers 3. Follow influencer 4. Share quote 	<ol style="list-style-type: none"> 1. Share article 2. Engage influencers 3. Follow influencer 4. Share quote 	<ol style="list-style-type: none"> 1. Share article 2. Engage influencers 3. Follow influencer 4. Share quote 	<ol style="list-style-type: none"> 1. Share article 2. Engage influencers 3. Follow influencer 4. Share quote
Facebook	Graphic Post	Post a Question	Share Blogpost	Share an article about your industry	Share Video
Blog	Write Blogpost			Publish Video	

When running a business, your brand often becomes secondary to our other obligations. It can be time consuming to diligently grow your following, but it can be done in pieces each day. Make time for each of these. In our brand suite, you can download an easy to follow schedule and [content calendar](#) to maximize your time.



Brand Studio Workshop

**Registration Opens
May 2013**

DEVELOP YOUR DIGITAL STRATEGY

If you want expert assistance and building and developing your brand and digital marketing strategy, visit <http://bit.ly/bmbrandstudio>