

Grow your brand to stand out from the crowd!

We know how important your social media presence is to you and your brand. That's why we create solutions that help you grow the recognition of your brand while keeping an eye on what's most important – the sustainability of your company.

Brands entrust CHART Digital Institute with the monitoring, contributing, filtering, measuring, and guiding the social media presence of a brand, product, individual, or corporation.

We leverage all aspects of a business to tell a tailor-made story of your brand which keeps you relevant and top of mind. But why the need for a tailor-made solution for your company? *To stand out from your competition!* Contact us for a no obligation quotation.

What is Social Media?

Social media marketing is all about gaining attention for your brand via social networks. The biggest social networks on the global stage are Facebook, Twitter and LinkedIn. Each social network has its own rules of engagement and diverse audiences thus researching each before you get started is key.

Top Tips

- 1. Firstly, research.** Don't jump straight onto twitter because you think you have to be there. Find out where your audience is and focus your efforts on that network.
- 2. Create a strategy and stick to it.** Ask yourself what you want to get out of social media, set your objectives, and formulate an action plan.
- 3. When you join a network, listen first.** Social networking is all about having a conversation online, so before you start talking find out what likeminded audiences are interested in.
- 4. Share content relevant to your identified audience.** Social Media channels provide platforms that can be used for both organic posting and paid promotion. For organic posting it is best to abide by inbound marketing best practices - share content that relates to your targeted audience to engage them rather than focusing on making an immediate sale.
- 5. Engagement is king.** There's no point having thousands of followers if none of them pay attention to what you're saying. Engage with your audience and use this as a measurement of your success.

Engage, enlighten, encourage and especially...just be yourself!

Social media is a community effort; everyone is an asset.

Susan Cooper

