

# GirlsBuild<sup>LA</sup>

## Webinar #2 Marketing 101

Wednesday, November 8th  
3:30PM - 4:30PM

# JoinMe Tools

## Audio

- Turn on audio (so you can hear us!)
- Tap on the phone icon > Call via internet > Connect

## Chat Feature

- Send questions/messages by tapping on the message bubble icon
- Send to the group @All or directly to @LAPromiseFund
- We will address your questions at the end of the presentation

This webinar is being recorded so you can access it again after today. It will be available on the GBLA website.

# Marketing 101:

## Building Your Brand

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November 8, 2017

# Brand Identity

How are we seen?



**GirlsBuild<sup>LA</sup>**

Name. Logo. Tagline.



# Brand

Who are we?



How people know you & how you want to be perceived.

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# Now What?

**Make a list of words that describe your team & project.**

Choose the top 5 that best define you and try to follow that in your work.

# Who is your Audience?

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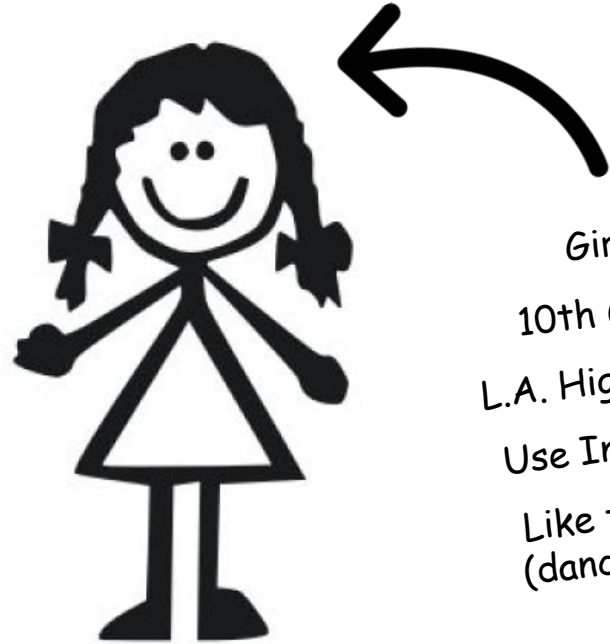
Where do they live?

How old are they?

What are their hobbies?

What is important to them?

What media do they use?



Girls  
10th Grade  
L.A. High School  
Use Instagram  
Like the Arts  
(dance, music)

Defining your audience helps you connect with them.

# Now What?

**Describe 3 “average people” that you are targeting.**

All of your content & activities should be directed at these “types” of people.



# What do you Stand For?

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**Why** did you start this company (project)?

What **problem** are you trying to solve?

What is **unique or different** about your company (project)?

What is **special** about your team?



# Now What?

**Write out these answers on your website or in social posts.**

Tell people why you do what you do! It's the easiest way to get support.

# Telling your Story

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Be Clear & Concise. **Short & Sweet!**

Be Honest & Truthful. **Speak from the heart!**

Be Emotional & Personable. **Be you!**

# Digital Marketing

#SuperImportant

- ★ Website
- ★ Social Media
- ★ Mobile Apps
- ★ Emails

The best way to connect  
with people in 2017.



# Social Media Tips

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- ★ Choose & focus on the platform your audience uses most
- ★ Hashtags are important to create a following
- ★ “Engagement”: Reply, @Mention & Start Conversations
- ★ Share-worthy & Fun Content: Videos, Images, GIFs
- ★ Post often & when you know your target audience is likely on that platform (morning, after school, etc.)

# Facebook

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- ★ Ok to write longer posts
- ★ Use images, videos, GIFs & other visual content
- ★ Best platform to ask opinions or facilitate discussion



# Twitter

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- ★ Short & Sweet (though Twitter now allows 280 characters)
- ★ Use Hashtags, but limit to 1 or 2
- ★ Post about #trending topics
- ★ Use Images & GIFs to stand out
- ★ Shorten your links with [a tool like Bitly](#)



# Instagram

- ★ Eye-catching photo/video! Good quality, bright colors, etc
- ★ Follow accounts that match your brand identity
- ★ Re-post or “Re-gram” photos that inspire you

## Instagram Stories:

- ★ Post throughout the day, but don't make content too long that people stop watching
- ★ You can use #hashtags, @mentions & links





# Snapchat

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- ★ Only last 24 hours: better for fun & entertaining posts than important updates
- ★ Create fun geofilters for events
- ★ Snapchat or Instagram story...? You decide!



**“If you are always trying to be normal, you’ll never know how amazing you can be.”**

**-Maya Angelou**

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