

BEST BUSINESS PODCAST

ESTABLISHING YOUR ONLINE BUSINESS

— AND —

SOCIAL MEDIA BRANDING



In this workbook, you'll discover the secrets to building a strong, recognizable brand on the internet.

From taking a deep dive into your brand's personality to learning how to effectively tell your brand's story on social media, this workbook is packed with fun and engaging activities that will help you take your online business to the next level.

Get ready to flex your creative muscles and put your branding skills to the test. We'll be taking a closer look at everything from crafting the perfect elevator pitch to identifying and working with influencers in your industry.

So, buckle up and get ready to embark on a branding adventure. With this workbook in hand, you'll be well on your way to building a brand that stands out in the online world.

The Best Business Coach Activity On Establishing Your Online Business and Social Media Branding

Activity 1: Brand Personality Quiz

Take a quiz to determine your brand's personality type (e.g. adventurous, trustworthy, quirky, etc.) and then brainstorm ways to showcase that personality on social media.

Brand Personality Quiz

Instructions:

1. Read through the following list of personality traits and select the ones that best describe your brand.
2. Once you have selected your top choices, use the key at the end of the quiz to determine your brand's personality type.

Personality Traits:

- Adventurous
- Trustworthy
- Quirky
- Professional
- Innovative
- Confident
- Whimsical
- Fun-loving
- Bold
- Traditional
- Thoughtful
- Ambitious
- Unique

Key:

- **Adventurous:** A brand that is always seeking new and exciting opportunities and is not afraid to take risks.
- **Trustworthy:** A brand that is dependable and honest in all its dealings.
- **Quirky:** A brand that is unique and offbeat, with a sense of humor.

- Professional: A brand that is serious and business-like, with a focus on quality and efficiency.
- Innovative: A brand that is constantly pushing boundaries and coming up with new ideas.
- Confident: A brand that is self-assured and knows its worth.
- Whimsical: A brand that is light-hearted and playful, with a sense of wonder.
- Fun-loving: A brand that is always up for a good time and enjoys life to the fullest.
- Bold: A brand that is fearless and unafraid to stand out.
- Traditional: A brand that is rooted in classic values and customs.
- Thoughtful: A brand that is caring and considerate, with a focus on making a positive impact.
- Ambitious: A brand that is driven and determined to achieve success.
- Unique: A brand that stands out from the crowd and is truly one-of-a-kind.

How can you showcase your brand on social media?

Activity 2: Elevator Pitch Challenge

Give yourself a scenario where you have to pitch your brand to a potential investor in the time it takes to ride in an elevator. Encourage them to be creative and make the pitch memorable.

Activity 3: Hashtag Hunt

Challenge yourself to come up with creative and relevant hashtags for your brand and then search for those hashtags on social media to see how others are using them.

1. _____
2. _____

3. _____
4. _____
5. _____

Activity 4: Social Media Storytelling

Create a storyboard for a social media campaign that highlights your brand's unique selling points and resonates with your target audience.

Activity 5: Influencer Outreach

Teach yourself how to identify and reach out to influencers in their industry who can help promote their brand on social media.

Activity 6: Analytics

Guide yourself through the process of setting up and analyzing metrics for their social media accounts to track the success of their branding efforts.

Activity 7: Design Your Branding

Design a visual representation of your brand that is memorable, consistent and stands out.

Activity 8: Create A Brand Slogan

Come up with a catchy, memorable slogan for their brand that can be used in all of their marketing efforts.

What You Will Learn from the Activity

By identifying your brand's personality, you can learn how to effectively communicate your brand's message and values to your target audience. This can be done by highlighting your brand's personality on your social media platforms and making sure that it is consistent across all your marketing efforts.

Additionally, by understanding your brand's personality, you can also learn how to resonate with your target audience better. By creating content that aligns with your brand's personality, you can connect with an audience who also values the same traits as your brand.

Furthermore, by identifying your brand's unique selling points, you can differentiate your brand from your competitors and make it more memorable to your target audience. This can help you establish your online business as a leader in your industry and make it more attractive to potential customers.

In addition, the activity will also help you understand the importance of having a consistent branding strategy across all your social media platforms, website, and other marketing materials. This will ensure that your brand is easily recognizable and that your target audience can easily identify with your brand.

In conclusion, the activity is a valuable tool for understanding your brand, establishing your online business and social media branding. It will give you a deeper understanding of how to create content and social media strategy that highlights your brand's personality and makes it stand out in the online world, and attract the target audience.



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