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M A R K E T I N G

A monthly newsletter to inspire innovation.



Brand **vs** Business

By Amiah Smith

We are living in an age where people are discovering what makes them unique, and how they can turn that into something people want to buy. While many have turned their own personal interests and lifestyles into recognizable brands, it's not always as easy as one may think.

A brand is something that makes you identifiable and relatable to the public. When you turn that brand into a marketable product or service (via a business), you are fulfilling a "want" of a consumer. Even if there are other businesses out there that provide the same thing, your brand is what sets you apart.

Branding is what builds the desire for loyal consumers to come back, and for new customers to take a chance on what you have to offer! Take some time to think about what your brand could be or how it could expand!

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HOW TO DISCOVER
YOUR PERSONAL BRAND

5 TIPS TO TURN
YOUR BRAND
INTO A BUSINESS

5 Tips To Turn Your *Brand* Into A *Business* !

You're hoping to establish your personal brand, but how? Here are some tips to take it to the next level!

#1 - Discover Who You Are

Determine what you want to be known for, what you truly enjoy, and how those things can be relatable to an audience. Once you establish who you are, your audience will begin to associate you with your brand.

#2 - Define Your Target Audience

You've established what your passions are, but how do you find the people that can relate to you? Start observing trending hashtags for topics surrounding your interests. What kind of content do you see? How are people engaging with it?

#3 - Find Out What The Experts Are Doing!

As you're observing trends surrounding your interests, it is important to pay attention to not only the engagement, but also the user who is actually posting the content! If you discover a page that has a strong following with consistent engagement, follow them!

Interested in growing your brand and overall business?

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5 Tips To Turn Your *Brand* Into A *Business* !

You've established your brand, now what? Here are some tips to take it to the next level!

#4 - *Network & Grow Your Online Presence*

After following pages that catch your attention, it's important to engage with not only the page, but its followers as well. Striking up a short conversation in the comment section of a post, or reacting to something you enjoyed on the page is bound to pull the focus of potential followers!

#5 - *Make Your Interests Profitable*

As you are building your audience, you should start working on how to turn your interests into a product or service that consumers would be willing to pay for. This is also why it's important to follow pages with similar interests. You can see what is already on the market and find your untapped window of opportunity.

Bonus Tip - Be Patient!

Two words many of us dread hearing. Your personal brand is something that will never stop growing and/ or changing. Working hard to build your brand, connections, and business is a commitment that will take time. Stay consistent, and your hard work will pay off!

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