

# A Brand Strategist's Portfolio and Works

Works by:

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Brand Strategy

# What can a BRAND STRATEGIST do for your brand?

## THEY CAN HELP YOU FIND YOUR BRAND VOICE

Brand strategy can help you uncover who you are and what your brand stands for through voice. Unveiling your story in a relatable, human way is a strategic concept to show your potential clients your *WHY*.

Your *WHY* is who your business is, why you started it, and what you can do that makes you unique.

Having a deep and strategic understanding of your brand voice will allow you to approach your business decisions and outreach clearly and cohesively.

This is a great step in being able to differentiate who you are from your competition. Finding what makes your brand special is what will ultimately make customers trust your brand over others.

## THEY CAN HELP YOU BECOME RELATABLE

Understanding your target audience allows you to cater your content to them. This will help you form a deep and meaningful connection with them.

Having a deep level of connection is what will bring you success!

This connection leads to your ideal audience seeing you with higher recognition, trust, growth, and loyalty over time.

You want your audience to relate to your brand not just because you sell them something they want, but because you made it possible for them to relate through strategy.

## THEY CAN HELP YOU STAND OUT IN INDUSTRY

Having a good product or service is a great start, but not enough to guarantee your success with today's social media empire.

A brand strategist will help you position yourself uniquely in the marketplace, separating you from your competition.

Become a trustworthy and knowledgeable expert in your industry through a good brand strategy.

You WANT to be the odd-one-out in your branding. Make waves, push the norm. The sea of bland salesy posts and nonsense is too vast to fall into. A brand strategist can help you float to the top.

# **Before & After**

Dental Office

BEFORE



# HOW BRAND STRATEGY HELPED THIS BUSINESS

### Brand is feeling:

Stale, generic, unopportunistic

### Brand is looking for:

A sense of community, to show off their accomplishments, to educate their audience, to become a leader and expert in their industry

### Our KPI's:

Reach, New Followers, Engagement Rate, Link Clicks

**The Strategy:**

Show off staff and celebrate even small wins in-house. Introduce Reels with staff members to bring connection and reach. Be fun and relatable to target audience. Make content easy to understand for audience; ie. simpler terms for complex topics. Go heavy on the mission statement and promote in-house experts.

AFTER



# HOW BRAND STRATEGY HELPED THIS BUSINESS

**KPI Overview:**

KPI (Key Performance Indicator) is “a quantifiable measure of performance over time for a specific objective.”

KPI	Before Q1-3 AVG	After Q4 AVG
Reach	9.3k per quarter	18.06k for Q4 +94.2%
New Followers	41.9 per quarter	62 for Q4 +48%
Engagement Rate	5.2% per quarter	7.75% for Q4 +49%
Link Clicks	85.3 per quarter	143 for Q4 +67.6%

Data shown for 2022 full year

\*Before AVG per month for social accounts previously used including Facebook, Instagram, and LinkedIn  
 \*After AVG per month for social accounts added on including Twitter, Pinterest, and IG Reels

# **Campaign Example**

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# PAID ADVERTISING EXAMPLE

## GOAL: Get More Website Visitors & Service PROMO

Copy: "We are offering 20% OFF of CEREC Crowns for a limited time only. Book now to ensure your savings. Visit [paradisedentalllc.com](http://paradisedentalllc.com) to learn more."

### Performance:

Link Clicks	Reach	Cost Per Click	Post Engagement
155	10,592	\$1.22	178



Ad Run Time: 27 Days  
 Ad Budget: \$50/week  
 Ad Timeline: Nov. 2022



**Brand Strategy is a  
job in itself...**

## LOCAL SMALL BUSINESS OWNERS ARE THEIR OWN

- Graphic Designers
- Copy Writers
- Brand Photographers
- Creative Directors
- Business Coaches
- Web Designers
- Book Keepers
- Social Media Managers
- Video Editors
- Content Creators

### ONTOP OF ALL THEY DO TO RUN THE BUSINESS ITSELF

Take some of this off of your plate to focus on the parts of your business you love most. Small business owners are powerful, but shouldn't be expected to do it all alone.

# Let's Chat!

Brand strategists can do more than just increase your online presence. We help you get back to the parts of running a business you actually love.

Reach your target audience, find your voice, and hone in on your craft. All without lifting a finger yourself.

If you are looking for a social media brand strategist to help your business reach it's full potential, send me a message!

I look forward to hearing from you!

## Contact

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