

BUILDING YOUR BRAND WITH SOCIAL MEDIA

Kate Talbot



Bio



A writer, marketer, speaker and entrepreneur who has built an astonishing track record helping brands engage millennials. An expert in social media and content marketing, she's built successful global digital campaigns for big names like Virgin America and Kiva among others. For this, she's been featured on CNBC and part of a team that won a Shorty Award. She wrote a #1 Amazon best-selling book "Oh Snap!" to educate the masses on how to use Snapchat for Business. Currently, she's a growth marketing consultant for early-stage startups in Silicon Valley.

How to use low cost
methods of social media
outreach to grow your
brand

4 Steps to Success



Strategy



Storytelling



Messaging



Customer Insights



Facebook advertising is gold

Reach the right audience via user data

Test creative and messaging to see what scales

Build community through content



Shopify ✓

about 6 months ago



Taking care of your needs should be your first priority.

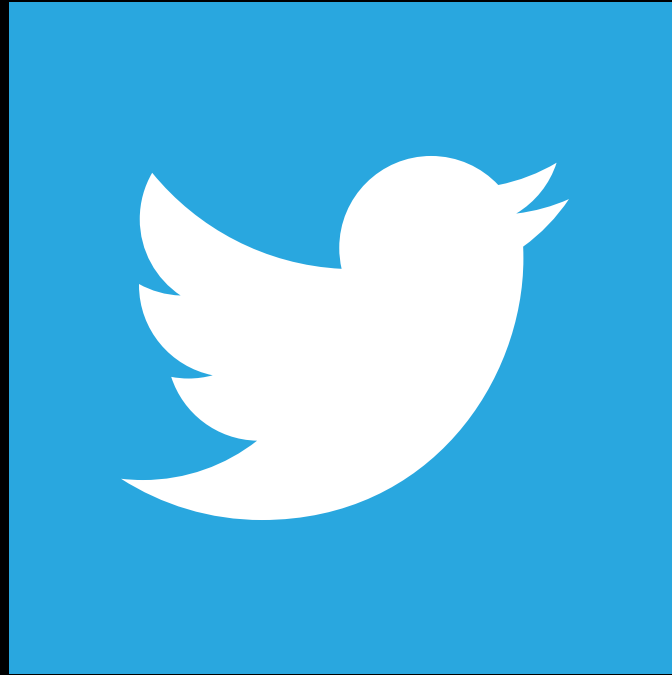


Build Your Store on FB!

Sell online, in store and on Facebook with Shopify. Build your brand on the biggest ecommerce platf...

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Use to connect with journalists

Post press releases

Be part of the conversation at conferences and tweet chats

Connect with influencers



First Round

@firstround

The first round for remarkable founders.

CRYSTAL'S ADVICE

SF, NY, PHL

firstround.com

Joined July 2008

Tweet to First Round

356 Followers you know

247 Photos and videos

TWEETS6,684

FOLLOWING1,777

FOLLOWERS155K

LIKES3,825

LISTS4

Tweets

Tweets & replies

Media

First Round Retweeted

Jack Abraham@jackabraham · 5h

Announcing \$80M in total funding to bring Zenreach's CRM & marketing automation to physical world! @aplusk @KDTrey5

Zenreach raises \$30M to help businesses boost thei...

Zenreach is announcing that it has raised \$30 million in Series C fundi...

techcrunch.com

4

84

135

First Round@firstround · 2h

"Dial back in your own life to a personal event when you felt excluded — regardless of when or why." - @dhoopcamp



Thought leadership
LinkedIn groups
Promoted articles



Richard's Articles & Activity

10,727,603 followers



Don't Look Down

Richard Branson on LinkedIn

November 3, 2016

[See 92 more articles](#)



A customer shouldn't have to sacrifice great service just because they're at a festival

Richard shared



Join me for Virgin Atlantic's latest Business is an Adventure live event in Seattle

Richard shared



Virgin America was the ride and love of a lifetime. I'm told our people at Virgin America...

Richard shared

[See all activity](#)





Visual marketplace

Brand storytelling

Press articles, product features, launches





birchbox 





Following








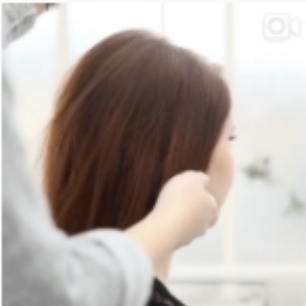

...

5,744 posts

538k followers

2,000 following

birchbox  Beauty made easy. Try, love, buy.  Tag your posts with **#Birchbox**  Snapchat: **birchbox**  Shop our feed: likeshop.me/birchbox





Authentic storytelling
Geofilter branding
Humanize brand





Video is the future

Host all video content on YouTube for SEO

Generate educational videos and fun
promotional content for your page



Total Body Tone Up!

Tone It Up ✓

1 year ago • 1,439,570 views

Check in with us on instagram @ToneltUp.com with the hashtag #TIUteam!

♥Connect with Us! We love hearing from our #TIUgirls ...



LOVE your booty with BOMBSHELL BOOTY!!! #LookforLOVE

Tone It Up ✓

2 months ago • 186,996 views

It's WEEK 1 of the Tone It Up Challenge and we are workin' that BOOTY today on <http://ToneltUp.com> with BOMBSHELL BOOTY!



Pump It Up Quick Arm Routine!! #LookforLOVE

Tone It Up ✓

1 month ago • 80,023 views

Are you ready to pump it up?! Today on <http://ToneltUp.com>, we are working every inch of that gorgeous upper bod! This will be ...

Creative and Messaging

Inspiration

Authentic Tone

Provide Value

Clear Visuals

Quick Video Storytelling

Customer Insights and Community

Feedback on social media channels

Find customer advocates

Build a community that monetizes

Activity



You are launching a huge video for your brand and you want it to go viral.

What are the channels you'd use and ways to promote?

Be specific in your creative and storyboarding for each piece of content.

Any Questions?

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