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Market Your Business And Brand The Right Way

Let's face it. If you are marketing yourself and your business online today to attract prospects, you need to establish yourself as an expert in your field. This way people view you as a professional who is worthy of their attention.

But, if you do this effectively, your prospects will probably choose to visit your web site or landing page to find out more about your business and what you can possibly offer them.

You could use a blog specific to your industry, or Twitter, MySpace, YouTube and other social sites.

You should probably use as many of these as possible. The challenge is that it takes so much time. You may want to just choose a few of them and do it up right.

These sites require that we sign up and write a profile, biography etc. We will also need to include links out to our web site or web sites, so people can see what we are all about.

First Place You Must Properly Brand Yourself Online:

The first thing you will want to do is create your own blog. This will be your home base in your marketing efforts. I think that a WordPress.org blog is the way to go.

Go to GoDaddy.com and pick an available web site name (URL) searching for your name or your business name. Try to find one that is simple and catchy.

Once you get your site up, it is worth it to design or pay someone to put together a unique logo or graphic for your blog. I have my photo and a logo on mine. My company can help you create this, if you need help. Go check out mine.

You can use your blog to offer valuable information and build credibility with your customers. You can also use your blog to build a list of customers or prospects and stay connected.

You can also add an Opt-In box where they can subscribe to your list. A great idea is to give something away for free to motivate them to subscribe. You can give away a free report, ebook, course or newsletter.

Blogs are very important when it comes to promoting a business online.

Place You Must Brand Yourself #2:

YouTube: Google and all of the other search engines love video. It should be a big part of your focus as you market your business online. It has become a key way that people choose to learn about stuff.

The thing is, Google owns YouTube. This is huge. You will notice when you do a search that youtube videos usually rank way up there in the results.

It is fun and easy to set up a YouTube Channel. Choose your name or the name of your company as your user name, so people will find you easily. Once your channel is registered, you can create your background, bio, links etc...

Remember when we talked about your blog I said to spend the time and money to create a unique logo or graphic? You should do this for your YouTube Channel as well. My company can do this, too.

Social networking can be a big part of your promotional efforts. Your YouTube channel can be used to build a growing list of people who are interested in your stuff or just have things in common with you or interest in your interests.

Third Place You Must Properly Brand Yourself Online:

Twitter is the third place you should have a presence. It is easy to get on twitter. Just go to their web site and sign up for your own profile. With Twitter, you can tweet your friends and subscribers and build your list.

When you communicate on Twitter, you do it with short posts of around one or two sentences. I recommend that you have matching logos or headers on all 3 of these sites for proper branding of your business.

If you have all three of these sites matching, the image you will portray to the public is an image of a real, professional business and not an amateur.

This can throw you way ahead of your competitors and help you big time in your marketing efforts.

Okay! Let's wrap this up. As you present your business to the world and show your brand, do it professionally. One way to accomplish this is by adding custom graphics to your blog, YouTube Channel and Twitter Page. Your prospects will be more inclined to do business with you or at least look into you business further if they view you as being a real professional.

These tips should improve your brand perception. We can help.

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