

HOW TO BE MORE VISIBLE

Tips for improving your
online presence



Your brand is your chance at making a lasting first impression...



What exactly is your brand?

Your brand is everything another person, a potential client, sees when they first come across you and your business. It is the way you look and sound, your online presence - whether that is your website or any social media, any collaborations you have with other businesses. All of those presentations of your business will evoke a reaction from the visitor - and if you get it right, you will attract your perfect clients and customers. Get it wrong, and you can waste a lot of time on the wrong clients, and can even end up pushing your ideal clients away.

A strong brand can make it easy for your clients to understand you, your business and what you can do for them.

A strong personal brand should have masses of personality - your personality. People are naturally nosy, and will want to get to know you - what makes you tick, what you like and don't like, what inspires you. etc. To show your clients this you will need to inject some of your personality into your brand.

To help strengthen your online presence, I have listed below a few ways that you can boost your brand strength and presence.

Get really clear.

Spend some time getting really clear on who your ideal client is. What is your business and brand mission, your values, what you want to deliver to your ideal client etc. It's also really important to figure out what your business goals and targets are. This will help you niche down your super power and focus on letting your ideal client know exactly what it is you do, and where your expertise lie.

Be Consistent

It's important to make sure that your presence, both on and off line, are consistent. The same tones, feelings, language, colours, fonts, etc etc.

In person, in your videos and lives, in your social media, your website, your emails. Use the same photo, bio, and graphics across all of your profiles so that people will instantly recognize you.

Show up regularly

The best way to grow your social platforms is to show up on a consistent basis. There are few things worse than disappearing from Instagram, then returning with a new-found vengeance posting six photos in a day (#annoying).

When your followers don't know what to expect, they're less likely to engage, or worse, they may unfollow your account.

When you decide how many times you'll post in a week, you know exactly how to execute your approach in a strategic and paced way. I suggest posting 5-7 times per week to boost momentum. Showing up once a day (at least) is a great way to educate your followers about what they can expect from your account.

What will make you successful?



Be authentic

Show you and your personality. Be authentically you. People want to get to know the real you. Speak like you, use the language you would usually use in emails, posts, communications, etc. Pretending to be something else never works, and leaves people feeling let down.

Attraction marketing

Create and/or share content that is valuable, interesting, useful and engaging to your ideal client. Finding industry related websites and newsletters that you can contribute to will not only spread the word about what you have to offer, but showcase your knowledge on a particular topic too. Regularly post on social media/blog/website/vlog content. This doesn't have to be full articles, but simple paragraphs or snippets of information that your ideal client find useful or interesting. Repurpose this content – use it on all your platforms to save time.

Get on camera

Use video and lives to grow your brand awareness and strength. There is nothing more powerful at the moment, than going live on a regular basis, or using regular videos to showcase you and what you do. People love to put a face to a name, and that has never been more important than now.

Engage

Networking is a crucial part of growing your personal brand, which is why engaging with people both online and offline on a regular basis is a must. By participating in discussions on forums, online groups or attending networking events, you'll be showing people that you are out there, interested, and engaged. The more you connect with people in an authentic way, the more they will recommend you to others. At the moment, whilst in person networking isn't happening, there are lots of online events popping up. Keep your eye out for them and put them in your diary as you would any other appointment.

Speak at Events

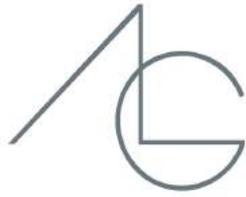
If you feel confident enough to speak in front of an audience, keep an eye out for speaking engagements in your area. Speaking at events will help you build rapport with your audience and give you the opportunity to network afterward too. Just be sure that you have a professional headshot, branded photos to send with your bio and website is looking good before you start sending traffic there. As we have to now minimize our face to face contact, but need to be visible online more than ever. Lots of online events and networking meetings still going ahead and utilising platforms like zoom in which people still can join and stay in touch. Also, why not ask to be a guest speaker on any online events and get to know the attendees building trust, connections, potential clients and your reputation.



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