

SECRET

ELEVATE

CONVENTION 2023 | NEW
ORLEANS



LEVERAGE YOUR BRAND FOR SUCCESS

[PAMTHEPLUG.COM](https://pamtheplug.com)

BRANDING & SOCIAL MEDIA INTEGRATION CHECKLIST



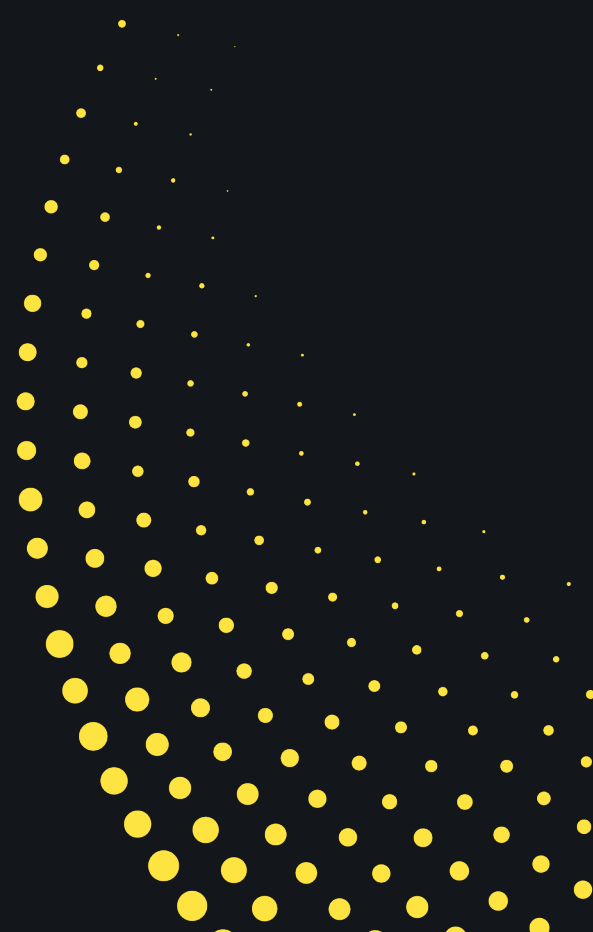
- Build your Brand
- Understand The Purpose of Social Media
- What is Your Vision?
- Leverage for Success



BRAND DRIP



- DEFINE
- RESEARCH
- INSPECT
- PICK



BRAND

- YOU ARE YOUR BRAND!
- Image
- Perceived Value
- Identity
- Message
- Trust
- Competitive Advantage

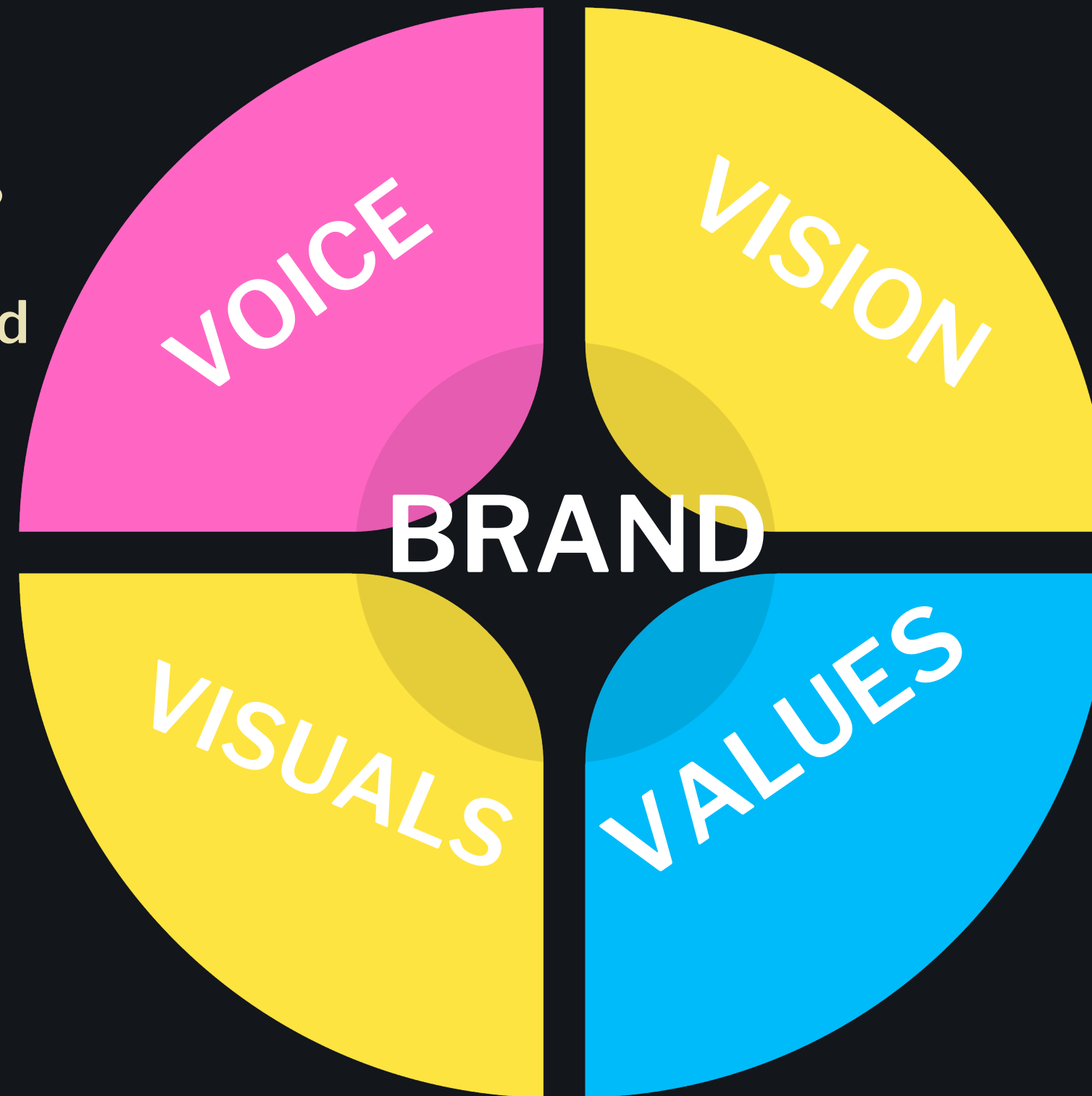


GET A BRAND CLARITY

What is your brand's unique point of view?

What does your brand sound like?

How do you want your Brand to look & feel?




Why do you do what you do? The dream/ idea behind your brand that inspires you and your customers?

Why are you different? What makes your brand different? What sets you apart?


BRAND COLORS


 EXCITEMENT, ENERGY,
BOLDNESS, COURAGE

 HEALING, WELL-BEING,
NATURE, HONESTY


 LOVE, CARING,
NURTURE, EMPATHY

 PEACE, PROFESSIONAL,
HONOR, TRUST

 CHEER, ENTHUSIASM,
CREATIVITY, LOW COST

 POWER, LUXURY,
MYSTERY, ELEGANCE

 CONSERVATIVE,
INTELLIGENCE

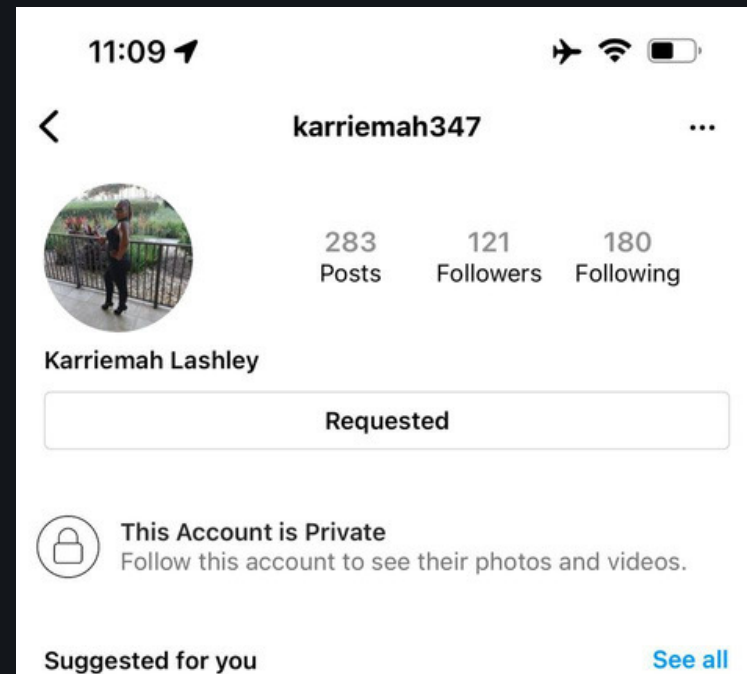
 RELAXING, CONFIDENT,
EARTHY, ENDURANCE

 ELEGANCE, POWER,
FORMALITY, STRENGTH

 PURITY, NEWNESS,
SIMPLICITY

FREE COLOR PALETTES: [COLOR.CO](https://color.co)

OPTIMIZE YOUR BIO



Strong Bio

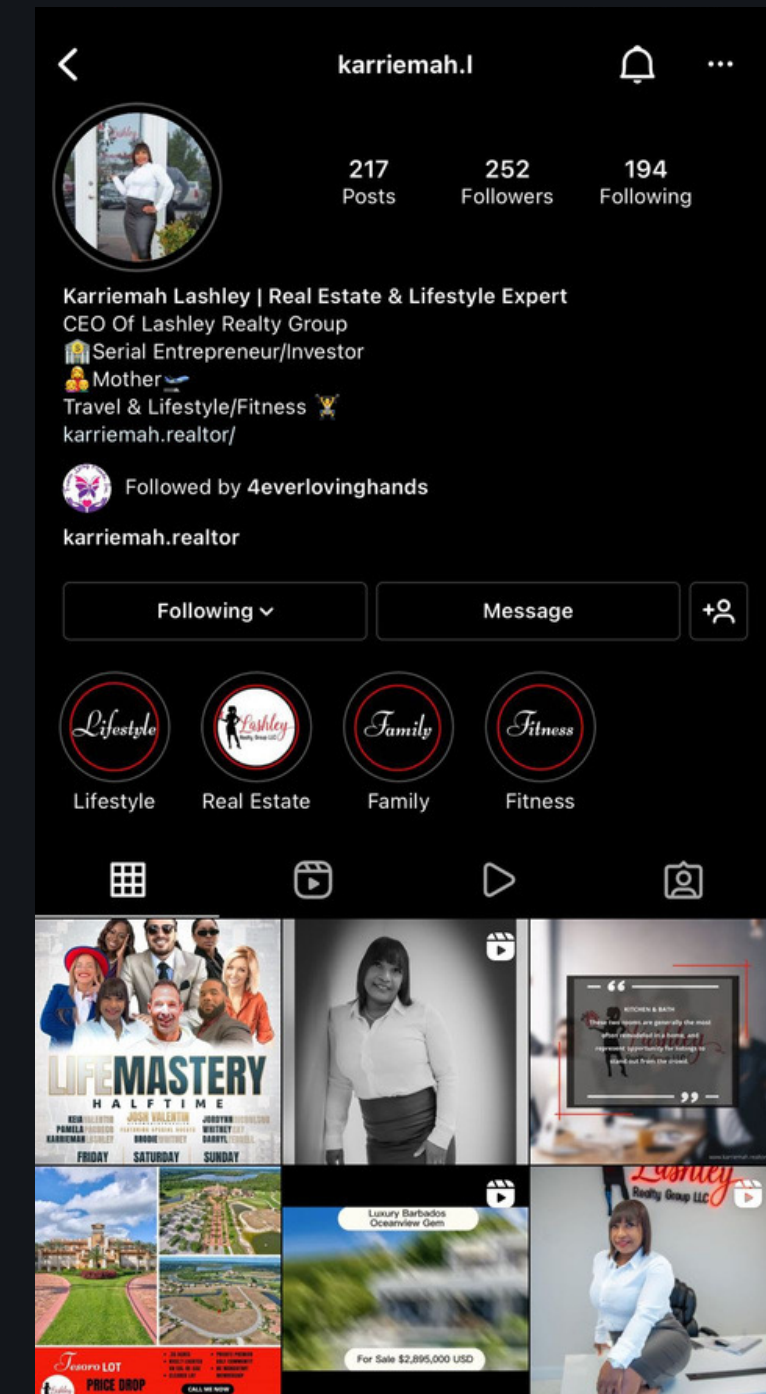
Simple & Effective Handle

SEO Optimized Name

Branded Highlight Covers

Branded Profile Pic

Multiple formats



CLUBSECRET

CONTENT STRATEGY & BRAND & BUSINESS INTEGRATION

WHY REELS & SHORT FORM VIDEO



- #1 CONTENT CONSUMED TODAY
- ENGAGE ENTERTAIN & EDUCATE
- 11 BILLION > 38 BILLION BY 2030

THE PURPOSE OF SOCIAL MEDIA

- STORIES - BUILD TRUST & RAPPORT
- REELS- GROW YOUR FOLLOWING
- LIVES / FEED - TEACH & SHARE DETAILS ADD VALUE
- DMS - MAINTAIN RELATIONSHIPS

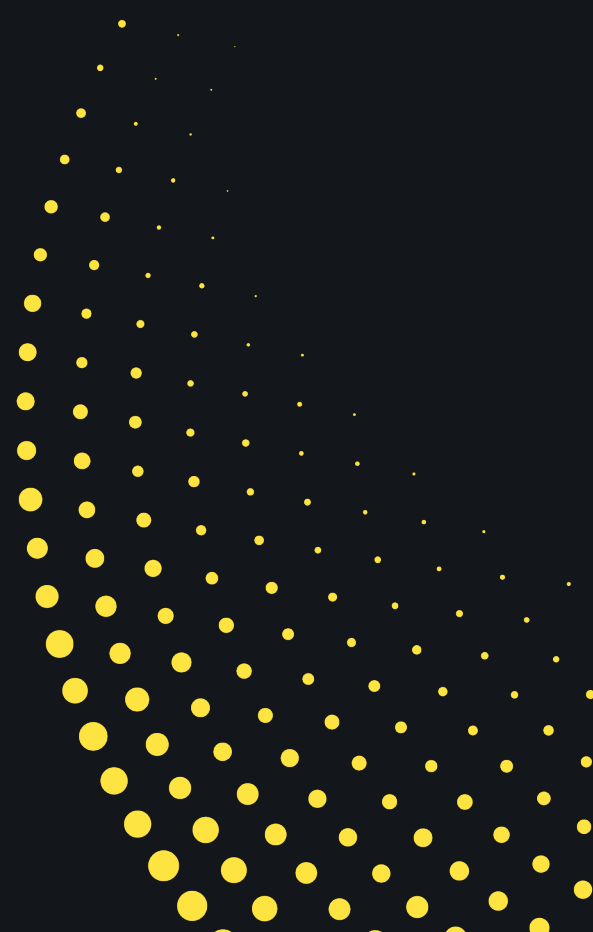




ACT & RECEIVE

- Authenticity
- Relatable
- Connect & Build Community
- Tell People how to Connect with you
- Tell People what do Do!

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WHAT IS **CONTENT** STRATEGY



- PLANNING
- CREATION
- DELIVERY MAINTENANCE
CONTENT

3 CONTENT PILLARS

EX: HEALTH COACH

EDUCATIONAL: HOW TO BE HEALTHY? WHY YOU SHOULD WALK?

PROMOTIONAL: OFFERS, GUIDES, CHEAT SHEETS

INSPIRATIONAL: JOURNEY, QUOTES, LIFE LESSONS



TARGET AUDIENCE



- NAME
- WHY
- LOCATION
- AGE RANGE
- INCOME
- EDUCATION
- OCCUPATION
- STATUS
- WHAT THEY LIKE
- PROBLEMS/PAIN

DESIRES

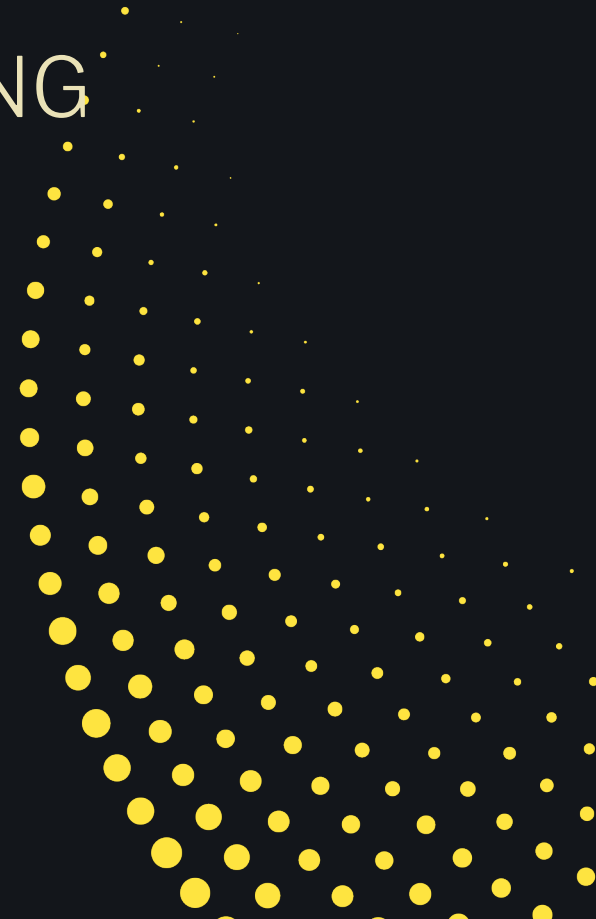
- POCKETS
- PEOPLE
- POPULARITY
- PHILANTHROPY
- PURPOSE


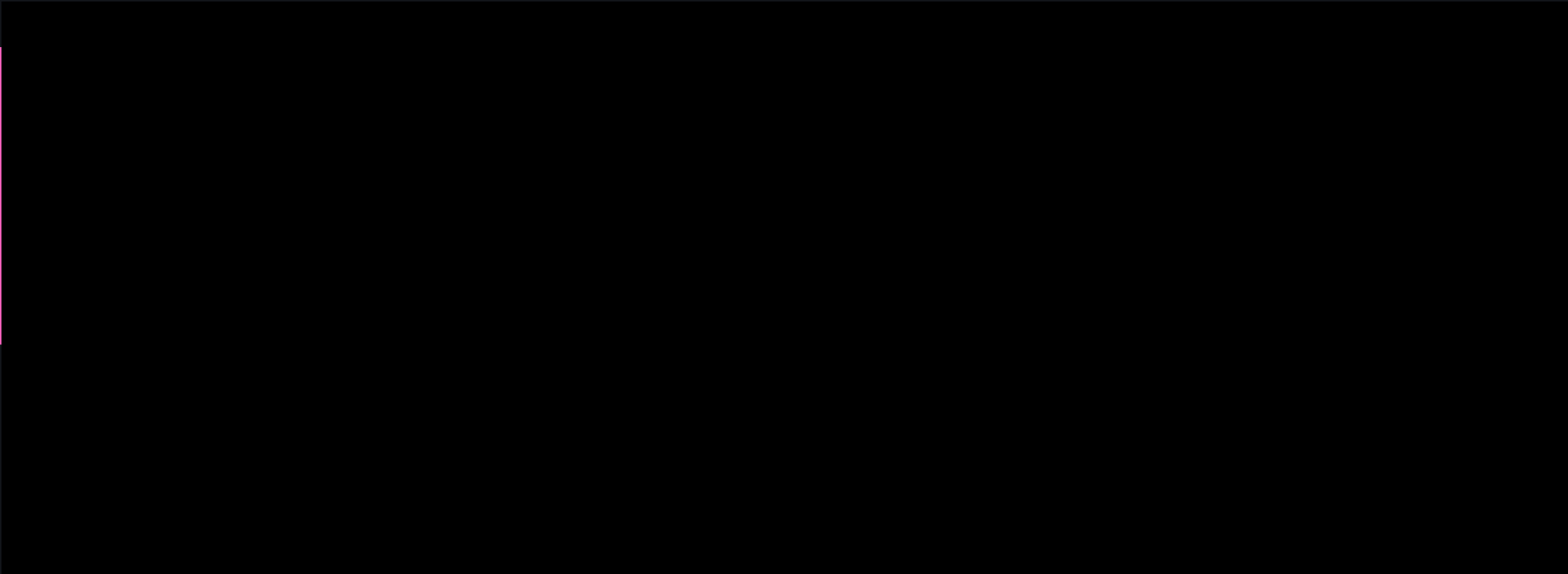


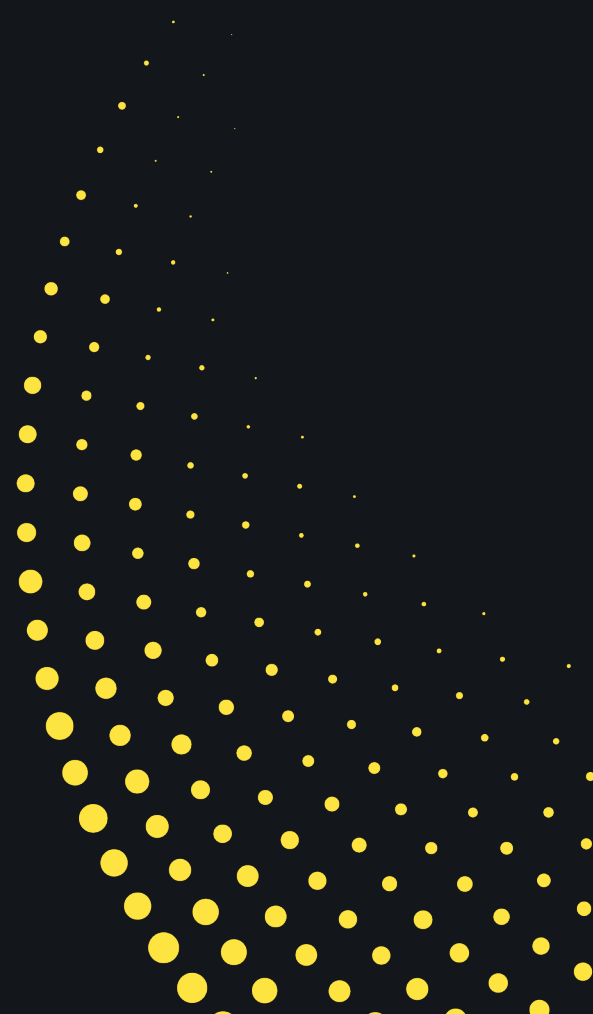


IMPACT & CONVERT

- AUTHENTIC CONTENT
- GET TO THE POINT IN 3- 5 SECONDS
- DON'T JUST FOCUS ON SELLING
- DAILY DISPLAY

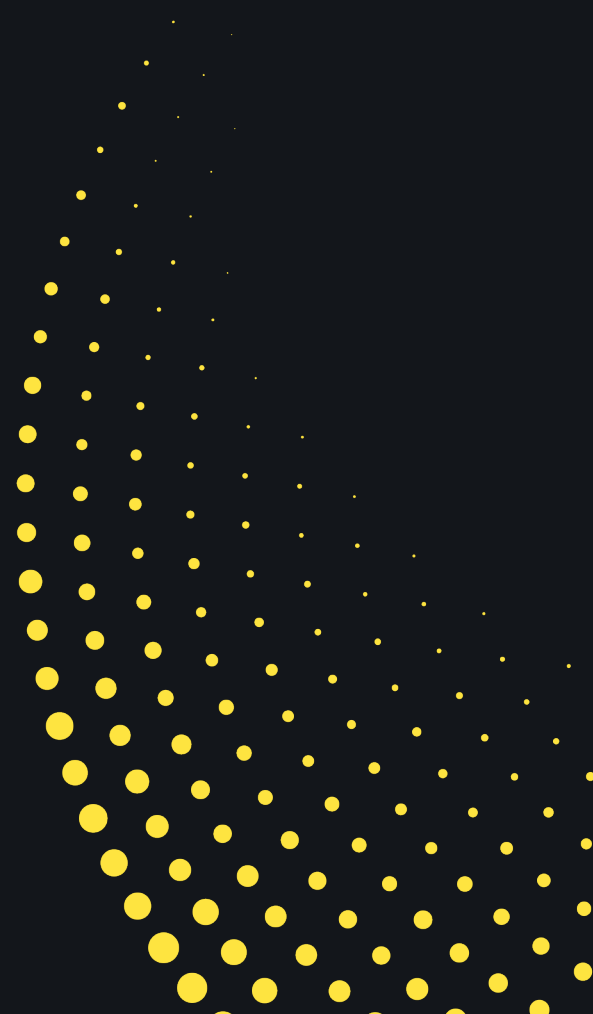


- 
- 
- **P - Personalize Your Brand**
 - **A - Awareness**
 - **I - Intimacy**
 - **D - Demand**



HOW TO CREATE VALUABLE CONTENT

- STORIES
- EMOTIONS
- TRIGGERS

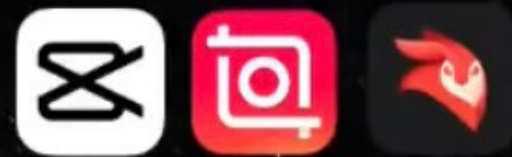


EDITING APPS

Adobe Suite
ADOBE SUITE
Final Cut
FINAL CUT
DAVINCI RESOLVE



Cap cut
CAPCUT
In shot
INSHOT
Video Leap



Canva
CANVA
Adobe Spark
ADOBE SPARK
Headliner
HEADLINER
VEED.IO



HEADLINER

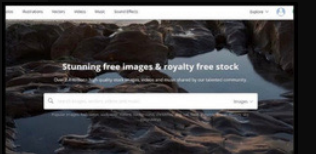
VEED.IO

Snapseed
SNAPSEED
VSCO
VSCO
Lightroom
LIGHTROOM



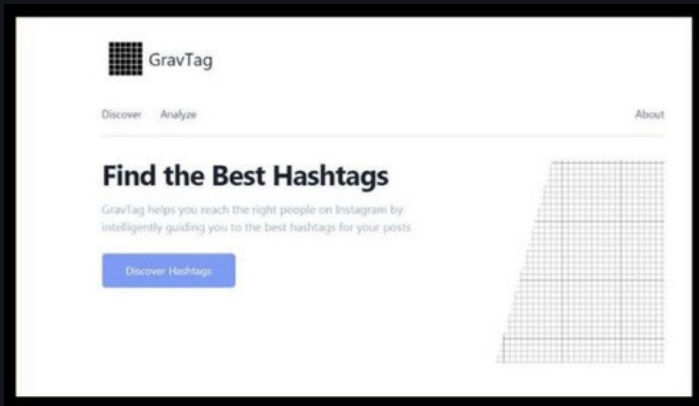
SPLICE
PIXBAY
YOU CUT

splice

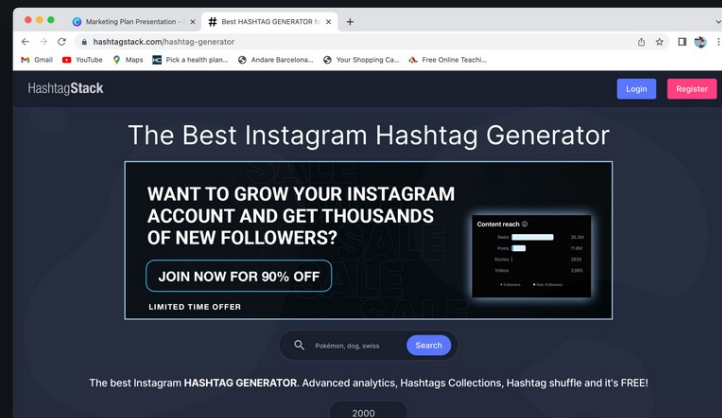


CONTENT CREATION APPS & SITES

HASHTAGS



GRAVTAG



HASHTAGSTACK.COM

INFLACTHASHTAGS.COM

AUTO CAPTIONS IN REELS

- AUTO CAP
- CHECKSUB

FREE WEBSITE BUILDING

BUILDERRA.COM

REMOVE INSTA WATERMARK

INSTAFINSTA.COM

REMOVE TIKTOK WATERMARK

SNAPTIK.APP

AUTOMATIC WRITING

WWW.SHORTLYAI.COM

CUSTOM ILLUSTRATION

WWW.UNDRAW.COM

FREE AUDIOS

SOUNDBYTE.IT

CONTENT IDEAS

WWW.MARKETINGEXAMPLES.COM

ANSWERTHEPUBLIC.COM

CONTENTIDEAS.IO

INSTAGRAM EXPLORE PAGE

YOUTUBE TRENDING VIDEOS

TWITTER TRENDING SECTION



**12 WAYS TO GROW WAYS TO GROW
YOUR BRAND & OR BUSINESS**



DEFINE YOUR BRAND

BRAND YOUR NAME /TAGLINE

BUILD YOUR ONLINE PRESENCE

KNOW & TARGET THE RIGHT AUDIENCE

PROFESSIONAL HEADSHOTS

BECOME AN EXPERT IN YOUR NICHE

BE AUTHENTIC: OWN & LOVE YOUR STORY

BE CONSISTENT

COLLABORATE

LEVERAGE SOCIAL MEDIA

INVEST IN YOUR BRAND

HAVE VISION & TAKE ACTION