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# The Beauty of Brand Building

Presented by: Amy Turk

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How do I drive  
**engagement &  
talkability**  
through Organic  
Social &  
Influencers?



# Brand Marketing

- Build a name for yourself.
- Get inside the mind of your customer.
- From heart to cart.
- Delivers long-term results.

# Digital Marketing

- Endorse your brand, product or service.
- Target new or returning customers.
- Generate leads, drive traffic, and convert customers.



# Brand Building

- Organic Social Activity.
- Awareness Influencer Campaigns.
- Experiential Events.
- PR.

# Sales Driving

- Paid Social Activity.
- Affiliates.
- Promotional Influencer Campaigns.
- Digital.



# Engagement Drivers: Organic Social & Influencers



- Know your audience.
- Always test, trial & analyse.
- Regular strategy reviews.
- Create valuable content.
- Join conversations.
- Authenticity.



# Brand Campaigns I've Loved Recently...



**SURREAL CEREAL**



**BREWDOG**



**BLOOM & WILD**

# DUSK

# Thank you!

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