DUSK

The Beauty of Brand Building

Presented by: Amy Turk

Social Media & Influencer Manager, DUSK.com







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





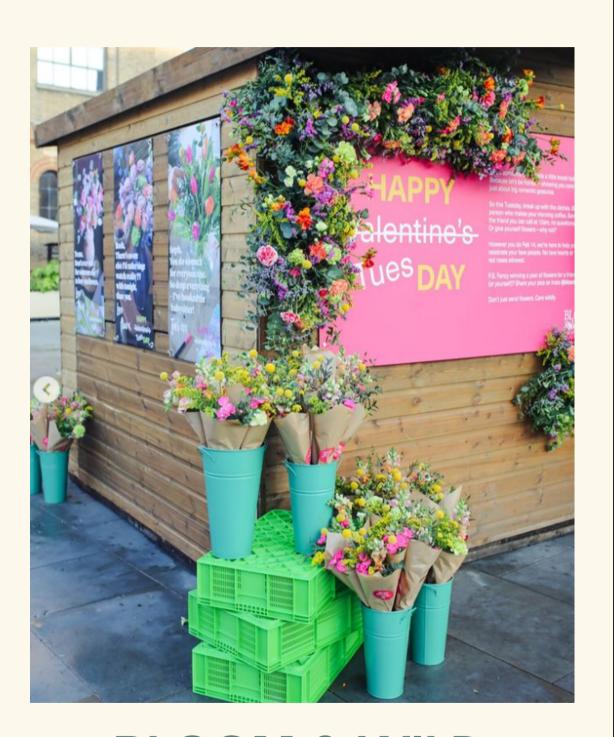
- Know your audience.
- Always test, trial & analyse.
- Regular strategy reviews.
- Create valuable content.
- Join conversations.
- Authenticity.



Brand Campaigns I've Loved Recently...







SURREAL CEREAL

BREWDOG

BLOOM & WILD

DUSK

Thank you!

Presented by: Amy Turk

Social Media & Influencer Manager, DUSK.com

