



Creating your own Dynamic content that fits the Brand

---

*Harmony Beus*

# Lets talk about YOUR brand

---

Who are you? What is your brand? Your brand is YOU! Whether you choose to see it or not your brand is the most powerful tool in your business. This is where you establish credibility, mindshare, recognition, and value.

*reign*

# How to find your brand?

## 1

### Here are some things to consider:

- Choose 1 – 3 areas of expertise.
- What sets you apart from others?

## 2

- What do you rock at?
- What are your passions and interests?
- What do you like to learn about or research

## 3

- Will you be interested in this particular area six months / to a year from now?
- **Pick a niche and stick with it!**

*reign*

# Brand Consistency

- Establish a name (You are NOT Maskcara).
- Keep the same name across all social media platforms. Reserve your name on all channels, even if you will not be utilizing it right away.
- This helps others easily find you. It helps to cement a picture of you in the minds of others, the fewer variations you have the easier it is to be memorable.

# Post often and consistently

- How will others get to know YOU?
- Share YOU, YOUR life, YOUR enthusiasm, YOUR humor, YOUR expertise, and all the things YOU love!
- Taking an active / consistent role in your channels is key to gaining influence and followers.
- Be Genuine. YOU do YOU!

*reign*

# PICK YOUR PLATFORM



The one that comes  
easiest to you

Where does your  
highest engagement  
come from

*reign*



LET'S TALK  
ABOUT...

CONTENT.

*reign*

## SHARE VS. SELL

- Sharing content allows us to define ourselves to others.
- Give good useful information.
- Make it personal.
- Keep it real, and be choosy on brands / companies you promote.
- Think of it as you are sharing your favorites with friends and family.

## EMOTIVE CONTENT

- Creating emotive content leads to increased sharing.
- Funny, Moving, Illuminating, Inspiring, Shocking, Cute, or Controversial.
- Appeal to positive emotions!

## APPEAL TO YOUR AUDIENCE

- Listen to your followers.
- What do they respond the most to?



# Aesthetics Matter

- Uniform, eye appealing and catchy.
- Pick a filter or preset and stick with it.
- Your feed should be pleasing and curated.
- Posts should be aesthetic and eye pleasing. Caption should include something personal or engaging to your audience.
- Stories are ‘behind the scenes’. Raw, unfiltered, and relatable.
- What are your favorite apps? (PicTapGo, Lightroom, VSCO)

*reign*





This is 100% your choice.

Do a “Gut Check”

- Daily, weekly, monthly

# Scheduled Posting?

*reign*

Pick one for each day of the week!

● Sunday:

- Spiritual Sunday! (Share something uplifting take some time and put your heart into it)
- Self Care Sunday!
- Sunday Funday

● Monday:

- Makeup tutorial Monday!
- Makeover Monday!
- Meme Monday!

● Tuesday:

- Tip Tuesday
- Tutorial Tuesday
- Team Tuesday (recruiting day)

● Wednesday:

- Work From home Wednesday
- Hump Day Happiness (make people laugh or uplift)
- Work out Wednesday!

● Thursday:

- Thankful Thursday (so many creative ways to be thankful that could involve makeup or team building! Don't be afraid to share!!!)
- Thursdate (plan to do your date night ▫ Thursday and get hot for the hubs!
- Throwback Thursday! This could also be makeup related! Or not just play it by ear and try to create a balance!

● Friday:

- Friday Faves!
- Fun Friday's!
- fun fact Friday

● Saturday:

- Style Saturday!
- Saturday Night Fever!
- Study Saturday (use this day to stock up on ideas!)

*reign*

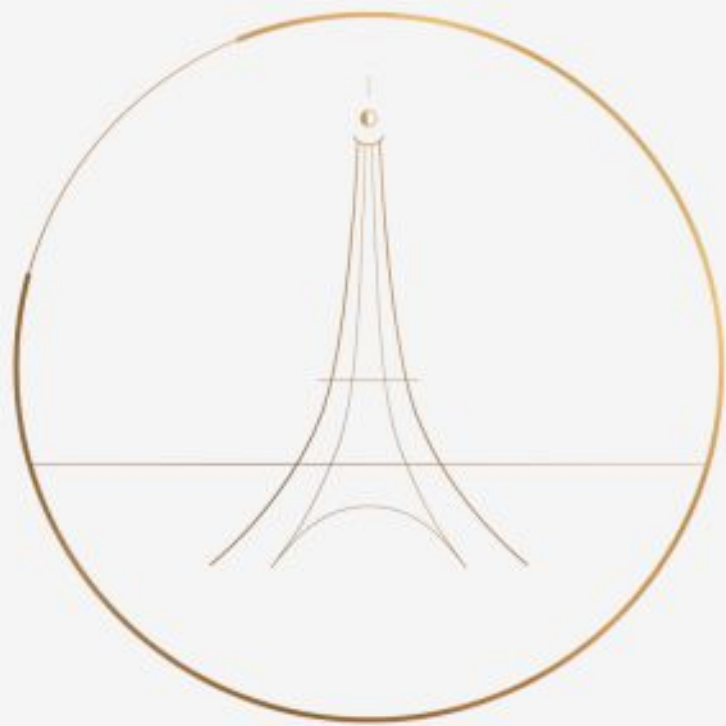


*reign*



---

Q and A



Shalika