

Branding in the Social Media Age

Seth Godin, author of *What to do When it's Your Turn*, and the *Seth Blog* raises an interesting point: if your brand is to succeed, it has to matter.

In the social media age, anyone can speak to anyone. That's not the M.O. of a successful brand. Stop for a moment and think about brands that have hit their stride in social media. Who's getting the "likes," the "shares," the "hits," the "tags," the customers? Godin likens this success to a musician that knows his music, and then says, "I know who's going to like my music."

We've said it before in previous IntelEWires, and it's worth repeating here; a brand succeeds by narrowing its focus. How do you do that using social media?

Think about 10 people that will like your "music;" your brand. Now, what is the "hook," or the message that will call these 10 potential customers to action? What social media platforms will deliver your brand to your audience, and get them to literally and figuratively buy into your brand? The very nature of social media requires you to find the niche for your brand. Without your niche, your special corner of the world, your brand's success is like scatter-shot. You hope it landed somewhere, but even if it did, the impact would be slight at best.



Photo courtesy of New Line Cinema

When you narrow down what exactly your brand is, why it exists, and who will want your brand, you've gone from scatter-shot to (pardon the Dr. Evil reference here), "frickin' laser beam" focus. Laser beams usually hit the mark. This happens because your brand now matters, and the social media methods you use will be the tool to get your brand to the customer it matters to.

Protect thy brand. Zero in on the social media platforms that go straight to the audience your brand matters to most.



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