

BRAND STRATEGIES

For Small Businesses In 2020
& How We Can Help



Presented by:

Life
Row
Digital

The logo for Life Row Digital features the company name in a bold, sans-serif font. To the right of the text is a stylized lightbulb icon. The lightbulb's filament is replaced by an infinity symbol, and the entire icon is rendered in a vibrant green color.

RULE #1

THERE ARE NO RULES.

Contrary to popular belief, there is no one-size-fit-all formula when it comes to brand strategy. Obviously there are commonly used approaches, but effective and efficient strategies must be custom-made and tailored to fit the needs and requirements of the brand.

The goal of branding is to establish yourself as the standard of your industry, and create an identity relatable by your consumer base.



TOP 3 CHALLENGES WITH BUILDING BRAND AWARENESS

FIGHTING FOR VISIBILITY

93% of advertisers use Facebook ads on a regular basis. In addition, the average social media user is wary of being sold to and is prone to scroll past ads.

REACHING YOUR TARGET AUDIENCE

While over 3 billion people are currently active on social media, it can be difficult to reach the specific people who would actually pay attention to, let alone interact with and act on your advertising.

IT'S NOT ENOUGH TO JUST POST CONTENT

Anyone can post content and digital ads, but the message, the timing, the verbiage and visuals require precision as well as correlation with market data based on your target audience.



WHO ACTUALLY CARES ABOUT MY BUSINESS



Who is my
target
demographic?



Where do they
live/work?



Where do they
socialize
online?



How would
they find my
business?



How to get
potential
customers to
take action?

The answers to these questions will determine which strategies will be effective, and which will be a waste of time. Specifically outlining your ideal consumer will lead to more efficiently targeted efforts.



YOUR NEW BEST FRIENDS

FACEBOOK ADVERTISING

Two million small to medium sized businesses advertise on Facebook due to its low cost and ability to target audiences of virtually any demographic.

FACEBOOK PIXEL

Data collection tool records demographic info on those visiting your website in order to retarget that audience with Facebook ad campaigns leading to more conversions for you.

CONTENT MARKETING

Studies show that content marketing has the greatest impact on businesses of any channel. Unlike paid advertising, content marketing focuses more on long-term results and give you a chance to strut your stuff.

STREAMS OF COMMUNICATION

67% of consumers use social media for customer support. If people can't find you via SM, they will look for your competitors who ARE on. In addition to email which is the cornerstone of digital marketing.



Marketing done
correctly can truly
be a **BURDEN.**

57%

**DON'T HAVE THE TIME &
RESOURCES FOR MARKETING**

As a result, things like advertising, quality digital media, dynamic websites, and establishing the brand's identity are often neglected as owners are already juggling several other tasks and responsibilities. This is why we offer extensive plans full of features designed to make your life easier.

*Data from Business 2 Community

72%

**DON'T KNOW THE BASICS OF
SEARCH ENGINE OPTIMIZATION**

46 percent of U.S. small businesses still don't have a website for their company, according to a survey by research firm Clutch, let alone focusing on SEO, data metrics, keyword research, indexing, mobile SEO, technical SEO – the list goes on and on. Why not let us worry about all of that?

*Data from Business 2 Community

80%

**LESS THAN THE AVERAGE COST
OF IN-HOUSE MARKETING TEAMS**

The average salary of a marketing manager is \$120,000, the average for SEO managers is \$60,000 and \$50,000 for a social manager. Furthermore, each position requires other personnel (graphic designers, web developers, photographers, videographers, producers, etc.), but we do it all for a fraction of the cost!

*Data from Inc.com as of April 2020



WE KNOW, THAT WAS A LOT OF INFO.

These elements are only the tip of the iceberg. There is so much to be considered when it comes to solid marketing through and through. Why burden yourself with that? Why not free yourself to focus solely on your vision?

THAT'S WHERE WE COME IN.



Give yourself the gift of freedom.