

A group of five business professionals (three men and two women) are gathered around a table in a meeting room, looking at documents and discussing them. The image is dark and semi-transparent, serving as a background for the text. The text is in a large, bold, white font.

# How to Stand Out in a Noisy Market

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# 9 Strategies to "Stand Out"

1. SEO
2. Experiential & Events
3. Publicity
4. Traditional Media
5. Advertorials
6. Online publications
7. Influencer Partnerships
8. Micro Influencers
9. Strategic Ads



# 1. SEO

- Search Engine Optimization (SEO)
  - The process of affecting the online visibility of a website or a web page in a web search engine's unpaid results
  - An overlooked bonus tool
- Google
  - Through the SEO prospective, Google views the level of authority a business has on a specific topic
  - 40%: How google is judging you
    - What's on your website?
  - 60%: Who's interacting with you?
    - Online engagement
- Organic Ranking
  - Very important to up show up organically
  - Contact info is present on results page
  - Business/brand is mentioned in media

**\*Be the authority of your topic**



## 2. Experiential & Events

- The creation of memorable brand events is crucial
  - Build organic "hype" that will gain organic media coverage
  - Create an experience that will be associated with your brand
  - "Thumb-stopping content" is vital
    - Content worth stopping for in a scrolling environment on social media
  - Virality does not discriminate
    - Company size/budget doesn't matter
    - It is established through quality and uniqueness



# 3. Publicity

- Provide the press with newsworthy content
  - What is your big idea?
  - Develop strong relationships with press
- Pitch Process = connect, listen, respond
  - Connect: Connect with publications & reporters
  - Listen: stay-up-to-date on mentions and coverage of your topic
  - Respond: use tools like Mailtrack to see what's happening with sent media releases and respond accordingly
- Publicity Channels
  - LinkedIn Blog, Corporate Blog, & Guest Blog
- Free Content Apps
  - Canva & iMovie



# 4. Traditional Media

- The mass media outlets that dominated prior to the Information Age, including print media, radio broadcasting, and television



# 5. Advertorials

- Ads + Editorial = Advertorial
- Brands are able to buy advertorial spots in publications
  - No longer have to earn your way into publications
- AKA
  - Sponsored content
  - Partnership content
  - Feature article
  - Advertisement (looks like an article)

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Give us the day when you take on your nature in the place of a bathroom. Enter The Magnum Volum' Express Mascara. With its unique formula, it's like you're in a whole new world. You'll want to keep it all in rather than you!

2

3

# 6. Online Publications

- Online publications are easily distributed and accessible
- Listicles are in high demand by readers of online publications
  - BuzzFeed coined the phrase "listicle"
  - Listicle= a piece of writing or other content presented wholly or partly in the form of a list
  - BuzzFeed, Narcity, Daily Hive offer listicles
  - Add visuals to listicles
    - Animated gifs, photos, videos



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# 7. Influencer Partnerships

- Brands partnering with individuals that have a strong following and/or presence on social platforms
- Cost
  - Varies based on influencers fee, followers, engagement levels, etc.
  - e.g. Alicia Haque: 29k followers, \$800 for 1 sponsored post & 3 stories
  - Braedin: 220k followers, \$1000 for 1 story w/ swipe up link
- There is websites/apps that aid brands with influencer partnerships
  - The Sociable Society: find reliable influencers, find your targeted audience based on their demographic, ensure their followers are real



kyliejenner

Following

2,869,531 likes

1w

kyliejenner Obsessed with my @fashionnova set  Get it at FashionNova.com  #ad

view all 86,558 comments

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kimberly\_\_\_kimberly 

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nufuu\_10 Lb

kenobe\_ Lb

rhiannondoroth3 Lb

muse2amuse Lb

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# 8. Micro Influencers

- Individuals that complete reviews
  - Reviews on Google, Yelp, Facebook, Quora, Reddit, and YouTube
- Google
  - Businesses need to register for "Google My Business"
    - Respond to reviews, flag reviews
  - Encourage reviews
  - Motivate people to be Google "Local Guides"
    - Get prizes and points to post



# 9. Strategic Ads

- Retargeting Marketing on Websites
  - You go to a website and that website follows you to other websites
    - Businesses that do this, need to find creative ads, motivate people to want to go back onto their website and shop
    - Nurture existing relationship with fans/consumers
- Grab the audience's attention in a short timeframe
  - Do not disturb their viewing experience
  - Make it unique & memorable
- Facebook
  - Lookalike Audiences
    - Database of more than 1,000 users is input into FB
    - Facebook uses their intelligence to find people with similar interests, browsing history, age, etc. for brands to use



# Discussion Questions

1. Out of the 9 strategies to "stand out", which one do you find the most effective or interesting?
2. Is there any strategies or tools that weren't mentioned that you think are useful in a "noisy market"?
3. Which social media platform offers the best tools to help businesses target their intended audience?





**Thank You**