

THE SOCIAL MEDIA TRAP:

How to build your authority and influence on social media without becoming a slave to it.

GLOBAL
MARKETING
DAY 2019



JEFF J HUNTER

Founder & Chief Growth Officer,
BrandedMedia.io

October 30, 2019

JEFF J HUNTER

EVERGREEN CONTENT

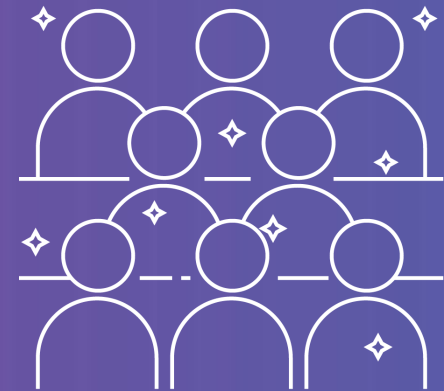
CONTINUOUSLY
RELEVANT



NEVER GOES
OUT OF DATE



FRESH FOR OLD
AND NEW AUDIENCE



People love stories!

Stories have been the biggest way to communicate since the beginning of time.

Think about the three things in your life that happened and made the biggest impact on you.

It doesn't have to be work related, the story just needs to make you relatable.

Your stories should be:

- Authentic
- Relatable
- Relevant

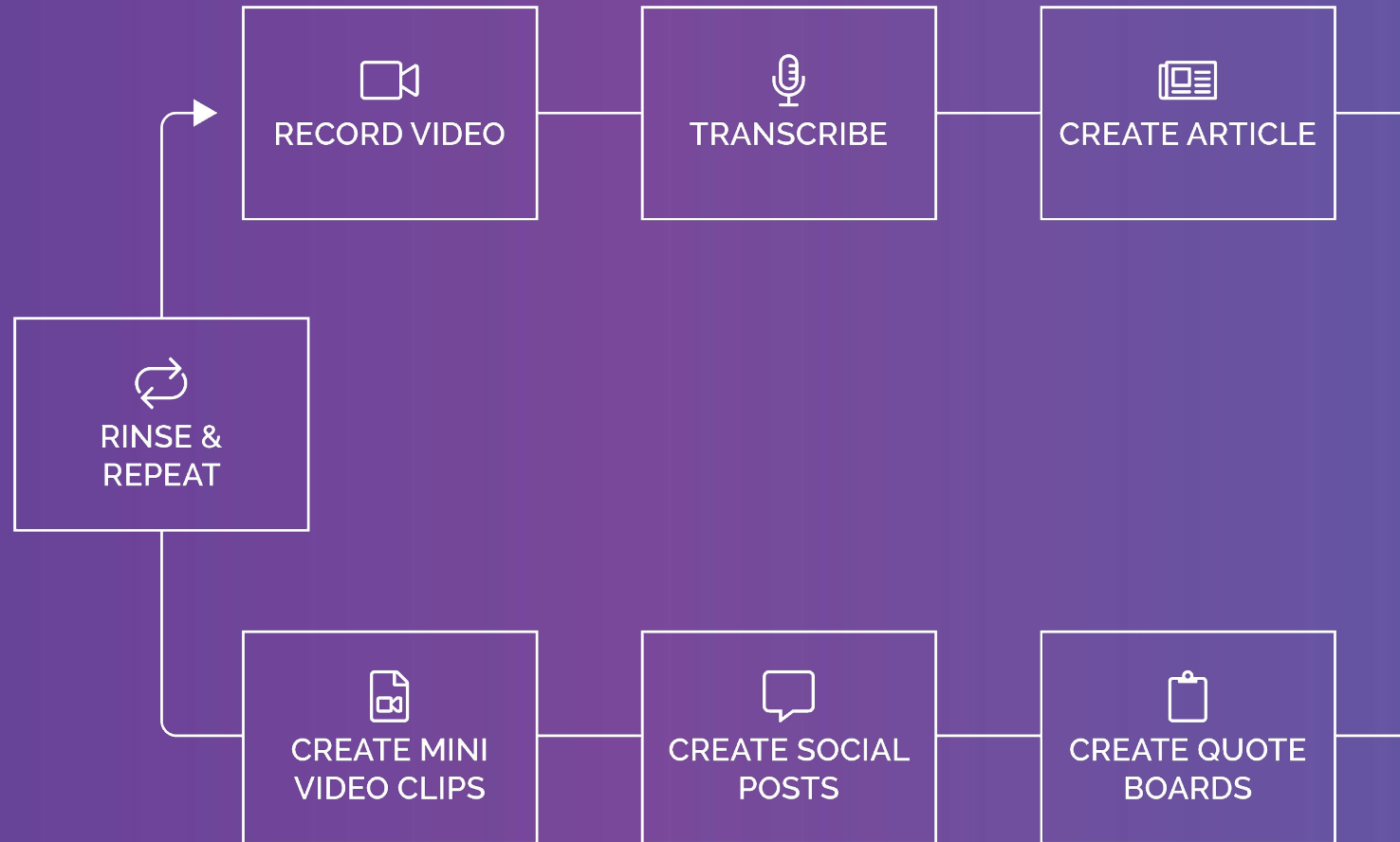
WHAT ARE THEIR COMMON BELIEFS?

Examples:

- "Branding is a cover photo & logo "
- "Play it safe, so I don't lose followers"
- "Influencers are successful & rich"

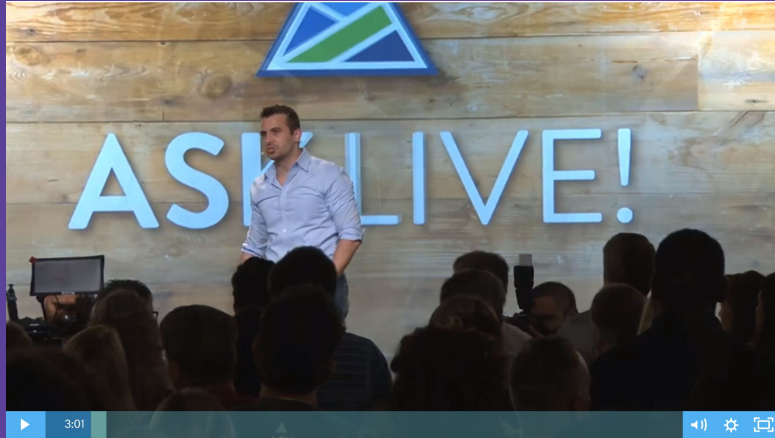


EVERGREEN CONTENT



EVERGREEN CONTENT

MICRO-CONTENT "VALUE BOMBS" VIDEOS



54 MIN VIDEO



INFLUENCER "QUOTE-PICS"

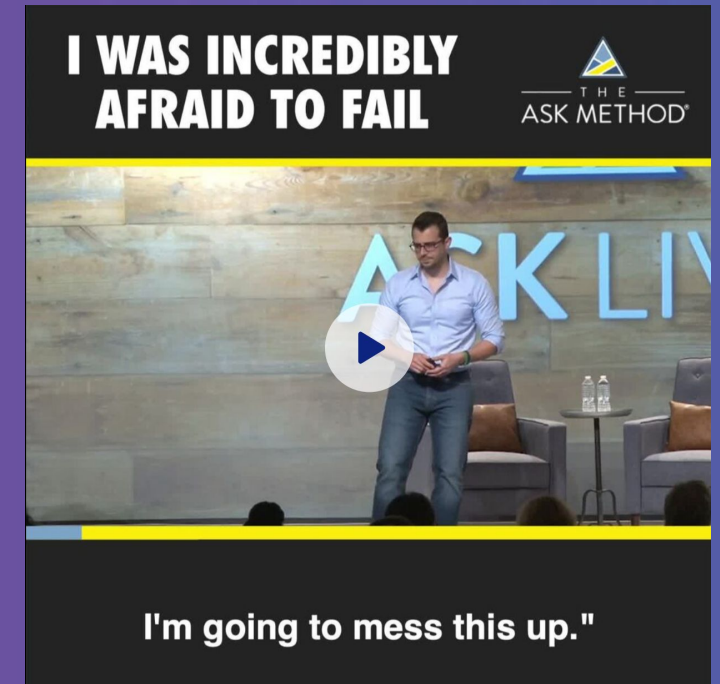


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INFLUENCER “QUOTE-PICS”



MICRO-CONTENT “VALUE BOMBS” VIDEOS



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PRODUCT LAUNCH / BOOK LAUNCH VIDEOS



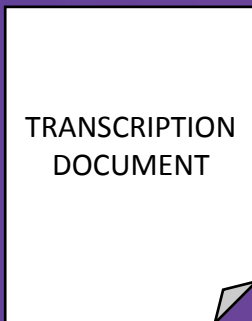
JEFF  HUNTER

EVERGREEN CONTENT

TAI LOPEZ SHARES GROWTH HACKING TIP

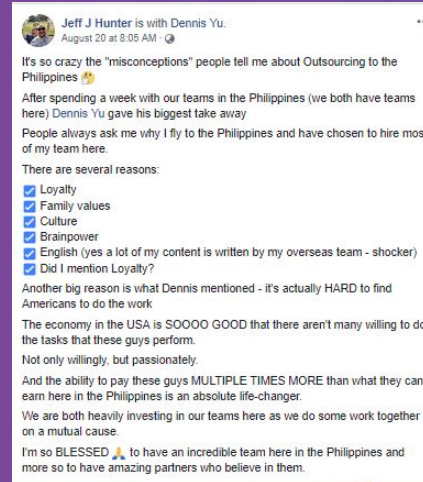


they're a little bit of story, they develop

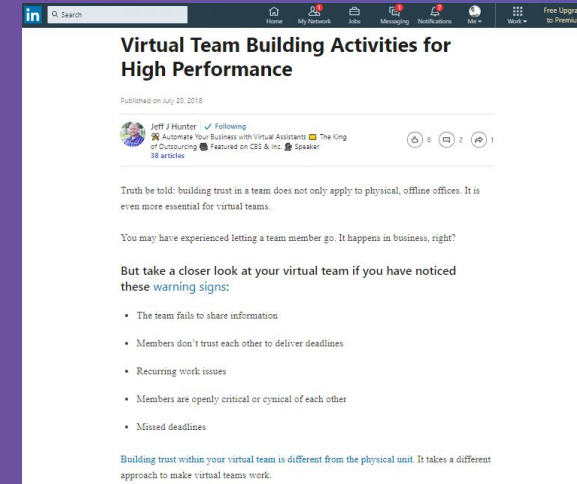


MINI VIDEO CLIPS

SOCIAL POSTS



ARTICLES/BLOGS

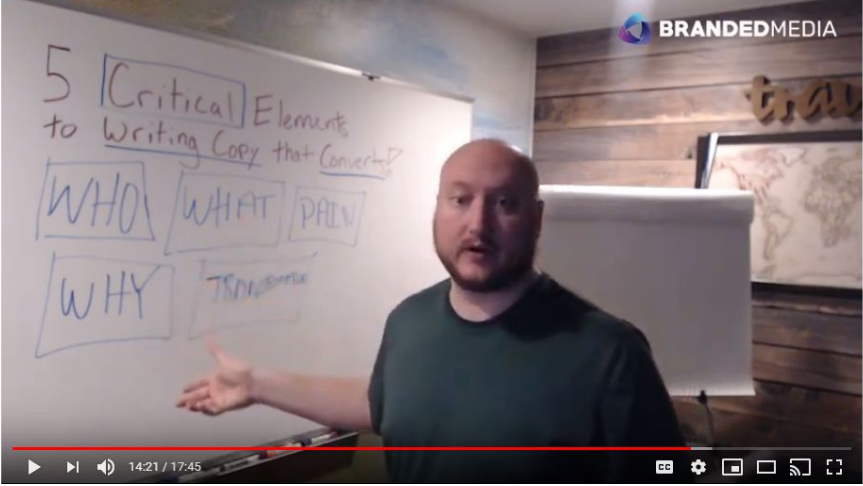


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INFLUENCER BRANDING



CONTENT CALLS & RECORDINGS



BRANDEDMEDIA

5 Critical Elements to Writing Copy that Converts?

WHO WHAT PAIN

WHY TRUST

Tthe 5 Key Elements CRITICAL to writing copy that converts your audience into your loyal followers

Unlisted

8 views

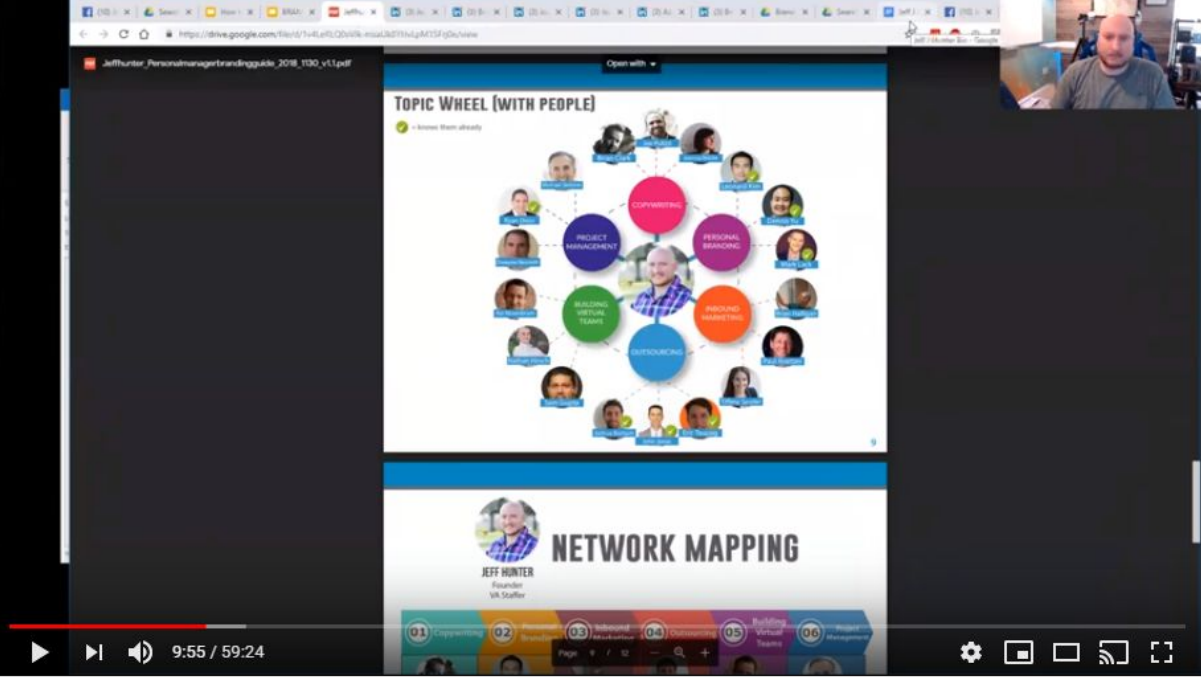
Jeff J Hunter
Uploaded on Oct 26, 2018

ANALYTICS EDIT VIDEO

"How to Write Copy that Turns Your Audience into Your Brand Ambassadors" 🍷

I will break down the 5 Key Elements CRITICAL to writing copy that converts your audience into your loyal followers.

You'll learn how to build long-term trust, and influence that grows your brand (and your bank account).



TOPIC WHEEL (WITH PEOPLE)

NETWORK MAPPING

JEFF HUNTER
Founder
VA Staffer

Ann Kristine / Jeff J Hunter content call

Unlisted

No views

AMPLIFY APPEARANCES

TALK ON STAGE? GET THE RECORDING



AMPLIFY PODCASTS & RADIO




JEFF **J** HUNTER

AMPLIFY TV APPEARANCES



JEFF **J** HUNTER

PRESENTATIONS



1 HOW TO CREATE A MONTH WORTH OF CONTENT IN 17 MINUTES

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MULTIPLE PLATFORMS & FORMATS

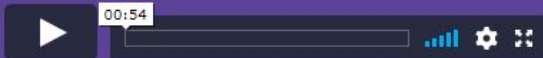


MULTIPLE PLATFORMS

**THIS IS A
BRANDED VIDEO**



For Facebook, Instagram,
wide, or tall, or even square.



3 ASSETS ON FACEBOOK AND LINKEDIN



PROFILE



PUBLIC FIGURE
PAGE



COMPANY PAGE

facebook

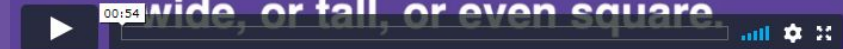
LinkedIn



**THIS IS A
BRANDED VIDEO**



For Facebook, Instagram,
wide, or tall, or even square.



JEFF **J** HUNTER

SQUARES DOMINATE FB, IG & LINKEDIN



JEFF J HUNTER

MULTIPLE PLATFORMS

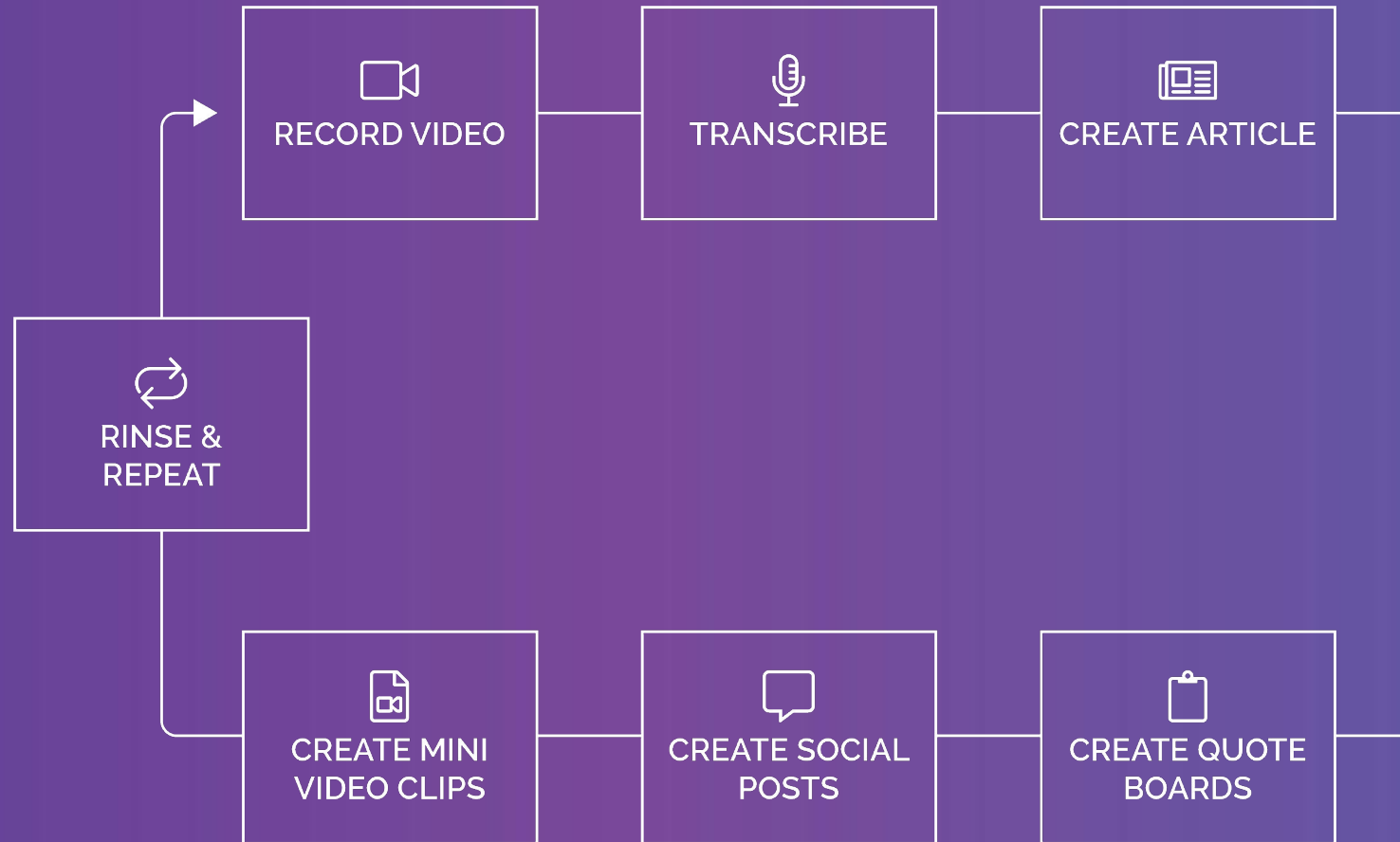


PODCAST? JUST AUDIO? NO PROBLEM!

Jeff J Hunter
Leveraging Virtual Teams to Build Iconic Brands 📺 Featured on CBS, NBC, ...
4mo

Start turning "STAY-AT-HOME-MOMS" into the BEST WORK-AT-HOME-MOM team to power your business!!
---- I can't be the only one who's tapping into this incredible talent pool ...see more

REMEMBER THIS?

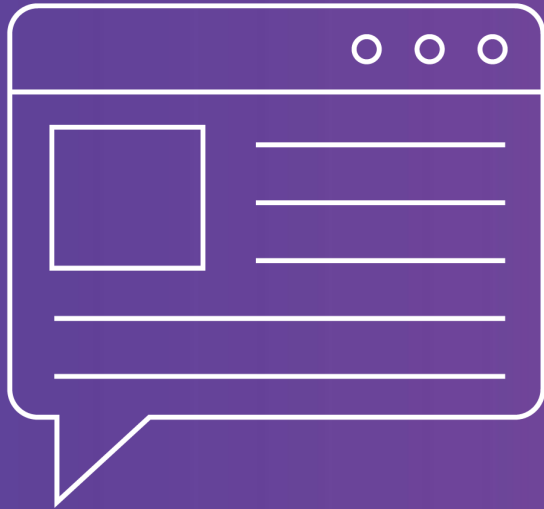


REPURPOSE VIDEO TO TEXT CONTENT



WRITTEN CONTENT

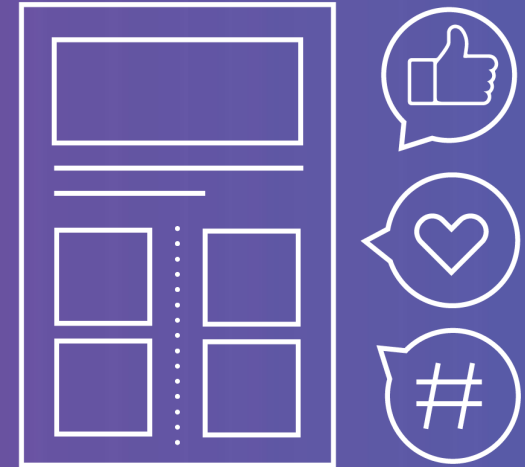
BLOGS/ARTICLES



EBOOKS



SOCIAL MEDIA POSTS



OTHERS: INFOGRAPHICS, PRESENTATIONS, ETC.

**HERE ARE
FINAL TIPS TO
MAKE SURE YOU
ARE SUCCESSFUL**



MAKE OR BREAK TIPS FOR SUCCESS

KNOW YOUR AUDIENCE



BE CONSISTENT



THE SOCIAL MEDIA TRAP:

QUESTIONS & ANSWERS FOR PANEL

GLOBAL
MARKETING
DAY 2019



JEFF J HUNTER

Founder & Chief Growth Officer,
BrandedMedia.io

October 30, 2019

JEFF J HUNTER