

Building a genuine online community

RRR NETWORK

Why is it so important

“

**We are in full PR-Mode of
ourselves.
We are now living in the lives
of our Instagram Photos.**

-GARY VAYNERCHUK

Why it's important to build an online community...

**If you don't care about
your community, they
won't care about you.**

Power of building a community for your business.

By making connections and establishing relationships online you'll build trust and credibility.

**Through community
building you can add value
to your customer
experience and improve
customer loyalty.**

**You can turn your
customers into brand
advocates and raving fans
for your business.**

Social media is a great way to give your business a personality and to share your story. Remember, people do business with people.

**Through community
building you can
demonstrate your
knowledge and expertise
and position yourself as an
expert in your field.**

An online community is a great support network and will provide a valuable contribution to your business.

Building a genuine online community

FINDING YOUR WHY?

Get deep with yourself and your purpose.

What is your WHY?

Get deep with yourself and your purpose.

**The WHY is the purpose,
cause or belief that drives
every one of us.**

**“If you’re not growing,
you’re dying”
– Tony Robbins**

How to find your purpose

Get deep with yourself and your purpose.

1. SEARCH INWARD.

2. PUT PURPOSE BEFORE GOALS.

3. FOCUS ON WHAT YOU HAVE.

4. TAKE OWNERSHIP OF YOUR BUSINESS.

**5. THINK ABOUT WHAT
BRINGS YOU JOY.**

6. DEVELOP YOUR OWN BUSINESS VISION STATEMENT.

7. DISCOVER YOUR BUSINESSES TRUE NEEDS.

8. WRITE OUT YOUR BUSINESSES STORY.

9. TAKE TIME FOR YOURSELF.

10. FIND YOUR COMMUNITY.

11. BE FLEXIBLE.

Building a genuine online community

EVALUATING YOUR PRESENCE

TIME SPENT ONLINE

ENGAGEMENT

YOUR VALUE

SHARING YOUR STORY

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BUILDING YOUR BRAND

WHAT IS A BRAND?

"Branding is what people say about you when you're not in the room." - Jeff Bezos

THE "FACE" OF YOUR BUSINESS

CREDIBILITY AND TRUST

BUSINESS MISSION

RESEARCH YOUR AUDIENCE, VALUE PROPOSITION AND COMPETITION.

Audience

Value Proposition & Competition

Mission

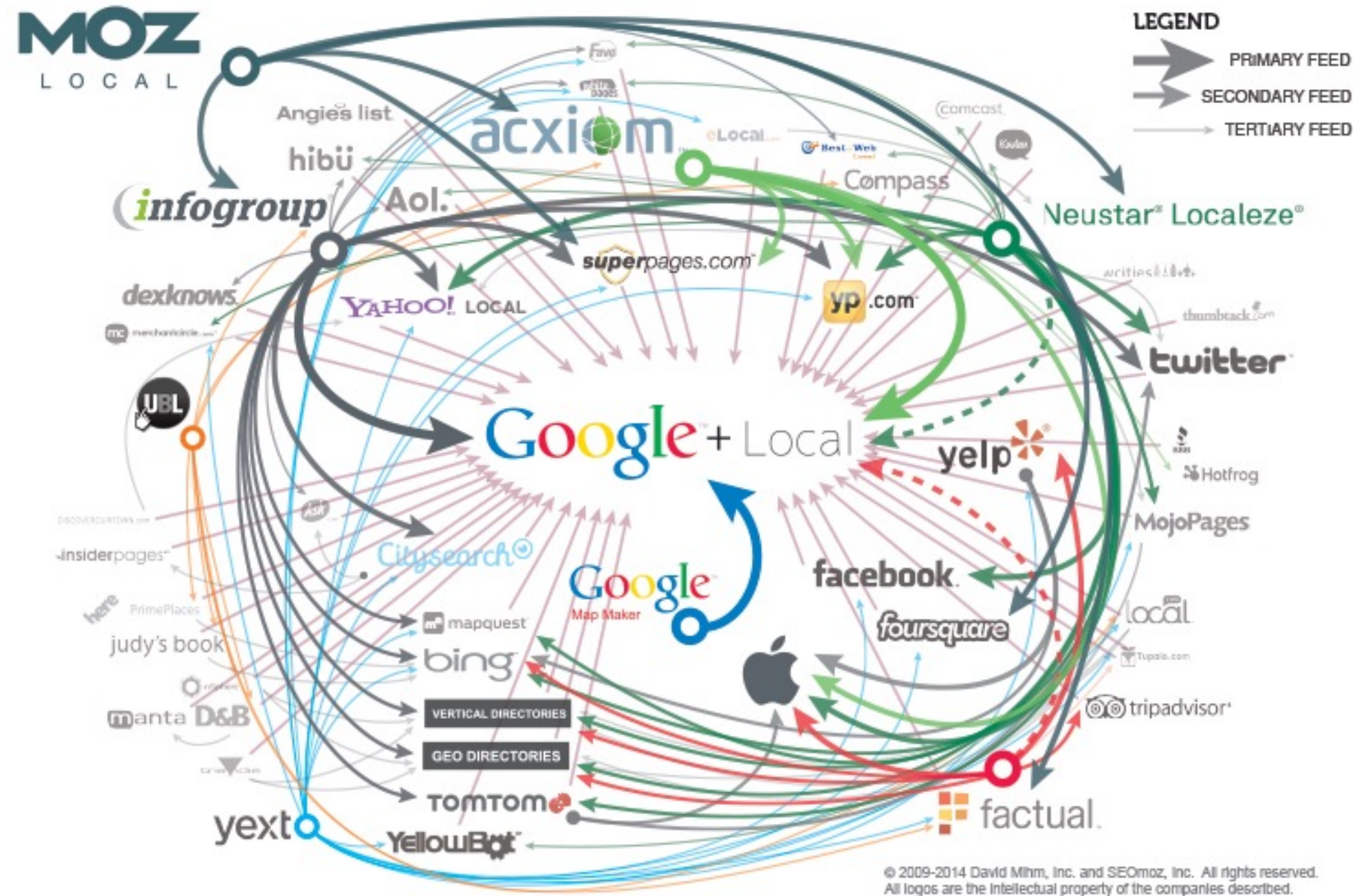
Personality

Building a genuine online community

CONSISTENCY

Be consistent with the amount of time you show up online.

1. Google Likes Consistency



2. Inconsistencies Lead to Lower Rankings

3. Potential Clients Can Find You

Building a genuine online community

Create Real Connections Virtually

Create captivating and interesting content for your audience.

1. Offer Time, Skills Or Expertise As An Opening Touchpoint?

2. Help Others Relate By Bringing Your Authentic Self Online

3. Don't Overwhelm People With Too Many Virtual Events

4. Get creative with online offers

5. Join online networking to Mingle And Gain Referrals

6. Use Keywords To Make Social Media Profiles More Visible

7. Let yourself be vulnerable.

8. Ask for what you really want.

9. Treat the web like an actual crowd.

10. Use a people-first approach

11. Speak with a relatable voice.

12. Offer a compelling reason to stay in touch

Building a genuine online community

Create the right content

Create genuine content.

Messaging



What's in it for your audience?

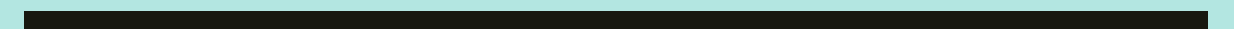
Are you targeting the right person?

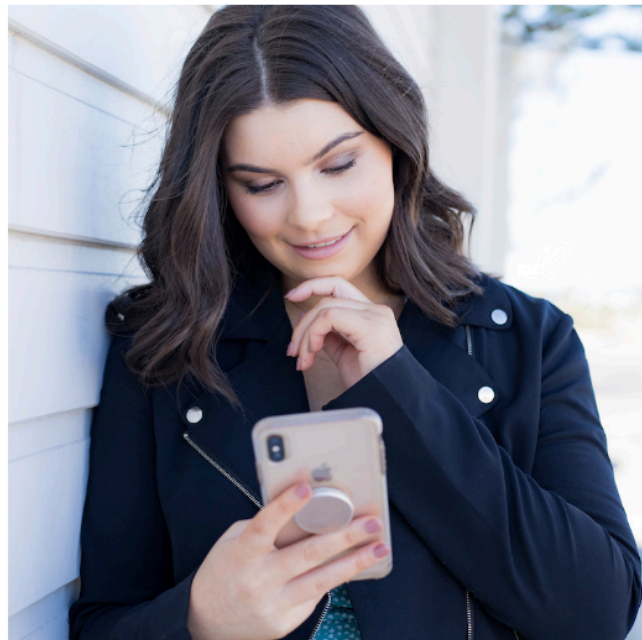
What is the goal for your online business?

Are you using a call to action?

Can your information be shared?

Can they go somewhere to learn more?





*"Social Media Marketing
is about finding a
connection between
people in order to be
able to achieve your
businesses goal of
growth"*

LETS CHAT

MY ETHOS

*"I feel there is no time like the present
to be educating, marketing and
sharing through social media. With
more businesses starting to understand
the power of social media marketing I
can provide your business with the
tools and resources necessary to boost
your socials to create leads to not only
grow your social media following but to
convert those followers to customers!"*



LEARN MORE

Website & Blogging

- How is your searchability
- Using Webpages
- Utilise MailChimp landing page
- Traditional Blogs
- Audible Blogs
- Video Diaries

Communication Tools

- Mailchimp or email
- Youtube
- Canva
- Weekly communications
- Podcasting
- Blogs
- Text messages



GROW your online presence

- Optimise your website with a call to action
- Think of unique ways to engage with your audience
- Collaborations
- Create a specific target market (the more detail the better)
- Engage with your audience.
- Stay active
- Know what is trending!
- Create content people want to see.



Follower

Personal Brand

- Personal Branding is now more important than ever!
- Word of mouth is still one of the most power tools
- Niche and find your specialty
- Live your brand
- Let other people tell your story
- Be consistent



Authenticity

- Authenticity is the key to online presence
- Being human
- Build relationships, not followers
- Focus on Helping over selling
- Make your presence known
- Post photos of yourself!



Set GOALS

- Set goals for Engagement,
- Stick to them
- Small goals mean big outcomes!
- Check your insights



THINGS TO REMEMBER

Be true to you.

Set Boundaries

**Don't give your customers
mixed messages.**

Don't copy your competitors.

**Don't lose consistency
between online and offline.**