



YBA



Your Logo is Not Your Brand:

Brand Building and Integrated Strategies to Amplify Your Podcast

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Anika Jackson Intro



- Senior communications and marketing professional
- Graduate school professor at USC Annenberg (MSDMM, MA PR&A)
- Host/producer Your Brand Amplified® podcast
- Co-producer and co-host of the USC Mediascape speaker series/ podcast
- VP of PR at Full Capacity Marketing
- Bestselling Amazon author in the women's anthology, *Business on Purpose Vol. 2*.
- Member of the Intuit Small Business Council
- Advisory board for UC Santa Barbara's Women in Leadership program

Variations of this presentation for Red Bull, Meltwater, Agility PR, on podcasts, in teaching, and free monthly workshops



Digital Footprint - Chat Rooms to Podcasting



Digital:

- Music chat rooms - bringing DJs, smart bars, and lights/sound to small universities in the midwest, connecting for events throughout the US
- Revolutionaries - digitally recruited street team for magazine, circa 2000
- Micro “influencer” UGC for various brands
- Local influencer - local art and fashion in Houston
- Terrestrial and digital radio and FB live show, Real Beauty Real Women
- Virtual EP/ Showrunner for Klearly Kristen talk show
- Client Podcasting (x 2)
- Current Podcasting (x 2, soon to be x 4, BLEAV host)
- Online curriculum creator and absorber



The Importance of Branding



- First Impressions
- Credibility and Trust
- Career Advancement
- Effective Communication
- Networking Opportunities
- Positive Workplace Culture
- Adaptability and Leadership
- Employee Morale
- Client and Stakeholder Relations
- Long-Term Career Sustainability



What's Brand Got to Do with It?



Listen Score

Global Rank

LS **50**

TOP **0.5%**



x

**LISTEN
NOTES**



What's Brand Got to Do with It?



YOUR BRAND
Amplified

Hosted by Anika Jackson

BLEAV

YOUR BRAND
Amplified[®]

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Overview of Goals and Objectives



Goal:

To discover your podcast's unique brand blueprint and create short-term and long-term integrated strategies that align with your brand's purpose, vision and mission to reach your ideal audience.

Objective:

Leave today with ideas  for your podcast's brand blueprint and integrated strategies to propel your podcast!

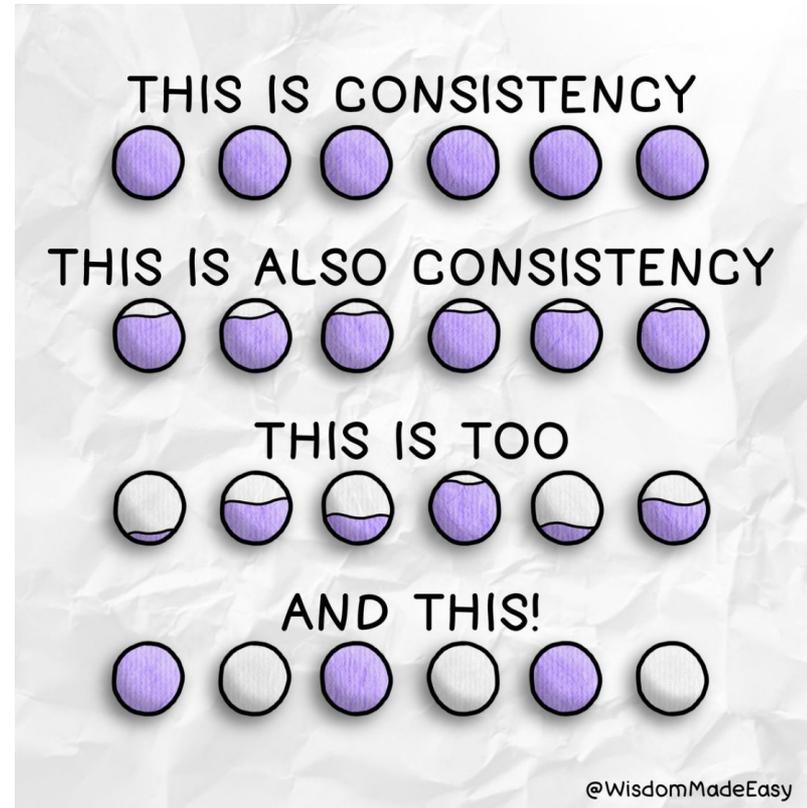




Strategies That Work!



- Build Your Brand Blueprint
- Create Customer Personas
- Guest Engagement
- PESO
- Most of all, be consistent!
 - Daily, weekly, bimonthly, monthly
 - Themes, seasons





Defining Your Brand



Brand Blueprint Visual Breakdown

Purpose

Vision

Mission

Values

Positioning

Why you exist.

Defines what you want to accomplish.

When you look back at your life, will you have achieved your purpose?

What you aim to achieve.

What type of future do you want to create?

How you plan to achieve your vision.

It's your Vision in action and it explains who benefits.

What actions will you take to create that vision?

What you stand for and how you behave.

How will you conduct yourselves in support and pursuit of your mission, vision and purpose?

How we differentiate from the competition.

Internally focused. Summarize your vision, mission and values in one statement while addressing the needs of your target audience.



Personal/ Your Brand Amplified® Brand Blueprint



LinkedIn Headline: Brand and communications strategist focused on helping brands and entrepreneurs empower, celebrate, and amplify their impact in the world.

My Purpose: To empower individuals and organizations to understand their unique value in the world, and create bigger impacts in their communities.

YBA Purpose: To empower individuals and organizations by unraveling the intricacies of thriving businesses.

Vision: I create a world in which impact makers' voices are heard, listened to, celebrated and invested in.

Mission: The podcast elevates brands and entrepreneurs through collaboration, community and communication, and provides actionable insights.

How: Brand strategist, publicist, journalist, podcaster, professor, content creator.





My Values and Positioning Statement



Values:

Integrity

Social Impact

Authenticity/ Transparency

Enthusiasm

Imperfection

Positioning Statement: I provide those around me with the opportunity to “Amplify with Anika” whether for their livelihoods, or those they seek to support, by extending my vast network and creating opportunities for collaborative community building.

YBA Positioning Statement: My guests and I provide inspirational, authentic, and actionable content for launching and existing entrepreneurs and organizations to propel their journeys to success.



Building Your Audience



Here are some questions to reflect on as you develop your customer personas:

- What can customers always expect from your podcast?
- What are three of your most important values?
- What motivated these listeners/clients to search for a solution in your podcast?
- What is the most important thing you want people to know about your podcast?
- What overarching message do you want to tell your target audience(s)?
- What feeling do you hope to evoke when people experience your podcast?
- Who are your biggest competitors?
- What sets you apart from others in your space?

Create 2 - 3 personas to build your storytelling and promotional angles (worksheet)



Your Competitive Advantage



- SWOT Analysis
 - Your internal and external environment, how you stack up against the competition and areas of opportunity. A simple, yet effective, assessment for analyzing your Strengths, Weaknesses, Opportunities and Threats.
- Competitive Analysis
 - Who are your competitors? (Hint: everyone has them!)
 - How are you unique in the marketplace?
 - Where are they most popular?
 - Do they do any advertising (Google: Facebook Ad Library)
- Brand Sentiment and Keyword and Phrases
 - Google Trends/ SEO searches
 - Meltwater
 - Social Media Analysis

Create a quick analysis of your competitive set (worksheet)



Guests are Your Best Word of Mouth!



Systemize your process:

- Form for all guest assets (Google, etc.)
- Thank you note to guest, asking them to leave a rating or review
- Guest folder
 - Static graphic
 - Reel(s)
 - Captions, blog posts, show notes
 - Link to shows
 - Your social media links
- Integrated marketing on your channels

Create a replicable promotional plan (worksheet)

Choose 2 - 3 methods in each PESO category (worksheet)



Integrated Media Techniques



DO MORE With the PESO Model™

EXPERTISE + EXPERIENCE + AUTHORITY + TRUST

PAID MEDIA: GROW REACH

- DIGITAL ADS
- FAN ACQUISITION
- BOOSTED CONTENT
- NATIVE ADVERTISING
- SPONSORED CONTENT
- CONTENT SYNDICATION
- CONTENT DISTRIBUTION

OWNED MEDIA: BRAND NARRATIVE

- BLOG
- WEBSITE
- CONTENT
- STORYTELLING
- BRAND JOURNALISM
- INTERNAL COMMUNICATIONS
- SEARCH GENERATIVE EXPERIENCE
- GENERATIVE AI

PAY TO PLAY

- MEDIA RELATIONS
- INFLUENCER RELATIONS
- EVENT MARKETING
- INFLUENCER MARKETING
- EXPERIENTIAL MARKETING
- MARCOMM

LEAD GENERATION

- EMAIL MARKETING
- LEAD GENERATION
- INBOUND MARKETING
- AFFILIATE MARKETING
- SPONSORED CONTENT
- NATIVE ADVERTISING

COMMUNITY

- REVIEWS
- CO-BRANDING
- PARTNERSHIPS
- COMMUNITY BUILDING
- BRAND AMBASSADORS
- UGC
- CSR

SEARCH ENGINE OPTIMIZATION

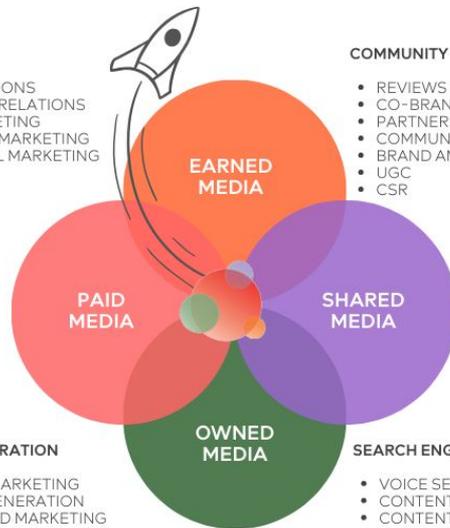
- VOICE SEARCH
- CONTENT CURATION
- CONTENT DISTRIBUTION
- PUBLISHING PLATFORMS
- PARTNERSHIPS

EARNED MEDIA: CREDIBILITY

- REFERRALS
- LINK BUILDING
- MEDIA RELATIONS
- WORD-OF-MOUTH
- BLOGGER RELATIONS
- INVESTOR RELATIONS
- INFLUENCER RELATIONS
- SOCIAL MEDIA NEWS ANCHORS
- REVIEW SITES
- COMMENTS
- ENGAGE ON X AND REDDIT
- WIKIPEDIA

SHARED MEDIA: DISTRIBUTION

- SOCIAL MEDIA
- SOCIAL FORUMS
- SOCIAL MENTIONS
- CONTENT CURATION
- PRIVATE SOCIAL MEDIA
- SOCIAL MEDIA MONITORING
- VIDEO CREATION





Key Takeaways



- Strong Brand Foundation
- Consistency
- Processes
- Promotion



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Thank You!

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