

# How to Find the Voice of Your Company

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**We'll discuss how to:**

**Find your company's voice**

**Shape it**

**Decide what to do with it**

**Goal:**

**To leave with an understanding of the  
need to content currate**



## Content Curation

What does that mean?

For the purposes of today, it will mean the gathering of information such as pictures, articles, videos, etc. which can be posted onto Social Media, primarily Facebook.

Why is this important?

The content that is on your page is an illustration of you, your company, your company's message. It validates who you are, what you do, and where you stand in the field. If all you do on Facebook is post funny memes or videos, how does that convey to your client that you should be trusted? Or if you only post articles written by yourself, how does that show a client that you know anything else about the field? You must show that you listen to your customers and want to give them what they want, what they need, and to offer it to them before they even ask.

 LUV, LLC  
Mar 8

If [#socialmedia](#) is something you're struggling with, here's a great article!!! [#luv](#) me. ☐☐☐



6 Writing Tips to Make Your Marketing Messages Pop | FiveStars INSIGHTS

[blog.fivestars.com](http://blog.fivestars.com)



3



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## Woof Gang Bakery Austin

2 days ago

For all of our friends going to [#SXSW](#). Here's a vid for you while you [#standinline](#).  
[#sxsw2016](#) [#atx](#) [#austin](#) [#woofgangaustin](#)



15



Write a comment...



YouTube

And our primary focus will be on Facebook with enough cross over information to touch on Instagram.



So let's get started  
with an exercise!!!!!!

With your banana and your group,  
come up with a company. The  
product must be primarily banana  
based and your company is housed  
in Austin

You can do anything from selling  
bananas on the side of the road from  
a food trailer to hipsters or create a  
skin care line that you plan on  
marketing to Soccer Moms in West  
Lake. The feasibility of the company  
is not what matters



Now, using a piece of paper  
and the colored pencils,  
make a logo for your  
company.

The logo should be able to communicate  
what your company is about, who you are  
appealing to, and communicate the  
atmosphere of the company.

Your goal here is to have THE BEST logo  
out of everyone in the room.

***Congratulations!!!***



***You're all wallflowers!!!***



**You just missed out on all of your potential blind or sight impaired clients. And, no one could tell what you do, or why I should pay attention. All I saw was a small sign about a banana.**

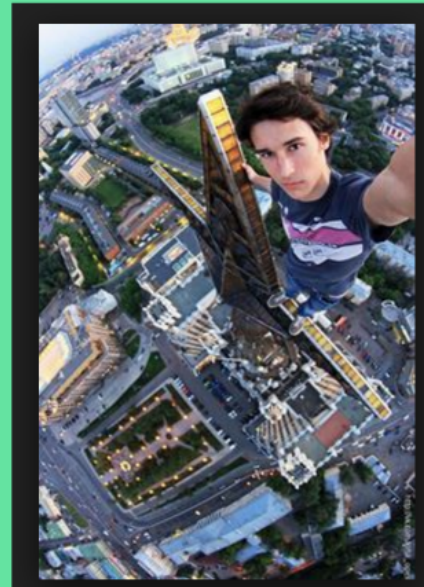
*So why are we focussing on Facebook?*

**Because EVERYONE does.**

**But if everyone jumped off of a cliff...**

**But if everyone jumped off of a cliff...**

**Then it would be posted on Facebook before the last person jumped.**



**Almost every generation is on Facebook**

**Baby Boomers**

**Generation X**

**Millennials**

**Generation Y**

**Generation Z (soon, if not already there)**

**This means from  
tweens to  
Grandparents,  
everyone is on**



# **So why is Facebook Important?**

**Because you must interact with every  
POTENTIAL client you can and must  
CONTINUE interacting with the clients  
you do have.**



**Which means, if you want to communicate  
with them, you need to go to them.**

So let's look at the Facebook page we know we need and get started.

Create your Account / Page

Load your Logo as your Profile Pic

Pick a pretty picture for your banner

Annnnnnnnd what are you going to post

Is your first post that important?

**YES!!!!!!**

#VIRAL

Every post has the potential to go viral. Chances are, your's won't, but can it hurt to try?

No one put much thought into how this was going to turn out...they just wanted to spread a story to the community...



Started on Twitter  
Now planning a fundraiser  
expecting to earn thousands



Post originated on Facebook  
and was on the news by the  
next morning. It blew up the  
town in hours

### Owners who refused cake for gay couple close shop

And we all know how fast this story broke,  
and how long it didn't take for the store to  
close.

There is no formula for viral, and chances are your post won't go viral. However, if it were to go viral, you MUST make sure it's for the right reasons.

Your first post sets the story, it's your Hello to the world, and it's how you are initially setting the stage for the rest of your company's life on Facebook.

So we know the posts are important and we are ready to post, BUT ONLY IF...

1. WHO'S YOUR HERO?
2. WHAT'S YOUR STORY? (What's the story you want to tell?)
3. WHO'S YOUR AUDIENCE?
4. HOW DO YOU WANT TO TELL IT?
5. HOW DO YOU WANT TO ENGAGE?
6. HOW DO YOU WANT TO GROW?
7. HOW DO YOU WANT TO MEASURE?
8. HOW DO YOU WANT TO IMPROVE?

So we know Facebook is necessary

We know we want a good post about our business

And we've written something good

So we are ready to POST!!!



NO YOU AREN'T



Until you KNOW what your second, third, fourth, fifth posts  
You must know where you're going before you can start on the path

You wouldn't start a business with one item, no information to share about it, no words to advertise it, and no plans after that.

And you do not want to post something without thought of the future, what posts you will be making, and how you will be saying it.

So, just as you have a business plan, you must have a Social Media plan.

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# Facebook

Let's talk about it

We know our posts can influence business

We know it's important to connect with your clients

We know we need to be aware and interact with our customer needs

So, what do you want to say to your clients?



## Our Customers and Clients – Who are they???

1. Who are they?

Male, Female, Liberal, Conservative, Married, etc

2. Where are they?

Austin, Texas, National, etc

3. What are their social norms?

Are Sundays for resting?

4. How are they used to being spoken to?

Do they like direct contact, videos, pictures, etc

5. When are they listening?

Are they more active in the morning, afternoon, or evening

6. Who else are they listening to

Look at your competitors, research your clients

7. Why are they listening to the others

What are your competitors posting?

what's getting the most likes?

# What are our Goals

1. Trying to sell
2. Trying to Market
3. Trying to communicate
4. Want to educate
5. Just want to a validating means and use it for fun and to increase awareness
6. ALL OF THE ABOVE



So why are we focussing on only Facebook today?

Because of all the Social Media Platforms, it's the easiest.

You can share and post with ease

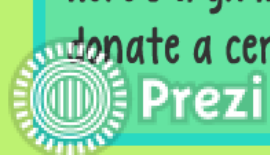
You can post a multitude of things

Facebook analytics are amazing

You can set up ad campaigns

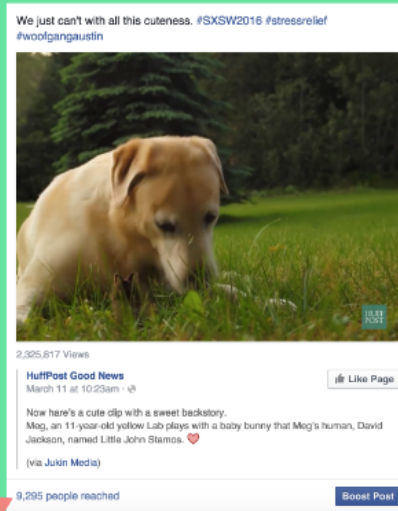
CHECK-INS are GREAT for business

Here's a gift. Have your clients "check in" on Facebook every time they visit your business. For doing this, offer to donate a certain dollar amount to a charity. Increases your presence on Facebook and it's a write off.



So why is Instagram so much harder?

You are telling a story with every post. With Facebook, you can literally communicate your post, then elaborate with a picture or video.



With Instagram, the picture tells the story, the words elaborate.



So when you begin to prepare your posts for Instagram, remember, "What is this picture telling my customers, and what few words can I use to elaborate?"

Gift: Download Grama and USE IT!!!



## Tips for Instagram:



### 1. People like to see things in this order

People

Parts

Pets

Cool Stuff

Other



### 2. Use filters, use apps, be creative!!!

### 3. Use Grama and start noticing which tags work for you and which don't. Begin refining over time.

So where are we now?

We know we need a Social Media Plan

We know we need to be creative

We know we need to communicate

But how do we communicate at this point?

We go back to our potential client / client list.





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Take a hard look at your data

Notice what they like, look at, follow

DO NOT try to recreate the wheel, it's a waste of time

Make the wheel your own

Why is this creative?

It speaks to BOTH the customer and fellow Realtors. It offers a

tip to others in the field, showing that you are an expert. And it speaks to your client

by showing that you are such an expert, you give sound advice, and that you are such a hard worker, you look at every opportunity you can to make a sale or a connection.



Now decide WHAT do you WANT people to KNOW about your product/service

Then look at how they react to posts and which posts they react to most

Now we can really look at what you are going to post.

It's not until you know how to communicate that you can start to do so....  
You're starting to learn!!!

Ok, so we've looked at WHO our clients are and HOW we want to communicate with them. And, we know WHY.

Congratulations, you're a baby!!!!

You know you need to get the attention from Mom (who) to get a bottle (what) because you are hungry (why). But you can't tell her. You don't have words, nor a voice. You're just crying and saying, "Hey, I'm here, pay attention to me."



## So how do we get our words?

Once again, we go back to our client list and see how they hear things best, and that's where we learn.

When in doubt:  
Go back to your  
Client List!!!

Men and women do NOT see things the same.

People in their 20s do NOT view things the same as those in their 50s.

Always remember you need to speak to ALL of your clients, so that will take VERSATILITY.

So once again, we know our who, we've decided how, we know why, and we've researched what they like and want.

NOW WE TRY!!!!!!!

We write down what we want to be communicated first, then second, and on and on. What should our clients know about us. What we start saying is going to matter!!!

If we want a bottle, but say ball, we'll starve!!



What do I mean by, "If we want a bottle and say ball, we're going to starve?"

This means once we find the voice of your company, meaning the the core of what you are wanting to communicate, you must remember to constantly use that voice and communicate with your customers in the manner in which they want to hear you.

And again, this means you must constantly be reviewing your client list for changes. You must constantly align your messages and posts with your voice. And you must pay attention to your competitors.

Let's look at some examples:

## St David's Healthcare

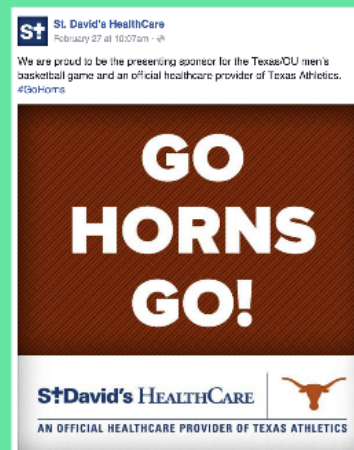
### Clearly defined Mission Statement

To provide exceptional care to every patient every day with a spirit of warmth, friendliness and personal pride.

How do these posts convey that? Is their message clear? Are their readers appreciating what was posted?



Over 1 Month  
7 Likes



Well over a month  
0 Likes



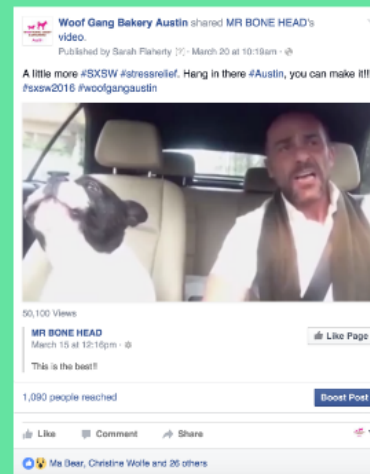
# Woof Gang Bakery Austin

## Their Mission is to be Austin's Neighborhood Pet Store

Their goals are to provide excellent customer service while remaining friendly and inviting to the local community. They cherish animals above all else and are focused on the animals and their needs at all times.



6 Hours  
453 People Reached  
15 reactions  
1 comment



2 Days  
1,090 People Reached  
28 Reactions

*Now let's look at our company and  
try again using our Voice to get our  
message across.*



**Who are our customers**  
**Where are they?**

**What is our goal with the  
Facebook page?**

**How can we convey that we are  
experts in our field?**

**What will our first post be about  
our company?**

**If I come back to this post in a year,  
will my voice / message be the same?**

**Is it clear in my first post  
that I was thinking of  
my future posts and my  
intentions for growth?**

**Looking at your logo,  
come up with a post for  
Instagram and decide  
what you would say and  
how you would tag it.**

*Remember, this is a story board  
of your company. Your first post  
will be looked at by many when  
they like any of your posts. A  
lack of a clear message, or an  
inability to hear the voice of the  
company will NOT get you a  
following that will be beneficial  
to your business!!!!*

*And finally, as a gift,  
find an article that's  
related to your  
company to share  
with your clients on  
Facebook and the  
reason why you would  
share it.*



**THANK YOU, THANK YOU VERY  
MUCH**

weknowmemes