



Branding vs. Transactional Media

Navigating the differences to help you achieve your goals

with Corey Padveen

About Corey

-- A Brief History --

- Partner at t2Marketing International
 - Background in data and econometrics
 - Author of **Marketing to Millennials for Dummies** and co-author of **Digital Marketing All-In-One for Dummies**
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- Squash, ski, hockey (Canadian, so that's a given), animals
 - Collect antique shoehorns

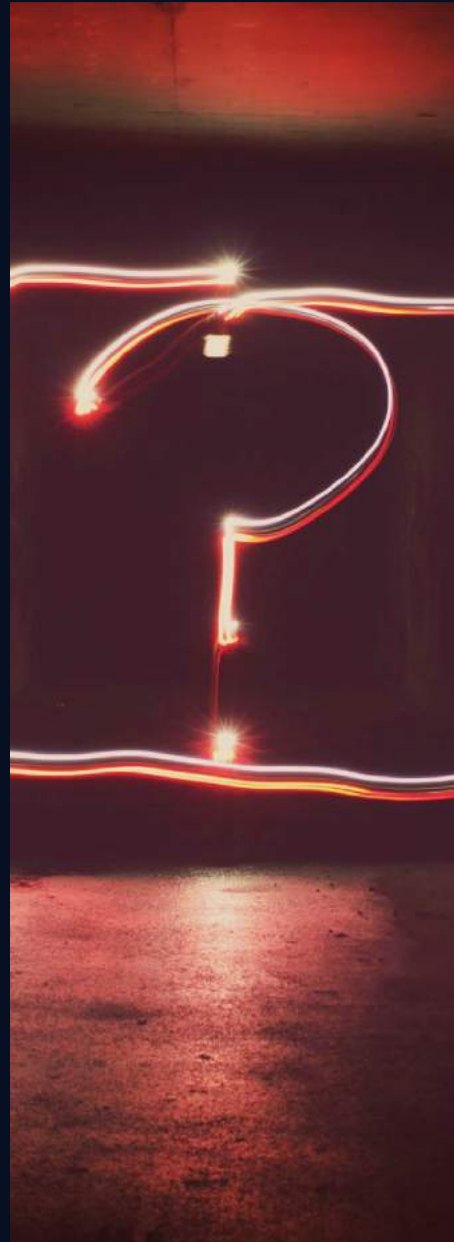


I cleaned
up for this
event.



Why are we here?

The goal of today's discussion



80% 😊😊😊😊😊

The percentage of consumers that say they are more likely to engage with a brand they follow on social media. (Canva, 2020)

52% 

The percentage of marketers that can directly attribute an increase in sales to social media. (Marketing Insider Group, 2018)

A little background...

How have
networks
evolved in
recent years?



Evolution of Social Media



Mobile



Individual



Visual



Agile



Video



The Problem

How do we
know which
avenue
is right?

Branding vs Transactional



Branding

- Connecting with an audience
- Establishing your voice
- Increasing your presence
- Building loyalty



Transactional

- Making the pitch
- Showcasing your products and services
- Selling yourself and your goods



LET'S LOOK AT...

Branding Channels



Video has become the most engaging form of content, and networks like TikTok and Snapchat are proving that.

VIDEO CHANNELS



The benefit of native mobile social apps, like Twitter, is that brands can engage with fans anywhere.

MOBILE NATIVE APPS



Visual platforms, like Pinterest and Instagram, offer a chance to showcase your creativity.

VISUAL MEDIA

Examples of Branding Media



VIDEO BLOG OR PODCAST



TIKTOK CHANNEL



INSTAGRAM FEED



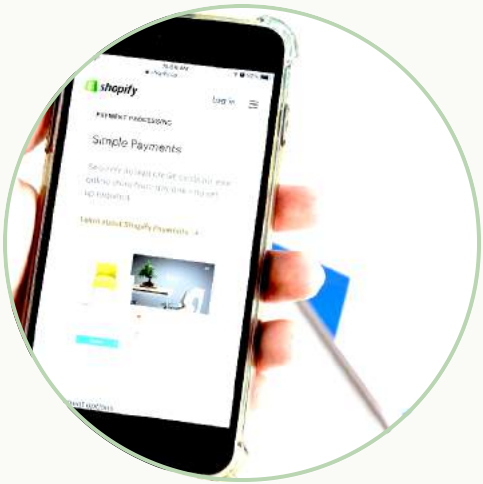
The Goal

Show who you are and
build your influence
with key audiences.



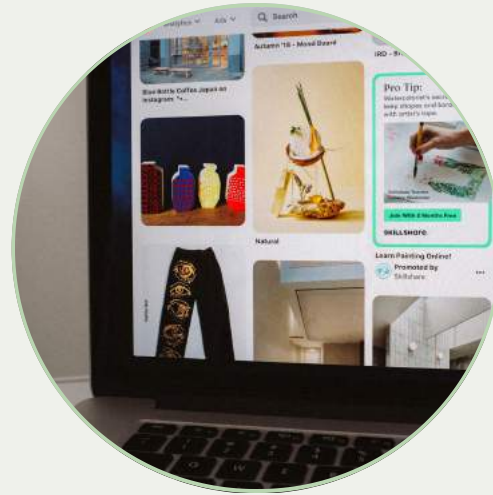
LET'S LOOK AT...

Transactional Channels



Direct sales platforms like Shopify or BigCommerce cut right to the chase and focus entirely on selling.

TRANSACTIONAL WEBSITES



Integrating your shop on networks like Facebook and Instagram allow for a point-of-sale after engagement.

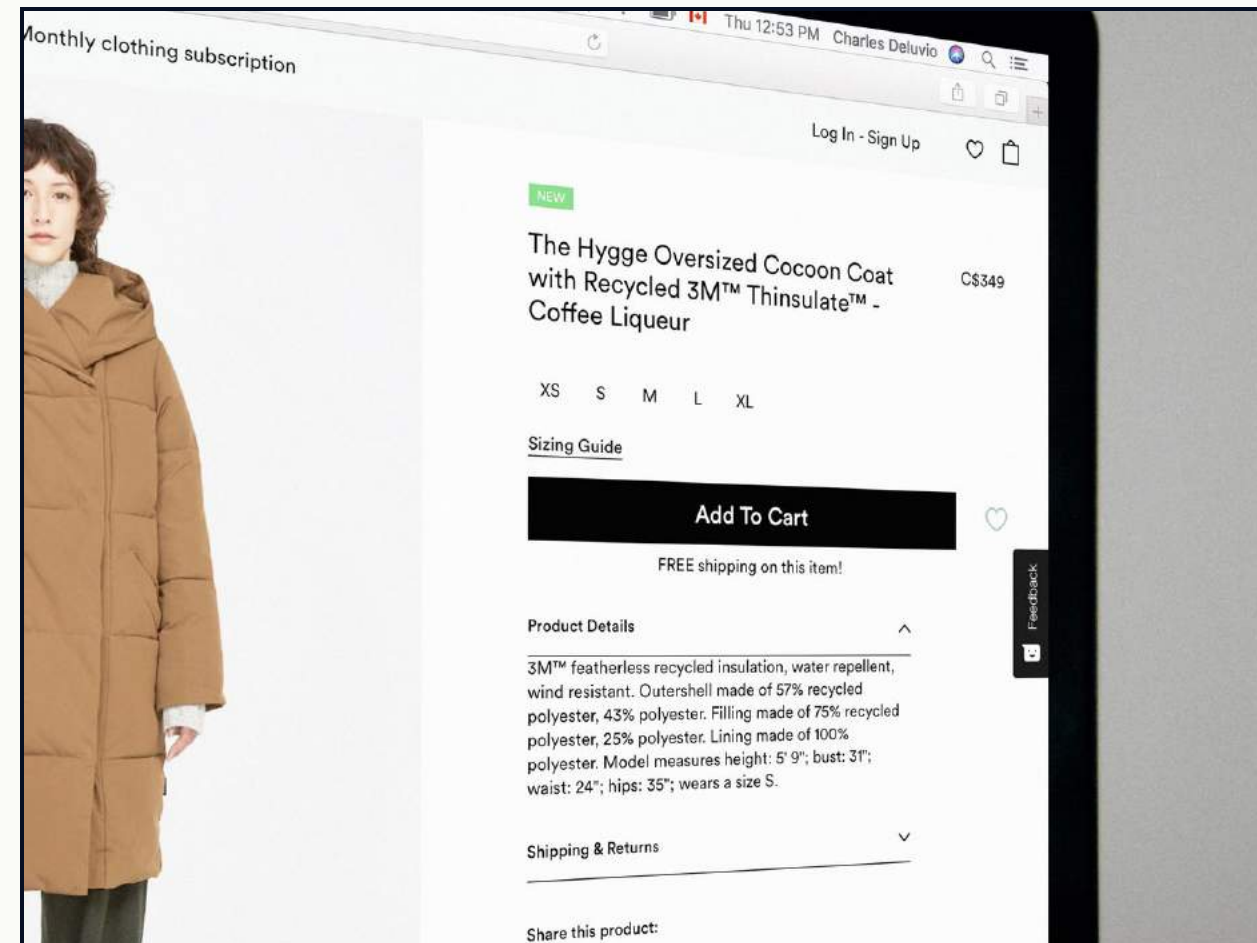
EMBEDDED SHOPPING



The one-to-one nature of messaging allows for a more intimate environment in which to sell.

DIRECT MESSAGING

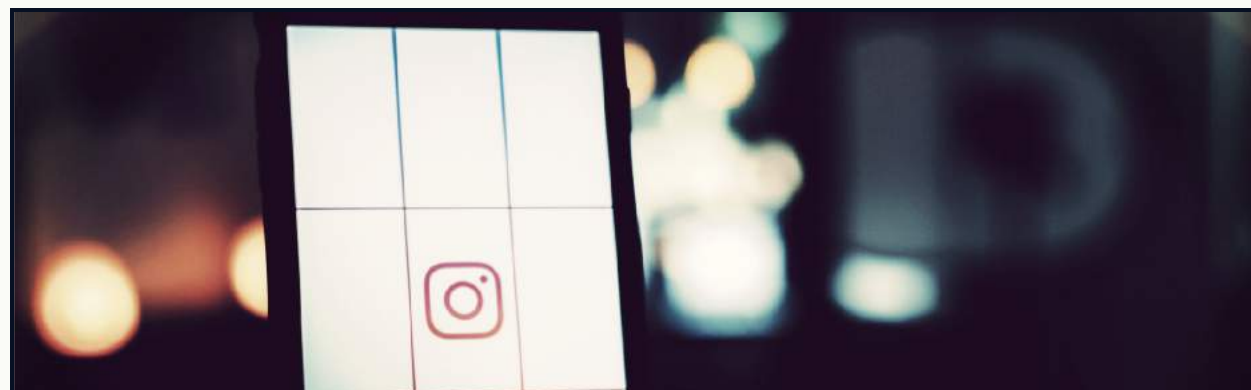
Examples of Transactional Media



DIRECT SALES ECOMMERCE STORE



SMS SALES BOT



INSTAGRAM SHOPPING ADS



The Goal

Build your business and
start making money
with what you're selling.



LET'S LOOK AT...

Building a Social Ecosystem



You might have noticed some similarities...

There needs to be a mix.

Building Your Ecosystem



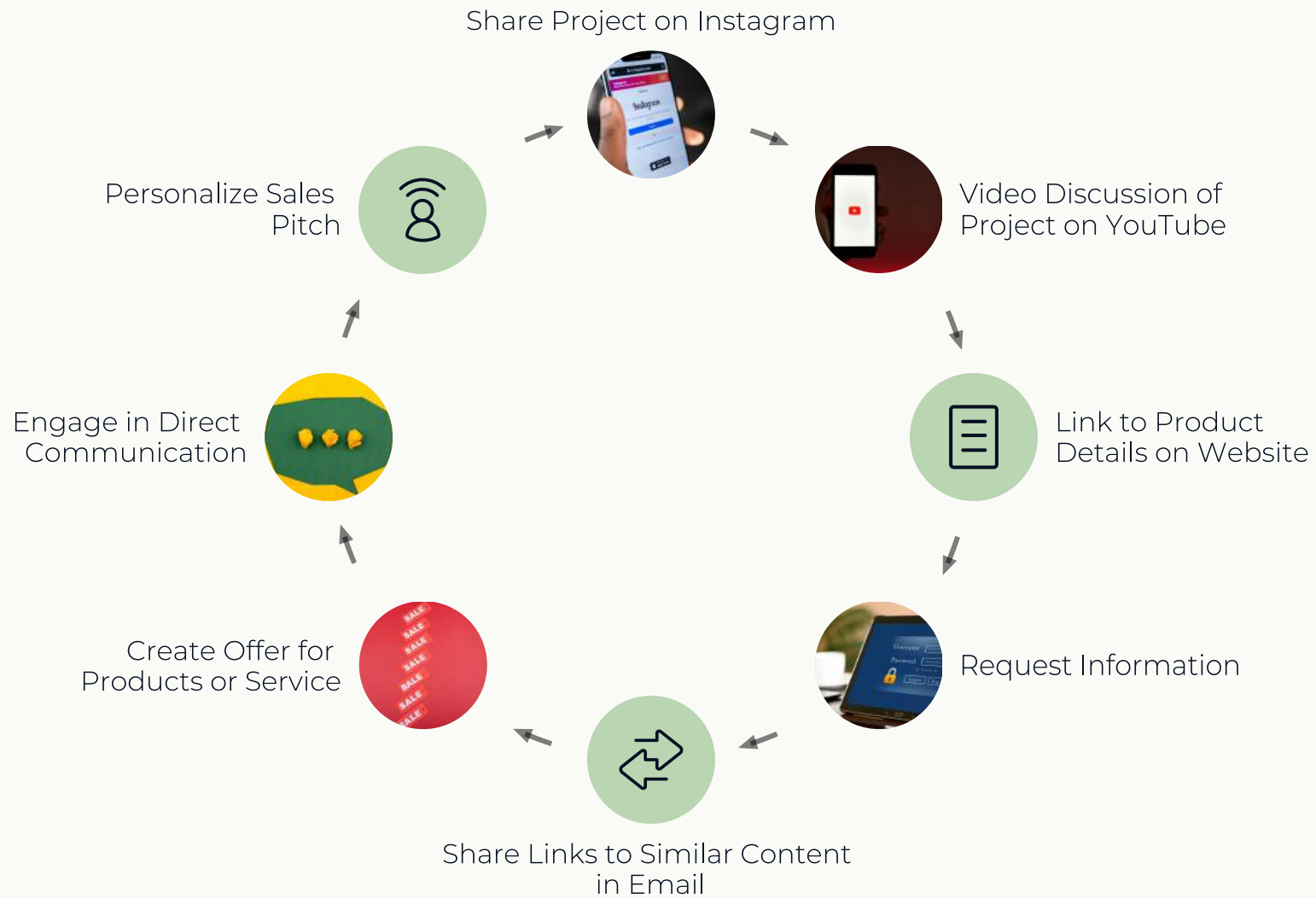
Step #1
Establish your
goals.

Step #2
Identify your
audience.

Step #3
Create a circular
content strategy.

Step #4
Choose the right
channels.

Step #5
Start feeding
your funnel.

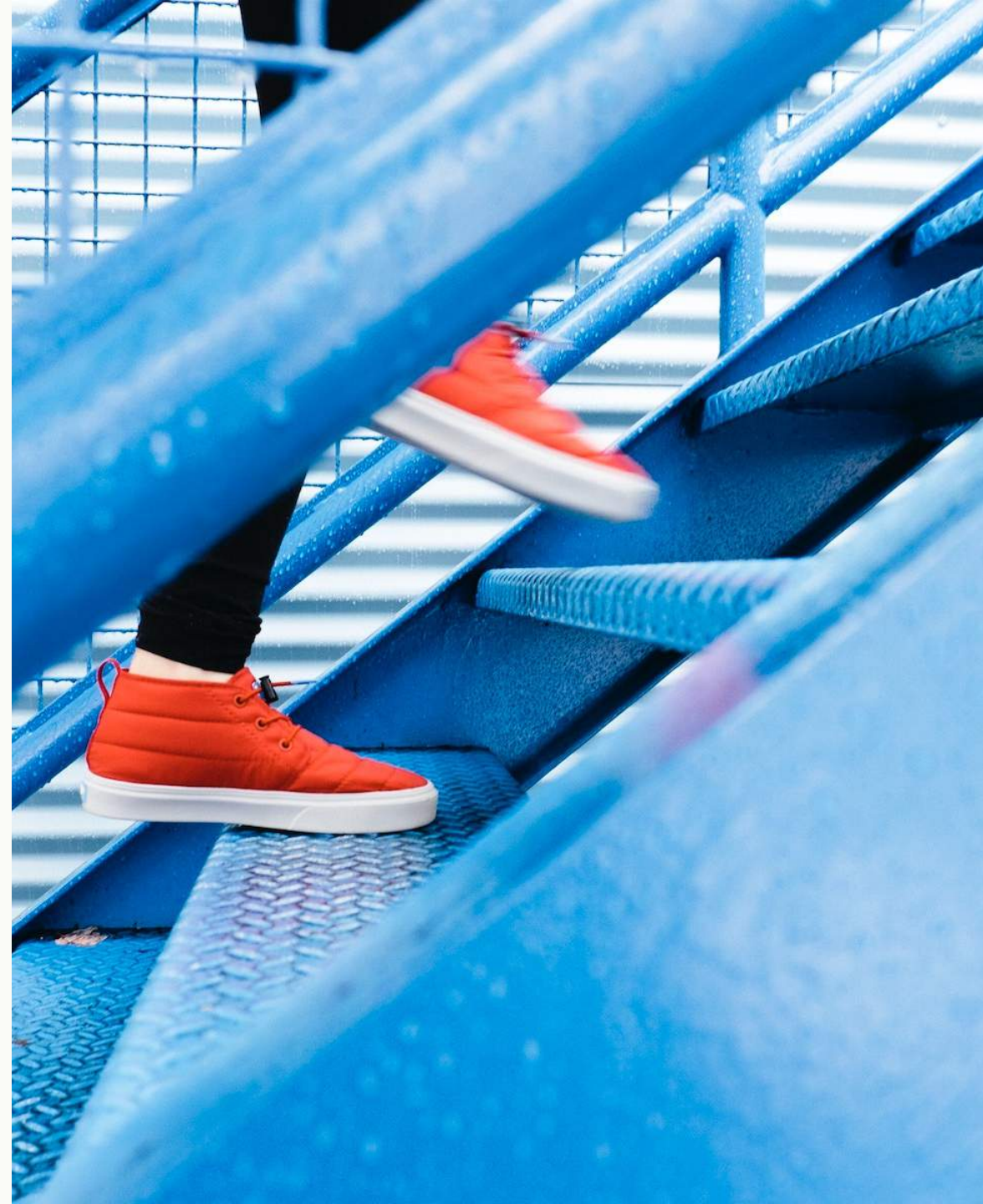


How does circular content work?

REMEMBER...

Do not allow for
a communication
stream to hit a wall.

Getting Started: Tips & Best Practices





Set realistic objectives
and expectations.



Know how you're
measuring your results.



Audit and adapt your
strategy regularly.



Stay agile and open
to new platforms.



Don't take on more
than you can handle.

DANKE!
THANK YOU!
MERCI!
GRAZIE!
GRACIAS!
DANK JE WEL!

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Let's answer questions and stay in touch!

@ corey@t2.marketing

☎ 310-488-3834

🌐 <https://t2.marketing>

🌐 <https://bit.ly/t2-newsletter>

🐦 @coreypadveen

🌐 Corey Padveen

