



Building your brand: How to stand out

Darian Kovacs



CPD Process

In order to receive CPD credit

- Be sure to sign in or scan your badge for this session
- You must stay in the session for the duration of the training
- This session is eligible for **1 hour of CPD**
- CPD certificates are emailed directly to you within 4 weeks of the conference date to the same email address you used to register

Today's speaker



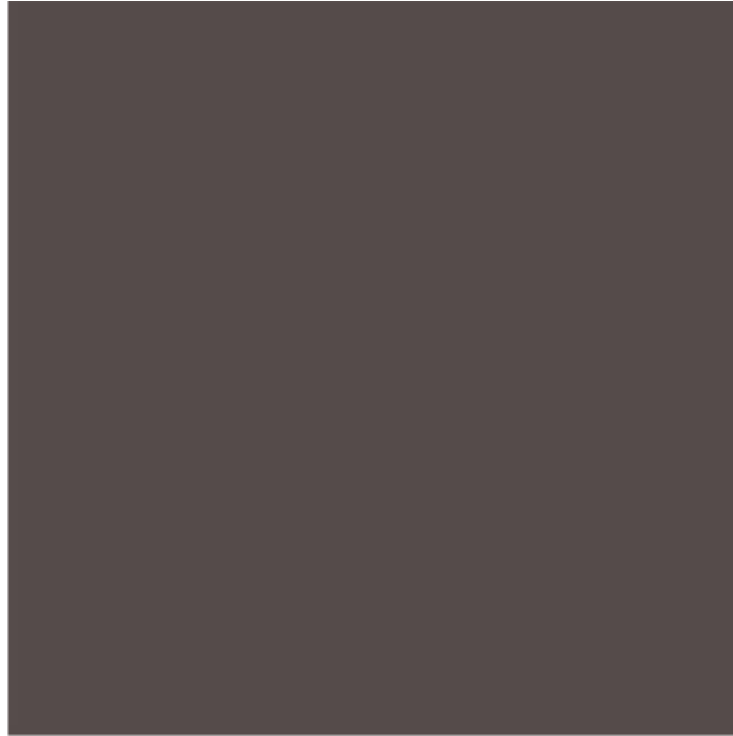
Darian Kovacs
Founding Partner
[@dariankovacs](#)
[@jellymarketing](#)

Agenda

- Identify the benefit of having a strong brand building presence
- Differentiate between the various brand building avenues, the benefits of each one, and their role in a broader campaign
- Completion of an article outline that could be released to the media

9 Strategies to stand out

1. SEO
2. Experiential & Events
3. Advertorials
4. Publicity
5. Traditional Media
6. Online publications
7. Influencer Partnerships
8. Micro influencers
9. Strategic Ads



Google





best clothes to wear on a plane



All

Images

Shopping

News

Videos

More

Settings

Tools

About 51,100,000 results (0.59 seconds)

According to [airhelp.com](#)

[View 4+ more](#)



Scarf



T-shirt



Sneakers



Shoes



Jacket



Blazer




Shirts & Tops

What to Wear When Flying Long Distance

- Scarf or pashmina. ...
- T-shirt or top. ...
- Sneakers or comfortable shoes. ...
- Jacket or blazer. ...
- Shirt. ...
- Scarf. ...
- Socks. For hygiene reasons, this is a must. ...
- Slip-on footwear. If you're a sneakerhead, you won't feel so cool when you are bent down at airport security, tugging frantically at your laces.

[More items...](#) • Dec 20, 2018




People also ask

- What do you wear on a plane Hot Country?
- What should I wear on an international flight?
- What men should wear on a plane?
- What should you not wear to the airport?


Feedback

What To Wear On A Plane: Our Foolproof Formula - Travel Fashion Girl
<https://www.travelfashiongirl.com> › FASHION › Travel Outfits ▾
I know the clothes I prefer to wear, I have my electronics and airplane ... When you're planning what to wear on a plane, keep in mind that it's best to avoid ...


Videos



10 Things You Should Never Wear on a Plane



What NOT to Wear (On an Airplane) in 2018



Things You Should Never Wear On An Airplane

Experiential & Events

Sight, sound, taste, feel, smell & heart

- PR SENSORY DIAGRAM -

EYES
NOSE
MOUTH
EARS
HEART
HANDS
GUT
FEET







Photo Credit: <https://pbs.twimg.com/>

GEORGETOWN BASKETBALL PRESENTS:
**ACTUAL REALITY (AR)
SEATING SECTION!**

G **WELCOME TO
REALITY** 

**GEORGETOWN VS. ST. JOHN'S
JANUARY 20 AT 12 PM - CAPITAL ONE ARENA**

\$20 TICKETS AVAILABLE AT WEAREGEORGETOWN.COM/ACTUALREALITY

- NO CELLPHONES ALLOWED - CELLPHONE CHECK PROVIDED NEXT TO SECTION 118
- PAPER TICKETS (NO E-TICKETS) - MUST PICK UP AT WILL-CALL WINDOW FROM A LIVE PERSON
- "HELLO, MY NAME IS" NAMETAGS TO ENCOURAGE FACE-TO-FACE COMMUNICATION
- RECEIVE HALFTIME STATS (PRINTED ON PAPER) DELIVERED BY A HUMAN
- PHOTO STATION (WITH POLAROID CAMERA SO ACTUAL PHOTOS WILL BE IMMEDIATELY PROVIDED)
- LETTER/POSTCARD WRITING STATION

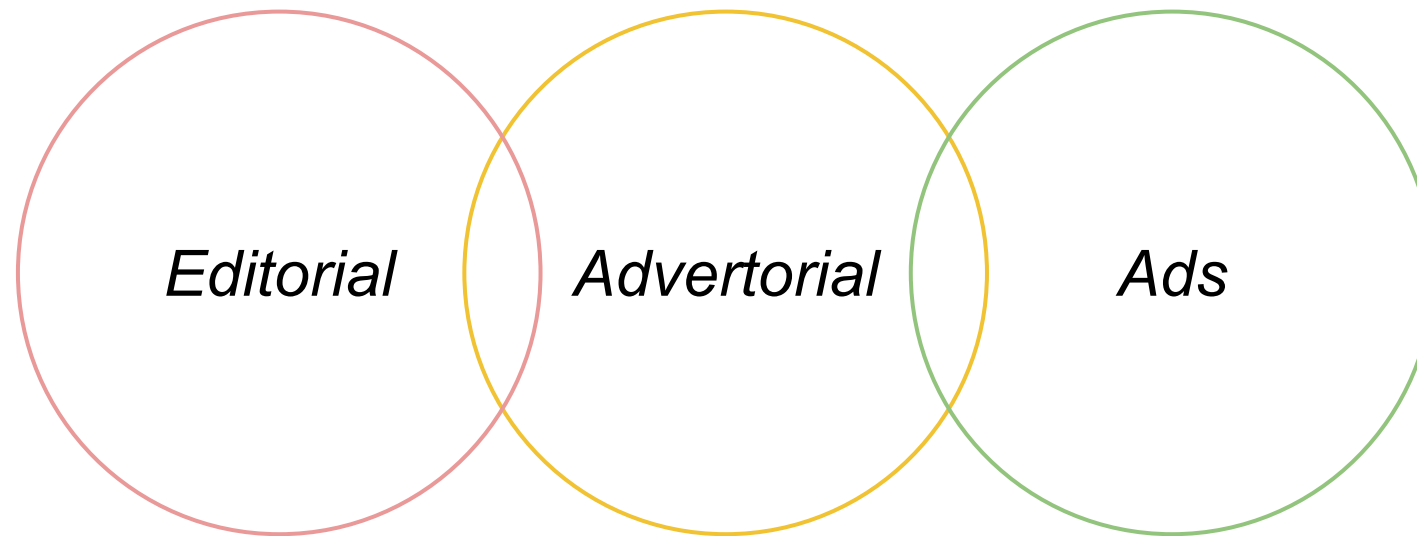
<https://www.washingtonpost.com/news//>



<https://www.artsy.net/article/artsy-editorial-fearless-girl-face-off-poses-new-question-law-protect-artists-message>

Advertorial

Ads + Editorial = Advertorial



**AKA –
Sponsored Content
Partnership Content
Feature Article
Advertisement (but looks like article)**



Kendall Ansell Interiors has been featured in the following publications:



Publicity

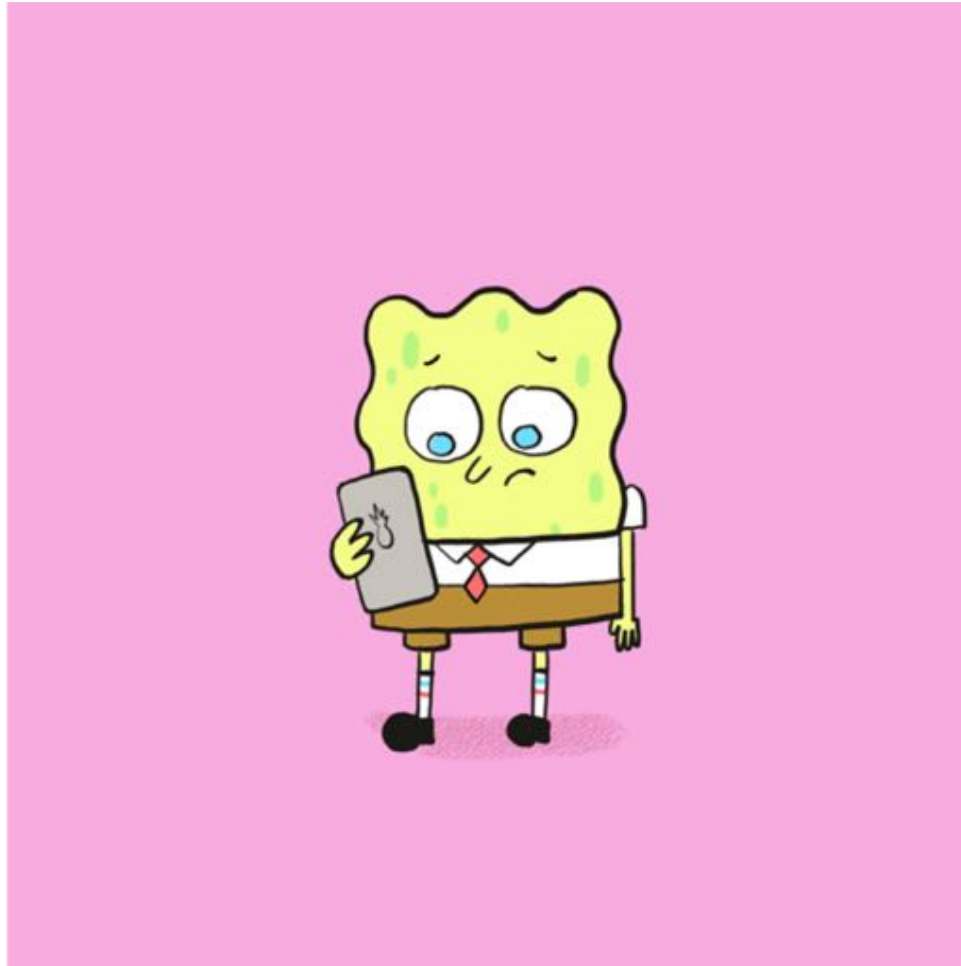
Your expertise, your passion & your dream

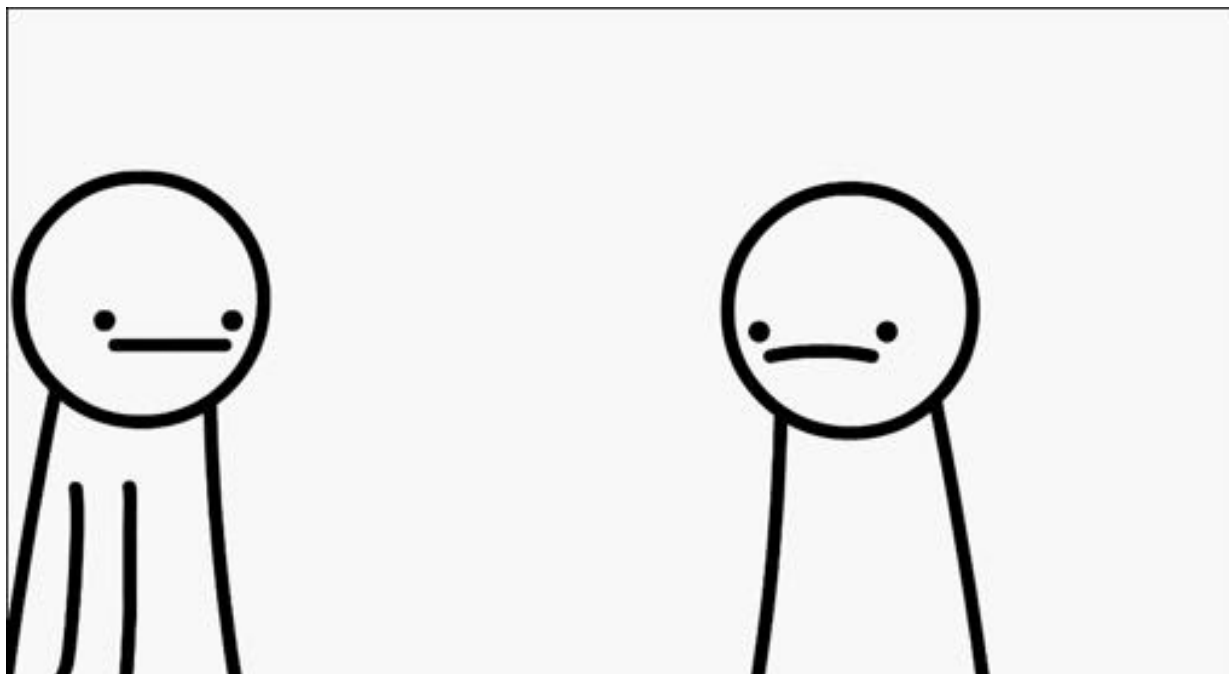


Big idea

Pitch













Pitch process



Publicity channels



Free Content Apps

Canva – Social Media Content, Infographics
iMovie – edited movies
Ripl

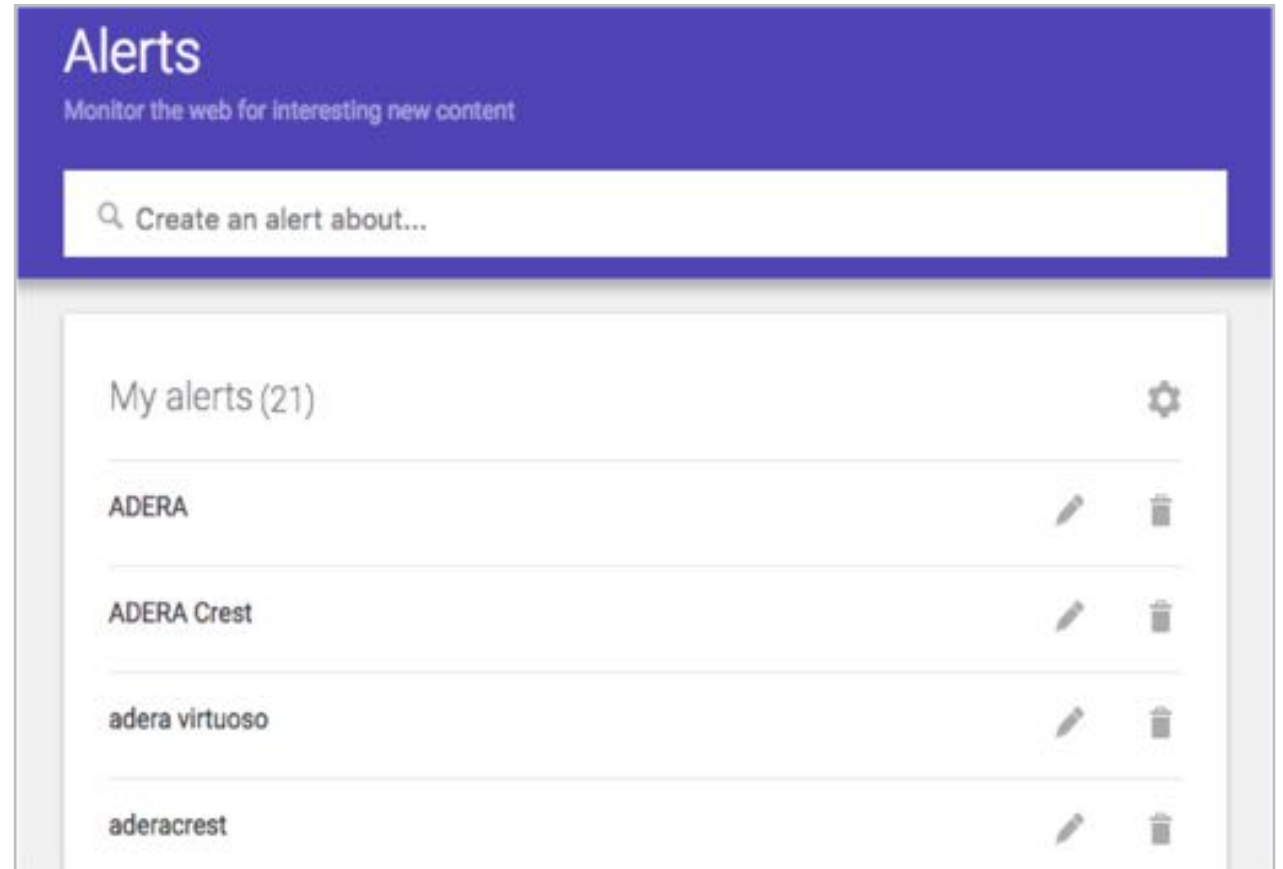
Traditional Media

Newspapers, Radio, TV & Magazines

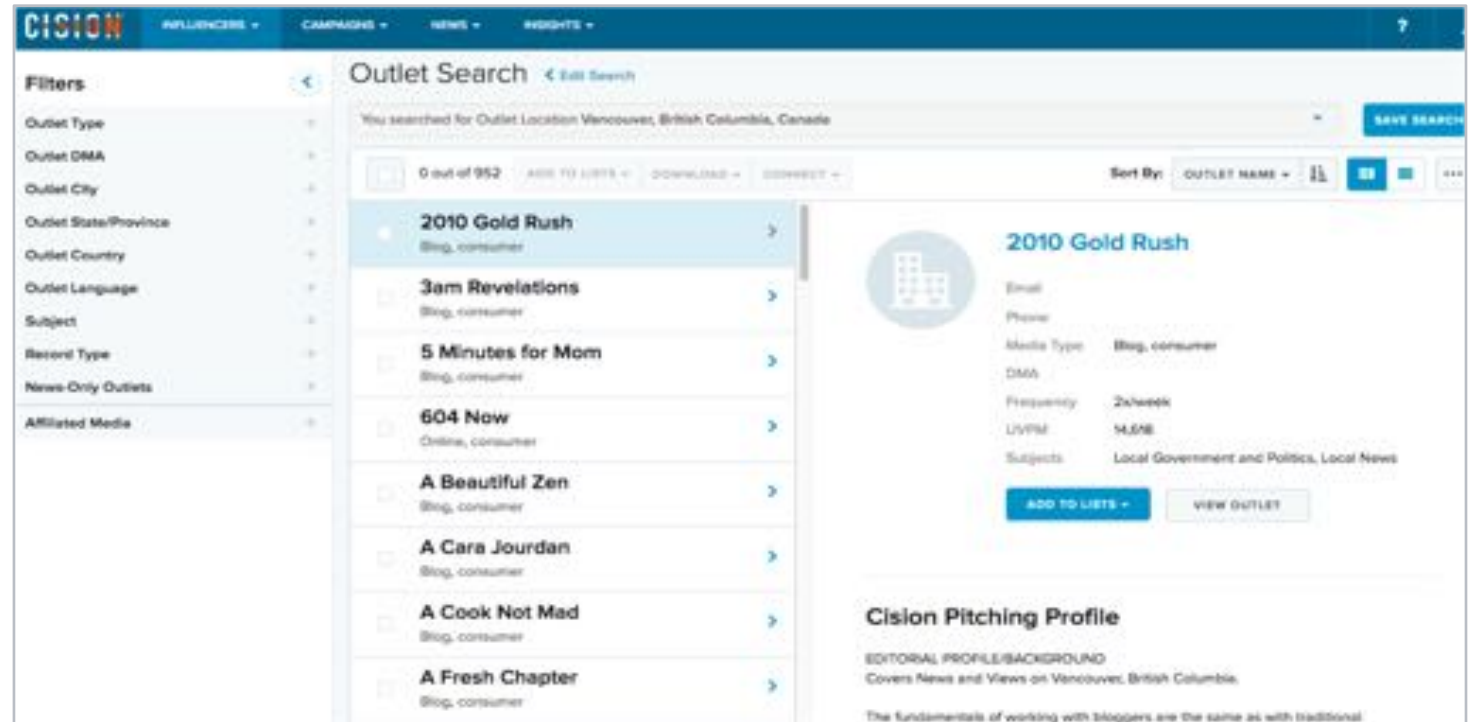
Who
What
Where
When
Why

Newsjack


Google Alerts



CISION Media Database



CISION Pitching Profile



Sandra Thomas

Special Features Editor at The Vancouver Courier

Email stthomas@vancourier.com

Phone (604) 738-1411

Subjects Domestic Lifestyle, Features/Lifestyle, Travel

[EDIT LISTS 2](#) [VIEW CONTACT](#)

Cision Pitching Profile

Ms. Sandra Thomas Special Features Editor at The Vancouver Courier. She covers various news topics, including city and parks board events and meetings. She is interested in receiving "anything unusual" and stories about interesting people. She prefers to be contacted and pitched by e-mail.


Career:
2001 - Present - Vancouver Courier, Journalist
2000 - 2001 - Richmond News, Journalist

Education:
Journalism, Langara College of Journalism

MUCK RACK

MUCK RACK Names, titles, keywords, topics, companies, Twitter handles, hashtags

SEARCH ▾ MEDIA LISTS ALERTS REPORTS ▾ ACTIVITY EXTRAS ▾

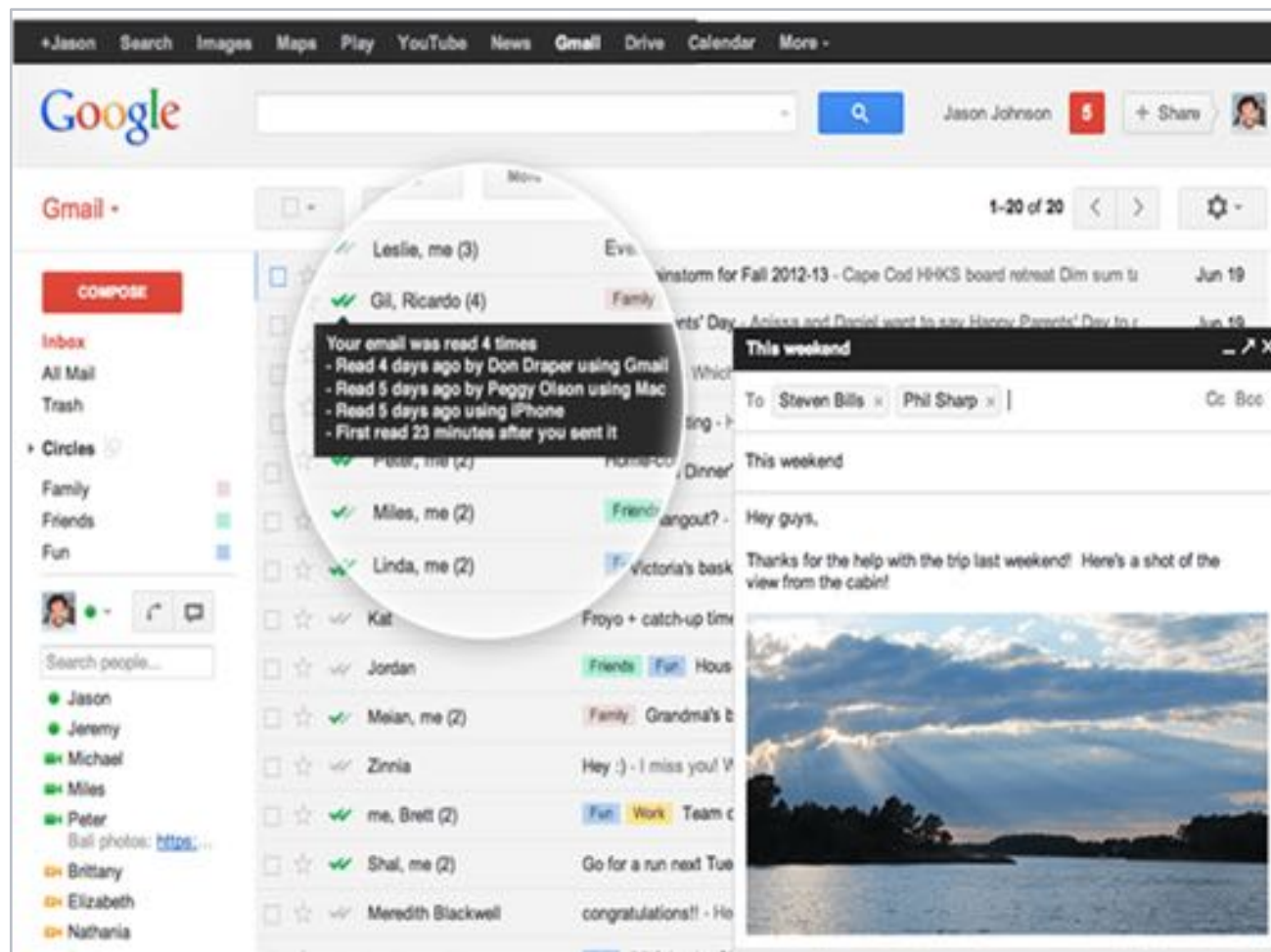


Sandra Thomas ✓ VERIFIED
📍 Vancouver, B.C.
📄 Travel and Lifestyle Editor — Vancouver Courier
🌐 Canada, Travel
As seen in: Vancouver Courier, HuffPost, Vancouver Sun, The Province, Times Colonist, Cannabis Culture, Burnaby Now, North Shore News, Coquitlam, Tri-City News, Richmond News, Squamish Chief and more

Travel/Lifestyle editor @VanCourierNews. Member @TravelMediaCA @tweetNATJA
Instagram: @SandraThomas100



MailTrack



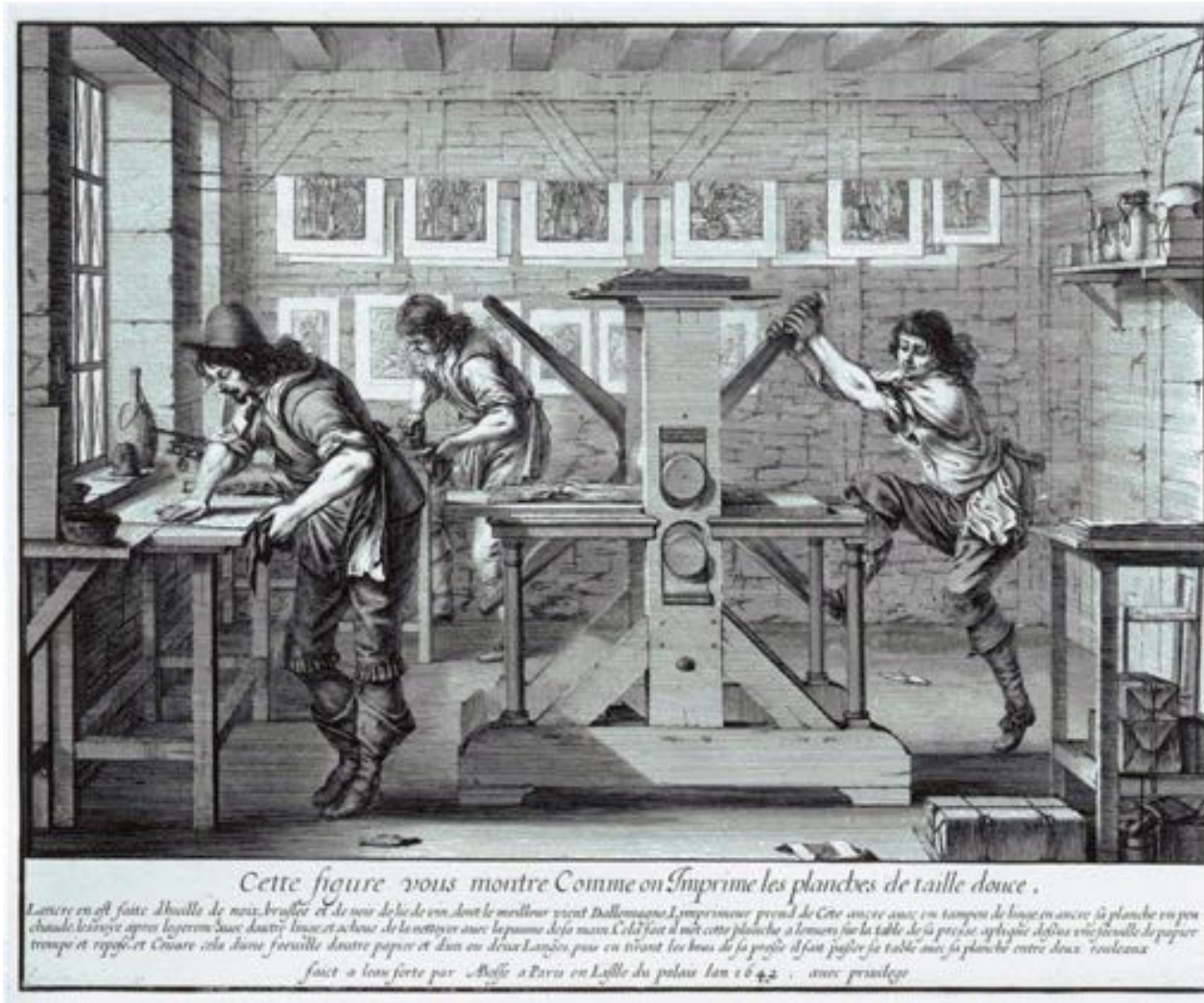


MailTrack

Brent Jang read your email 7 times

- Read 8 days ago using iPhone
 - Clicked <https://docs.google.com/document/d/1zZoT...> 8 days ago using PC (Win10)
 - Clicked <https://docs.google.com/document/d/1zZoT...> 8 days ago using PC (Win10)
 - Read 9 days ago using iPad
 - Read 9 days ago using iPad
 - Read 9 days ago using iPad
 - Read 9 days ago using PC (Win7)
 - Read 9 days ago using PC (Win7)
 - Clicked <https://docs.google.com/document/d/1zZoT...> 9 days ago using PC (Win10)
 - Clicked <https://docs.google.com/document/d/1zZoT...> 9 days ago using PC (Win7)
 - Clicked <https://www.newswire.ca/news-releases/me...> 9 days ago using PC (Win10)
 - Clicked <https://www.newswire.ca/news-releases/me...> 9 days ago using PC (Win7)
- First read 27 minutes after you sent it using PC (Win7)

Online Publications



Op Eds, Listicles focussed blogs



Buzzfeed DailyHive Narcity

lis·ti·cle

/ˈlistək(ə)l/ 

noun

a piece of writing or other content presented wholly or partly in the form of a list.

"a recent BuzzFeed listicle called "21 Pictures That Will Restore Your Faith in Humanity" has attracted more than 13 million views"



My man just FaceTimed me drunk as hell eating a slice of pizza while walking down the street and he goes YOU WANNA KNOW HOW PERFECT YOU ARE? LOOK AT THIS PIZZA... FOR YOU, I'LL DROP THIS PIZZA. IT'S GONE! and just threw the damn pizza into the street

8:57 AM · Nov 21, 2017 from [Miami, FL](#) · Taken by iPhone

81.3K Retweets 344.8K Likes

16 Boyfriends Who Are Totally Nailing This Whole "Romance" Thing

These guys are keepers.



Kat Angus · 31 minutes ago



Trending

23 Pictures From MTV's Spring Break That Are Evidence Of A Better, Weirder Time

We will never see pictures like these again.



Lauren Yapalater



COVERAGE
BOOK

BUILT BY THE TEAM BEHIND
COVERAGEBOOK.COM

language

EN

Ask the Seeker. Enter your keyword & he'll suggest content ideas in seconds...

e.g. dresses, xbox, flights, etc.

Get Questions

Writers Access

Influencer Partnerships

Win, win, win

Sociable Soceity

#PAID

Shop and Shout

What does it cost?

\$800 1 Sponsored Post + 3 Stories

\$1000 for 1 Story w/Swipe Up Link

\$1000 Sponsored Post + 3 Stories

- Deliverables
- Compensation
- Duration
- Content approval process
- Rights to content
- Post-campaign analytics

Services

During The Term of this agreement, the Influencer and Client agree to the following:

- 1 Instagram post shared to the account @camleeyoga on date that is TBD.
- 3 Instagram stories shared to the account @camleeyoga - one must include swipe up link on date that is TBD.
- @camleeyoga will attend shoot date on August 29th.
- Client will provide a 10 day notice before content is due to go live.
- Client has three days to approve content from the time of submission. If Client does not provide approval or feedback within three days, content submitted will be deemed approved.
- Suggestions, recommendations and Content are in line with Influencer's expertise, opinion and persona. If at any time Influencer's opinions change such that he/she no longer feels able to respond, discuss and comment in a favorable or positive manner about the Client or this Influencer program, he/she will notify the Client immediately.

Micro Influencers

Google reviews

Yelp

FB reviews

Quora Reddit YouTube

WITH STORYTAP

Video collection is **PAINLESS**



You direct the story with story prompts.

“

You get authentic, usable video and clips.



Works on any device, no tech skills or downloads.



You get a built in lawyer approved video release.



Access a video library with analytics & more.

Digital Ads

Retargeting Marketing On Websites

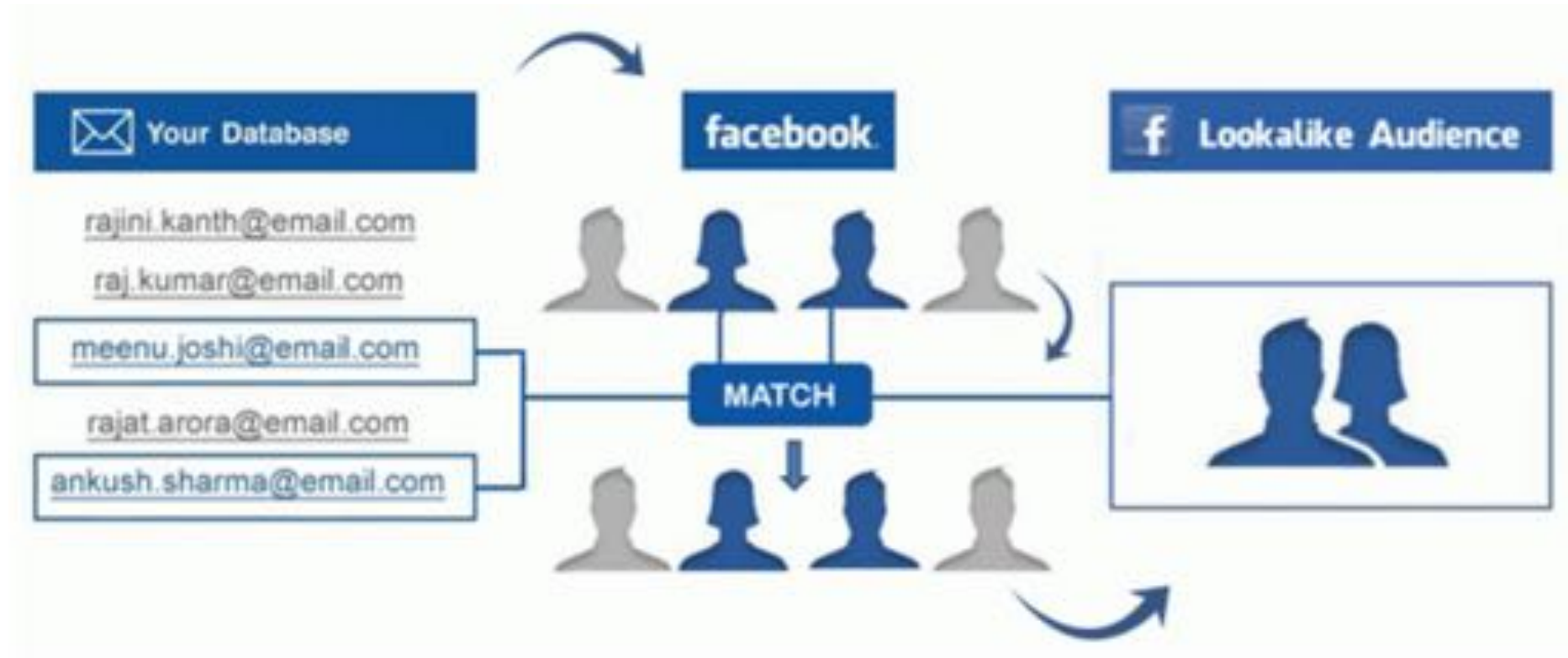


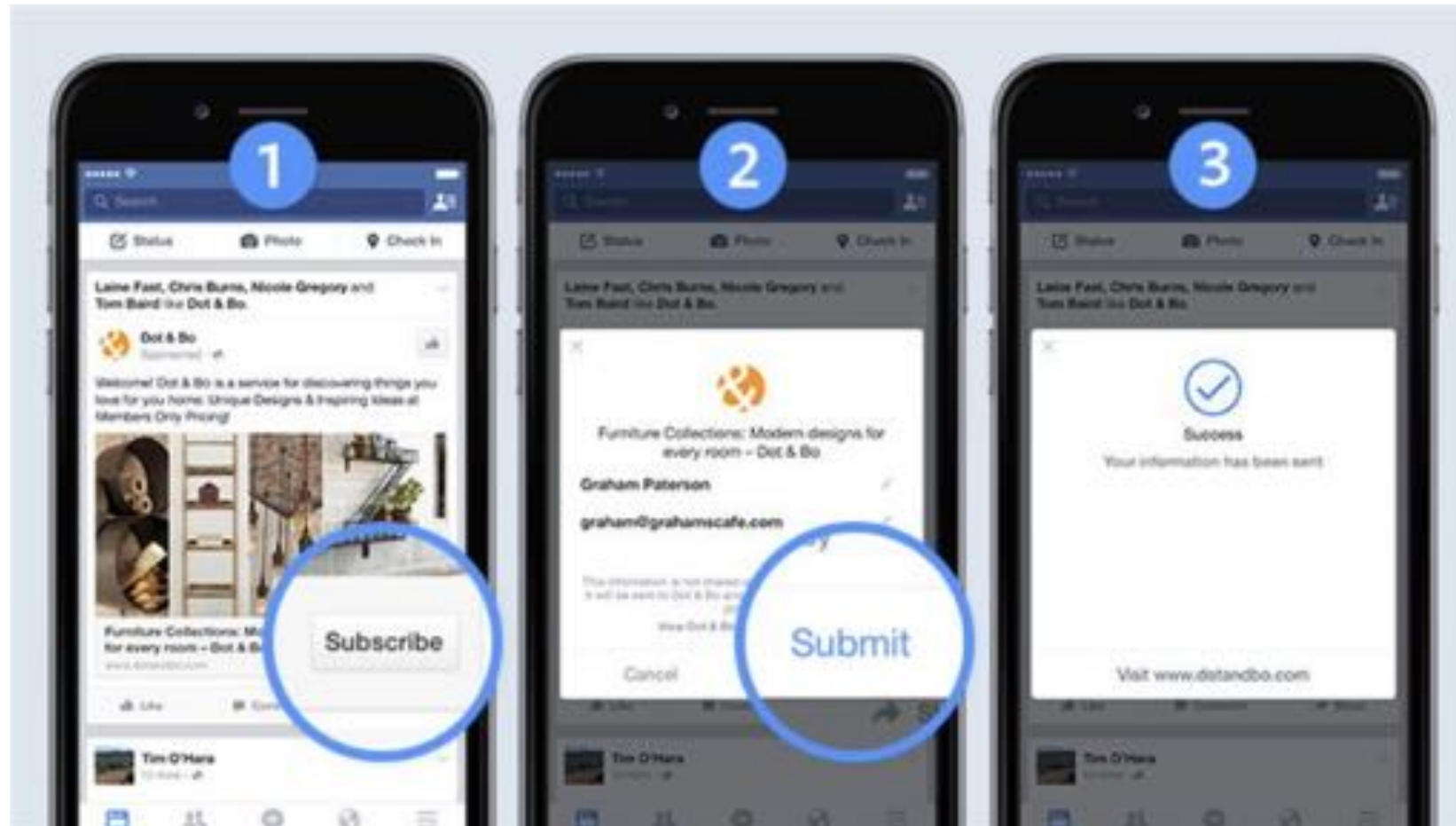
Webpage we visted



Webpage we were re-targeted on

Photo Credit: <https://www.business2community.com/marketing/multiple-benefits-retargeting-ads-01561396>





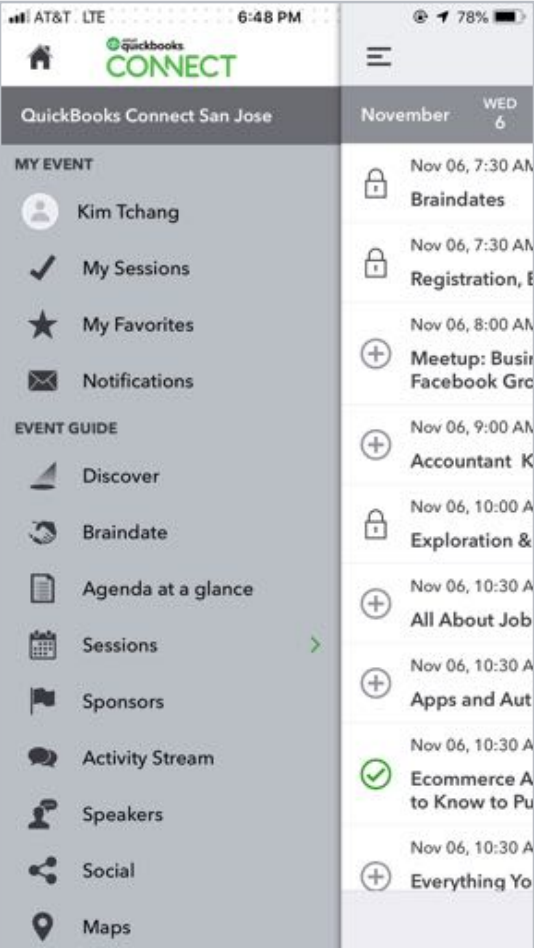


Questions?

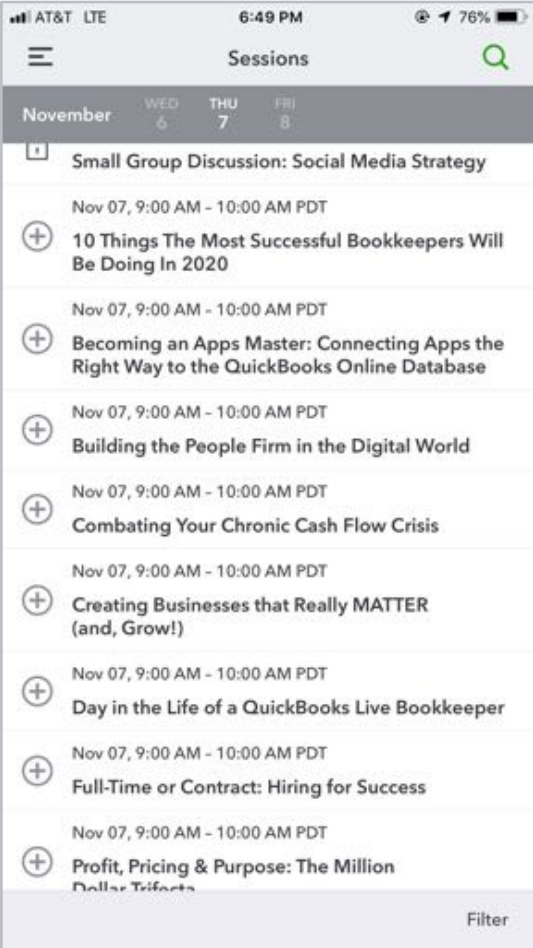
Rate this Session on the QuickBooks Connect Mobile App

Provide feedback to help us design content for future events

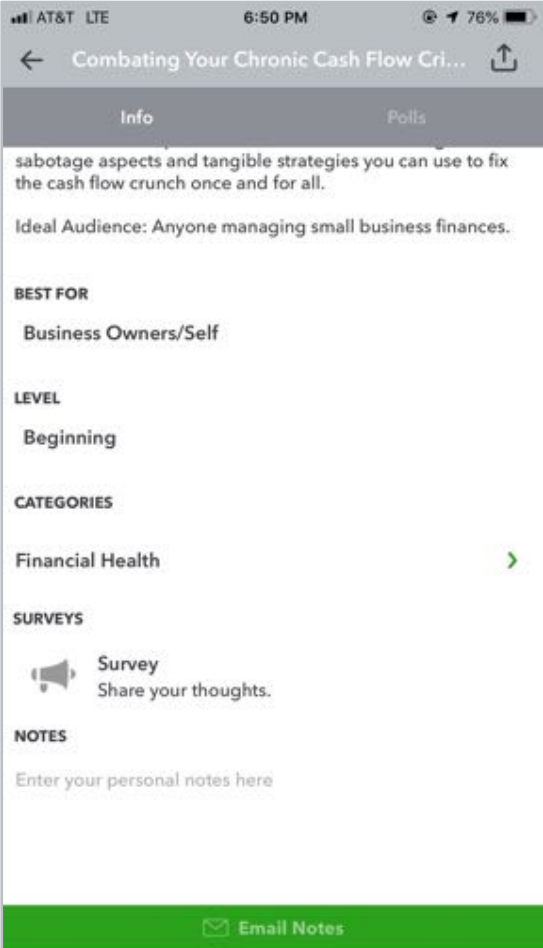
1. Select Sessions



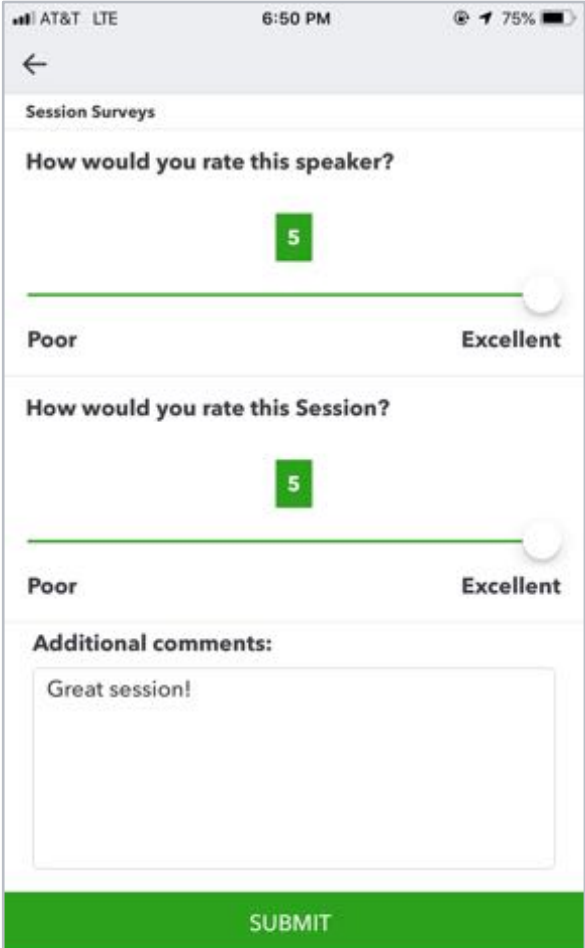
2. Select Session Title



3. Select Survey



3. Add Ratings



Material Download

1. Find the session on the agenda
2. Select + for more information
3. Download PDF of slides and/or supplemental material

<https://can.quickbooksconnect.com/agenda/>

The screenshot shows the 'Agenda' page for QuickBooks Connect Canada 2023. The top navigation bar includes links for 'Why Attend', 'Agenda', 'Speakers', 'Pricing', 'Sponsors', 'Travel', and 'FAQ'. Below the navigation bar, there are tabs for 'December 9 Accountant Day', 'December 10' (which is selected), and 'December 11'. A 'Print Agenda' link is visible in the top right corner. A search bar labeled 'Search for sessions' is located below the tabs. Underneath the search bar, there are filter buttons for 'Organizational Culture', 'Life & Business Skills', 'Technology Training', 'Business Growth', 'Advisory', and 'Financial Health', along with an 'Expand all +' link. The main content area displays a list of sessions with their times and titles. The sessions listed are: 'Registration, Breakfast & Exploration' (7:30-9:00 am), 'Meetup: New to Networking' (8:00-8:45 am), 'Morning Keynote' (9:00-10:00 am), 'Exploration & Connection' (10:00-11:00 am), 'Meetup: Women in the Workforce' (10:15-11:00 am), and a section for 'Breakout Sessions' starting at 11:00 am. The first breakout session shown is 'Creating Your Small Business Culture', which includes a description, ideal audience, best for, speakers, location, track, CPD hours, and level. A mouse cursor is pointing at the '+' icon next to this session. Below it, two more sessions are partially visible: 'Understanding Personalities for Better Communication' and 'How to Use QuickBooks for Your Small Business: Introduction'.

QuickBooks CONNECT

Why Attend Agenda Speakers Pricing Sponsors Travel FAQ

December 9 Accountant Day December 10 December 11 Print Agenda

Attend breakout sessions to learn strategies to grow your business, how to hire and build an ideal culture, tips to improve your financial health and more. Connect with peers and experts for one-on-one learning. More information coming soon.

Search for sessions

Filters: Organizational Culture Life & Business Skills Technology Training Business Growth Advisory Financial Health Expand all +

7:30-9:00 am Registration, Breakfast & Exploration +

8:00-8:45 am Meetup: New to Networking +

9:00-10:00 am Morning Keynote +

10:00-11:00 am Exploration & Connection +

10:15-11:00 am Meetup: Women in the Workforce +

11:00 am-12:00 pm Breakout Sessions

Creating Your Small Business Culture +

Many solopreneurs and small business owners feel like they don't have time to work on their company culture (or that they even should). Instead, they spend most of their days working in their business rather than "on" their business. In this session, you will receive tips on how to reduce stress, improve productivity, and improve your personal fulfillment all through the nurturing of your crew, your clients, your fans, AND yourself!

Ideal Audience: Business owners looking to enhance their culture.

Best For: Business Owners/Self-Employed

Speakers: Tamia Madenitz

Location: Room 201 CDEF

Track: Organizational Culture

CPD Hours: 1

Level: Introduction

Understanding Personalities for Better Communication +

How to Use QuickBooks for Your Small Business: Introduction +



OWN
THE
FUTURE