



GET THE SKINNY

5 lessons learned from Spectrum Reach's Marketing Speaker Series featuring Bethenny Frankel.

As we continue to rebuild and grow, Spectrum Reach continues to provide the insights and resources to help local businesses. Building a full-funnel marketing strategy starts with creating brand awareness and using the right platforms to share your message. We recently partnered with self-made businesswoman, best-selling author, and mother, Bethenny Frankel, for an exclusive conversation on brand-building.

Here were some of the key takeaways:

COME FROM A PLACE OF “YES”

Success isn't always about one moment or one decision; it's about coming from a place of “yes.” Keep your ears and eyes open and say yes when opportunity comes knocking - no matter how small the project or task may seem. And do it well! In everything from making copies to making coffee, your work matters. Don't do it if you're going to do it poorly, because everything contributes to the bigger picture.

TAKE A BREATH WHEN YOU NEED IT

Business is a living, breathing organism that you need to be able to shift with, and sometimes that requires taking a step back. 2020 is a perfect example of a good time to give yourself the space to recharge so as to not get overwhelmed. With a clear head, you can ensure the course and plant seeds for the flourishing that will come.

AUTHENTICITY IS KEY

It's not always necessarily about your brand or your product; sometimes it's about you. Authenticity and a solid sense of self leads to good brand equity and brand trust. Your audience is smart and people have great instincts – you can't fake it! Having integrity and knowing who you are and what you stand for will get you far, because people invest in people.

THERE'S MORE THAN ONE WAY TO REACH YOUR AUDIENCE

Audiences are consuming content EVERYWHERE, which means you can reach them on so many platforms and devices. But this can also be overwhelming; TV, podcasts, online components, social media. Take it one step at a time: get to know the pockets of audiences that make sense for your business, find them on the platforms they use, and speak to them in their language. Once you hone in on what channels make sense for you and your business, lean on the experts who know these spaces really well.

SUCCESS COMES IN ALL SHAPES AND SIZES

It's easy to focus solely on profits, but there are many ways to measure success. Word of mouth, press coverage, website traffic, likes and retweets, or a small captive audience; all of these are different and important types of engagement. Don't take them for granted and nurture those engagements into loyal customers.

For more marketing tips, access to more events, and resources to grow your business, visit RebuildMyTown.com.