



**Tactical Skills
for the Growing Business**

**Staying True to Brand You: You
were born to Stand Out
Amongst Your Competition**

Presented by
Debra Dixon-Anderson, CEO
**Light of Gold PR and Author of Staying
True to Brand You**



Light of Gold PR is 11 years old!

We Specialize In:

- Public Relations
- Marketing Strategy
- Event Management
- Branding & Digital Tools
- Social Media
- Web Development
- Search Optimization
- Writing & Video
- Reputation Management

And **Much More!**



Our Team has over 25 years of Combined Experience



Light of Gold PR works from 2 Locations:





Light Of Gold PR Partnerships

- AM/NY Newspaper
- Essex New Jersey Newspapers
- GO DADDY
- SQUARE (Transactions up to \$1500 are free!)

Light of Gold's Partnership Page:




Light of Gold PR is happy to announce that now we are reselling for Godaddy.

- We can secure your domain.
- We can work on developing websites.

Would you like your Ad to reach over half a million readers and 1.6 million readers online? Ads Starting at Only \$199 Per Ad!



Light of Gold is excited to be partnering with these great NJ Newspapers on a Campaign to give more exposure to small businesses!

Amazing Discounts!

Reach out to us today at lightofgoldpr@gmail.com and info@lightofgoldpr.com at 646-399-1678 or 646-397-7841!

Visit us at goldbusinessconnect.com

Different Ad Sizes and Great Prices! Reach out to us for more info to get in our Feb./March 2016 Feature!





Light of Gold PR, Marketing, and Consulting is happy to announce our new partnership with **Square**! We share the same simple goal of making commerce easy for businesses, no matter the size. This partnership will allow our firm to provide better, custom, cost-saving solutions to our customers and clients. Since our customers and clients include professionals, startups, small businesses, retailers, and nonprofits, we feel this solution will improve their bottom line. Millions of businesses of all types and sizes accept payment with Square, now you can too with Light of Gold PR.

Sign up on: <https://squareup.com/signup2>



Light of Gold Partners with AM NY News Paper For their Women's Month Feature!
Am NY Reaches over 3.6 Million Readers



Would you like your Ad to reach over a million readers and 2.6 million readers online?
Advertising Opportunity Starting at only \$399

Recognizing Women and Their Accomplishments
March is Women's History Month! With its origins as a national celebration since 1981, we are excited to celebrate Women's History Month using a special section in amNewYork to highlight women and women-owned businesses. Reach millions of readers who love to get out and experience what our city has to offer!

Print in amNewYork
Content for Prime Picks special advertising section may include (but are not limited to):

- Women's Month Best of Harlem, Manhattan, Brooklyn, Queens and The Bronx.
- Women's Month Best of the Boroughs (Legacy Brands and profiles of NY's oldest women-owned businesses)
- Up and Coming profiles of New York's select women-owned businesses

To Secure Your Ad and share your Story, Reach out to Debra, Niejeriah, or Jasmine today at
lightofgoldpr@gmail.com
or call 917-385-1079 or 646-397-7841

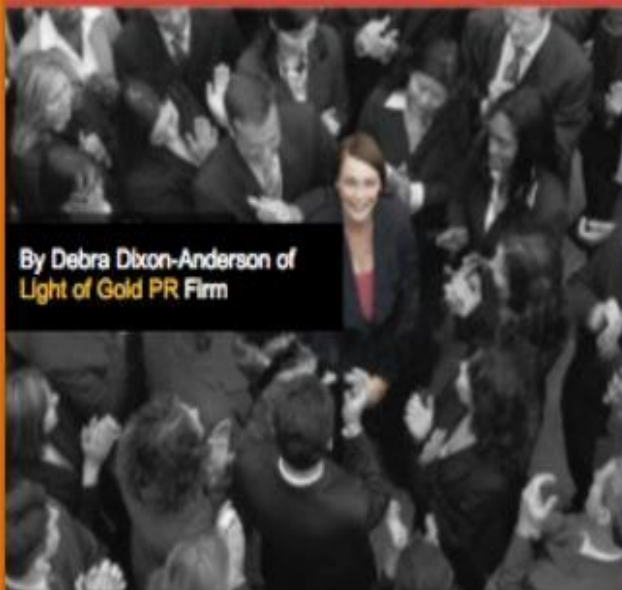



New Program, Book and E-Book, coming in October/November!

TOPICS INCLUDE:

- Brand Strategies
- Identifying your Brand
- Revising Brand Inconsistencies
- Reputation Management
(managing your reputation online)
- Re-Branding & Re-Invention
for your Business or Career
- Define Your Networking Brand
- Branding for Millennials
- And much more.....:)

Staying True *to* **BRAND YOU**



How to define **YOUR BRAND** so that you remain true & consistent to your professional, business and personal brand using these **Tips and Strategies!**

We are excited to be offering Speaking Engagements, Book Signings, Live Events, Webinars, and Live Online Classes! All this listed is designed to help and inform you about everything you need to know about branding!

Keep an eye out for our book launch in October 2017! Followed by events and our blog that is packed with useful information and great tips to improve your brand.

Contact Us to book Debra Dixon Anderson, Author and CEO of Light of Gold PR, Marketing and Consulting LLC.

Website: www.lightofgold.com
Email: lightofgoldpr@gmail.com
info@lightofgoldpr.com



Staying True to Brand You Program

Staying True to Brand You Program (www.stayingtruetobrandyou.com)

- Traditional book and E- Book loaded with branding tips, strategies, case studies, and more!
- Developed audio CD series featuring interviews with successful and award winning businesses and professionals who share their branding stories and advice

When you Stay True to Your Brand You and your Company bring a new Energy that others can see and feel.

As the world continues to advance we fail to stay true to who we are or perhaps we miss the mark on recognizing how our interests, products, and services have changed. Or maybe there are new changes in our industry and we want to re-invent our careers to try something new.



Light of Gold PR, we work with a diverse variety of clients including professionals, businesses and non-for profits, but as diverse as our clientele maybe, there is one common issue that they all tend to share.

Over the years we've noticed that one of the main things professionals and companies struggle with is brand consistency and brand reinvention.

Sometimes it's hard to look at your business from an external standpoint to answer questions like:

- What does your company really represent?
- How well does your target market identify with your brand?



Staying True To Brand You

[Home](#)

About US

Debra Dixon



Debra Dixon is a publicist, consultant, speaker, trainer and techie with over 16 years of technology and PR experience. She stepped into the world of PR, marketing and consulting a decade ago and has expanded her services to include branding, digital marketing and social media over the years to become an expert in delivering the reputation, attention and exposure a client truly deserves.

Other services provided include with PR writing, marketing, event planning, press/news releases, media campaign, web development, branding, internet and online marketing, podcasting, e-books and web seminars.





Trends of Small Businesses & Entrepreneurs

- At Light of Gold PR, we work with a diverse variety of clients including professionals, businesses and non-for profits. As diverse as our clientele maybe, there is one **common issue** they all tend to share.
- Over the years we've noticed that one of the main things professionals and companies struggle with is:

Brand Consistency

- and -

Brand Reinvention

What is Branding?

Why do you need to know?

- The **WHAT** :

Branding is the "name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers."

- The **WHY**:

- **Effective branding builds trust with consumers.**

- **Provides a financial or emotional return on investment.**

- **Improves customer experience**

- Acts as a means to **increase exposure** for the company **brand**





Define What You Want to Do & What Your Brand Is About

Learn **BIG**, Think **BIG**, and **WIN** in business through;

- Defining what **your** brand has to offer
- Considering what is driving your business
- Learning strategies that will add value to your growing business
- Finding what you can apply to your business right away
- Determining which steps to take to differentiate your products and services from similar organizations





Why Branding can be Difficult to Understand from a Business Standpoint

- Sometimes it's hard to look at your business from an external standpoint to answer questions like:
 - "What does your company really represent?"
 - How well does your target market identify with your brand?
 - How can you take advantage of your resources"
- As the world continues to advance, we fail to stay **true** to **who we are**



How Branding Can Help You?

- Keep your business at the top of mind of current and prospective clients
- Spur business leads
- Ultimately Translating These Efforts Into Sales!

Define Your Brand Effectively and Fix Branding Inconsistencies

Make sure you are articulating your Brand Consistently on Different Channels (**Website, Social Media, Networking Events, etc.**)

If you don't provide a Service anymore remember to remove it from your Website and stop mentioning it when you attend events or speak at events

Make sure your Team is speaking the same language regarding your brand. Remember to include this in your training

Reputation Management

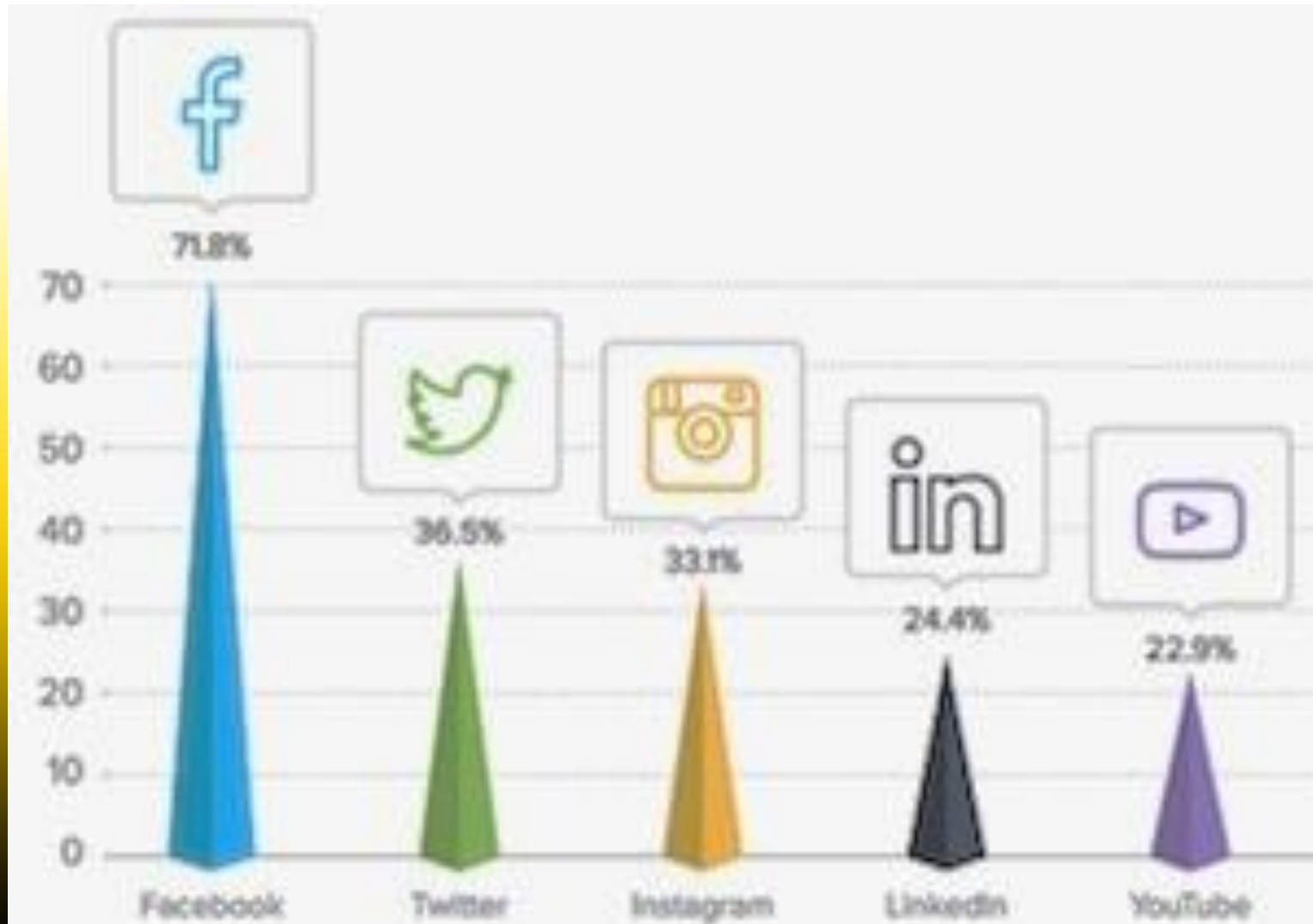
What is **Reputation Management**? It's Managing your Online Brand and having a Strategy to Create Positive Reviews or to Respond and Manage Negative Reviews.

It's also communicating to your followers and connections on Social Media Outlets.

Make sure you create a Strategy for responding to both Positive AND Negative Reviews, but make responding to Negative Reviews your PRIORITY

Make sure your Internal and HR Policies are connected with your Brand Online and Off

Trends in Marketing 2017



B2C CONTENT MARKETING

CONTENT CREATION & DISTRIBUTION

71%

Always/frequently consider how their content impacts the overall experience a person has with their organization

70%

Always/frequently prioritize delivering content quality over quantity

69%

Always/frequently focus on creating content for their audience versus their brand



URL EXTENSIONS...

CONSIDER: Include use of different URL Extensions such as: Why?
Allows for good **SEO (Search Engine Optimization)** which allows you to have a **better reach and online presence.**

Ex:

.aero

.biz

.jobs

.info

Client Examples of Branding

- New York State Veterans Chamber of Commerce





Social Media is your Friend :)

Connects people at low cost.

- ☐ Great vehicle for entrepreneurs and small businesses to expand contact/customer bases.
- ☐ Cost-efficient advertising vehicle with local and global reach.
- ☐ Upload videos to YouTube. Launch a business blog.
- ☐ Create a Facebook profile and fan page with pictures, event advisories and business updates.
- ☐ Tweet “new” news

The Power of Facebook

facebook Community Update

4.27.2016



1.65 Billion
on Facebook each month



1 Billion
on WhatsApp each month



900 Million
on Messenger each month



400 Million
on Instagram each month

LIVE

Live Video
Launched worldwide



Connectivity
25 million connected
via Internet.org



Artificial Intelligence
Access for the blind
and visually impaired



Oculus Rift
Shipped with 50+
games and apps

Introduced Reactions



Like

Love

Haha

Wow

Sad

Angry

Instagram is your Friend!

INSTAGRAM INSANITY



400 MILLION

MONTHLY ACTIVE USERS



80 MILLION

PHOTOS PER DAY



17,000

LIKES PER SECOND



2,000

COMMENTS PER SECOND

YOUNG INTERNET USERS ARE INSTAGRAM'S MAIN DEMOGRAPHIC.

AGE 25-34

33%

AGE 12-17

20%



AGE 18-24

34%

AGE 45-54

5%

AGE 35-44

8%

Women outnumber men in Instagram usage.



55%



45%



Ellen DeGeneres's selfie at the 2014 Oscars is still the most retweeted tweet

3.3 million



Most popular TV series

435.000

tweets per episode

Most tweeted emoji
14.5 billion times



The typical Twitter user



86% of users get their news from Twitter

78% of users are active on mobile device



83% of world leaders have a Twitter account



Thank you!

*Contact me, for additional info and tips on Social Networking or to
learn more about our workshops!*

Look for more events, workshops, and webinars, teleseminars, books, cds and dvds from **Light of Gold PR!** Reach out to us to sign up or reach out to us if you'd like to book Debra to speak at your organization

Visit us at:

<http://www.lightofgoldpr.com>,

<http://www.stayingtruetobrandyou.com>

<http://www.goldbusinessconnect.com>

E-mail: lightofgoldpr@gmail.com or info@lightofgoldpr.com

or call us at **646-399-1678** or call Debra at 917-385-1079.

Follow us on **Twitter, Facebook, Linked in, Instagram** and
Youtube as **@lightofgoldpr**