

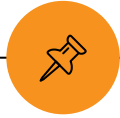


# BRANDER



By Tom Vellek, Ashley Crump, Eduardo Motta, and Cedric (Gus) Snow

# The Plan



Find a local small business in Buffalo



Create a profile where we implement these changes for the small local business



Establish a clear blue print for other businesses to follow in expanding their social network



Provide them with assistance regarding their current marketing strategy following Elements form class readings.



Create an influencer to market the product



Present the changes made to the local business to expand their exposure in social media (ReBranding)



# Audience



Small Business owners in  
the Buffalo Area



Should be Applicable to  
any small business owner



**Brander**  
@Brander\_DMS480

Brander is a company focused on exposure for small business through the use of social media.

 Joined May 2021

0 Following 0 Followers

[Edit profile](#)

**Tweets**   **Tweets & replies**   **Media**   **Likes**

# Importance

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This is important because during the covid-19 pandemic, it became clear that many businesses affected by the virus have had a difficult time making the transition into social media. Our goal is to create a blueprint for future companies and current ones that struggle to find their place in the internet to find a home and drive their businesses forwards.

*“In modern terms, a cell phone, for example, may be manufactured in China in a factory with few labor protections, transported via containers in transpacific ships to rich nations in accordance with complex and often opaque and convoluted trade accords, have software written in San Francisco by companies with offshore headquarters, and be marketed with an ad campaign that includes undisclosed product placement in mass media. At each step in the chain of supply, distribution, and marketing, there are laws, history, trade agreements, and treatment of humans within a variety of social contracts required for that transaction.”(Tufeki, pg. 148)*



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- Shows how complex modern business practices have become out sourced and how the resources often needed by a modern company to successfully bring a product to market are transported.
- Highlights how the standard outsource method to other manufacturers and companies are done as a means to create cheaper products which requires intensive and unregulated labor sometimes decreasing the quality of the product.
- It is far easier, more cost effective and ethical for a small business to secure their production through local means and to have a locally based social media influencer or advertising team that understands their community as a means to market their products and/or services to their local clients .

*“However, brands might be unable to speak for themselves. Modern marketing executives know that their carefully crafted and rigorously tested proper names for corporate identity still need human ventriloquists.” (Losh, pg. 56)*



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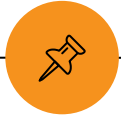




- When it comes to marketing, clients and stakeholders are least likely to believe the objectified elements found in traditional advertisements that have been used time and time again and are most likely to believe a company that establishes a connection between consumers through a human figure which they can better identify with.
- Having an influencer or a spokesperson humanizes your company and makes it more relatable to the general public, something that is very important for a local small business that may not be able to provide competitive pricing with larger corporations.
- By establishing a campaign with influencers local small businesses are also capable of outsourcing their advertisement, and reaching a wider audience through the power of social media that can provide them with an edge over multi nationals.

*“The friends stood to earn thousands of dollars a day, but for one catch: some of the photos were pornographic, and the advertisers were only willing to work with sites that promised to sanitize their content.” (Alter, pg. 186)*





- Many marketing firms have specific requirements for other companies that they work with, having influencers and spokespeople means that they are to remain professional as they represent the company.
- Influencers that sanitize their content, often tend to create a community of devoted followers that are willing to help in supporting small businesses as is the case seen with many major influencers that provide support for smaller up and coming users.

*“Ads on the internet are not worth as much to advertisers as print ads in traditional media because they are easily ignored in an online environment and because there are so many of them. This means that immense scale is paramount for the financial viability of an online platform.” (Chapter 6: Platforms and Algorithms)*



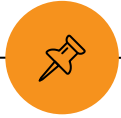


- Ads online are far more common than tradition print ads today as they have become the staple for the technological age.
- Though ads are easily ignorable, online advertisements are constant, and can subconsciously make you want to buy something by bombarding users with new content that businesses produce.
- Because ads are cheaper online, small businesses have a chance to show themselves to many more clients in a way which would have previously been too expensive for them.

*“Companies will try to increase word of mouth through seeding products with consumers, a technique of giving products to lead users or opinion leaders. By seeding new products with key influencers, companies hope to generate positive word-of-mouth marketing, authentic product reviews, and heightened exposure.” (Humphreys 200)*



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- Influencers are great at drawing attention towards a company through collaborations because of their large followings.
- The positive image that followers have for the influencer is associated with the company they are sponsoring. This is attributed to users relating themselves to these influencers and often looking up to them as sources for new products and even information.
- Smaller companies can have the same ability to reach out to influencers as larger ones because they are not as inaccessible as traditional celebrities.

*Thank you  
for  
watching !*