BRANDER

Social media has become an integral part of how companies market themselves online. Throughout this project we wanted to capture the effectiveness of social media as a way to promote not only larger businesses but but also smaller ones. The ease of accessibility that comes with online marketing helps to give small businesses a chance to compete with their larger competitors. By using a hashtag or capitalizing on a trend, these companies can reach new customers and help to spread their product or service. Many small businesses have not adapted to the marketing techniques of the modern world, thus they are unable to reach the same level of growth that larger, more tech-savvy companies have. This is why we chose to assist them in order to help emphasize the importance of small businesses.

This campaign functions as part of our fictional marketing company "Brander". Brander will make use of Twitter to help promote small businesses in the Buffalo area by providing them with assistance regarding their current marketing strategies in relation to quotes from the class readings. The Brander twitter account will help to implement these changes and gather public support through influencer partnerships with the company. "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 56). Influencer marketing provides a unique opportunity to humanize a company and make it more appealing to the consumer. An important aspect of working with influencers is getting their

audience to become interested in your product. "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). Capitalizing on the loyalty of followers can help to gather a group of loyal customers that associate their positive perception of an influencer with a business. Influencers can level the playing field between big and small businesses because of these followings. The changes that these small businesses undergo in the process of rebranding and working with influencers will be documented on the twitter profile in order to help educate other small businesses on things that they could improve about their own online marketing techniques.

Quotes from the readings will help to emphasize the importance of certain aspects of marketing for a small business. "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 148). This quote describes the appeal of avoiding outsourcing when creating products for small businesses as local production can be more reliable and is seen as more ethical. Advertising that a company operates locally via social media can help spread a positive image of the business. This positive image must be maintained via properly curated content on social media. "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 186). By sanitizing the content and appearing as welcoming as possible, companies are able to draw in more customers and maintain their brand.

This campaign targets both customers and businesses themselves. Customers will be introduced to the companies that are promoted by the campaign, and smaller companies will follow the instructions given in the campaign to grow their social media presence as much as possible. In order to reach these customers, online ads will need to play a major role in getting their attention. "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). The cheap nature of online advertising can provide customers with many interactions with a company, for a fraction of the cost of traditional advertising. By making sure that customers are seeing these small businesses, the changes that they engage with them are greatly increased. Taking actions to improve your marketing as a small business can help to make the company more successful and help to promote local businesses in general, which ultimately serves as the core of this campaign.