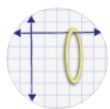


perpendicular angel design

organizing and simplifying, one illumination at a time

AN EVENT APART OT: BUILDING BRANDS ONLINE BY SARAH PARMENTER

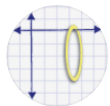
Sarah Parmenter kicked off An Event Apart: Online Together with her talk about building brands online. Because this year I used Twitter's threading / topics feature, it's giving me 2 tweets in each embed I do here. I'm embedding every other tweet for readability.



Anne Gibson @perpendicularme · Oct 11, 2021



Morning all! I'm attending [#AEAOT](#) this morning which means this account is awake and about to fill your feeds. Mute me or [#aeaot](#) if you don't want to hear a billion awesome things today.
[#aeaot](#)



Anne Gibson
@perpendicularme

First up, Sarah Parmenter on Building Brands Online
[#aeaot](#)

11:03 AM · Oct 11, 2021



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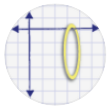


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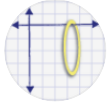


Anne Gibson @perpendicularme · Oct 11, 2021



Replying to @perpendicularme

The online offering, once upon a time, was incredibly simple. Informational sites replaced company media, and a few companies that went fully online. Expedia, Amazon, etc. No social platforms, barely blogging. [#aeaot](#)



Anne Gibson

@perpendicularme

It wasn't until 2007's explosion of facebook pages that we saw business and social media starting to overlap. Companies still haven't really nailed the overlap and interaction. [#aeaot](#)

11:04 AM · Oct 11, 2021

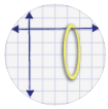


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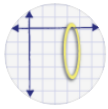
Anne Gibson @perpendicularme · Oct 11, 2021



Replying to @perpendicularme

Kevin O'Leary: if 3 years ago i was asked what degree gave you the highest chance of success in a career, it'd been engineering. Since the pandemic, the people who can tell a story about a business have become way more valuable.

[#aeaot](#)



Anne Gibson

@perpendicularme

The job is so far from a starving artist. Pay of \$150,000 is not unusual. It's complex and an entire new genre of entrepreneurs that handle branding building confidence and professionalism. [#aeaot](#)

11:07 AM · Oct 11, 2021



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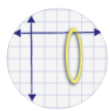


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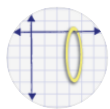


Anne Gibson @perpendicularme · Oct 11, 2021



Replying to @perpendicularme

Sarah hates the term social media: it's a complex set of websites outside of our control. will be used in this talk but don't think of it as simple. [#aeaot](#)



Anne Gibson

@perpendicularme

Visual design is no longer heavily weighted by how our websites, etc. look. Only 45% of people interact with our companies first - 55% are on other sites. 35% of consumers prefer to purchase directly on social media. [#aeaot](#)

11:10 AM · Oct 11, 2021

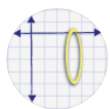


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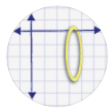


Anne Gibson @perpendicularme · Oct 11, 2021



Replying to @perpendicularme

Independent retailers who most need social media are the least prepared to use it this way [#aeaot](#)



Anne Gibson

@perpendicularme

How do we best emote feelings from our users? We tell stories. This needs to be our top priority. Find your story, then try the content. It's usually how you're telling the story that's the problem. [#aeaot](#)

11:11 AM · Oct 11, 2021



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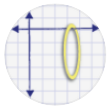


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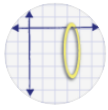


Anne Gibson @perpendicularme · Oct 11, 2021



Replying to @perpendicularme

If you've inherited horrible social media accounts, go back to basics and figure out your story, then figure out what works best for your story. [#aeaot](#)



Anne Gibson

@perpendicularme

It's exceptionally difficult to get this right. Pace, vast amount of content to produce, make it difficult. it's rarely about the actual product. Unless you can explain why to purchase - be engaging - your online branding dissolves to pretty pictures [#aeaot](#)

11:13 AM · Oct 11, 2021



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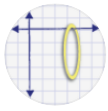


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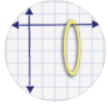


Anne Gibson @perpendicularme · Oct 11, 2021



Replying to @perpendicularme

Drunk Elephant has a great story and great examples to showcase. You need to be able to reference the story, not just lean on beautiful photography [#aeaot](#)



Anne Gibson

@perpendicularme

Sarah sees: Take a photo, post across multiple accounts, then see how it does soon different place. Then push what works on network A to all the other networks. Constantly switching tracks, no testing, digging a lot of holes. [#aeaot](#)

11:16 AM · Oct 11, 2021



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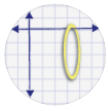


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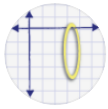


Anne Gibson @perpendicularme · Oct 11, 2021



Replying to @perpendicularme

Test multiple different types of content at once for the social medial channels that work for that type of content. Most of the time your content is being viewed in silos! Regular content and a pure understanding of where it's being posted and how you fit works! [#aeaot](#)



Anne Gibson

@perpendicularme

It should always be about engagement of an individual post over the aesthetics of a feed. Don't get hung up on the idea of grids to the detriment of everything else.

[#aeaot](#)

11:18 AM · Oct 11, 2021



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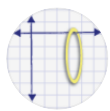


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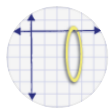


Anne Gibson @perpendicularme · Oct 11, 2021



Replying to @perpendicularme

Grid = a bunch of posts that display at one time (from what I can tell) [#aeaot](#)



Anne Gibson

@perpendicularme

Education and entertainment rarely work together, mostly one or the other. If you're starting out or refine branding, don't cross lanes with these two subjects. Pick one, build an audience, pepper in some of the other type once you're established [#aeaot](#)

11:21 AM · Oct 11, 2021



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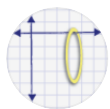


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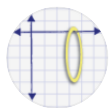


Anne Gibson @perpendicularme · Oct 11, 2021



Replying to @perpendicularme

Education doesn't have to mean boring. Drunk elephant is good at that. (@scishow is really good at it too.) [#aeaot](#)



Anne Gibson

@perpendicularme

Sales messages will turn people off. If you start to stray too far from where people started following you. Your values as a company hold massive storytelling potential as well. [#aeaot](#)

11:23 AM · Oct 11, 2021



2

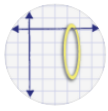


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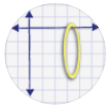


Anne Gibson @perpendicularme · Oct 11, 2021



Replying to @perpendicularme

Brands that don't show loyalty to their values year around get a lot of derision - think [#pride](#) month when you're LGBT friendly but only then. (Me: Looking at you Netflix.) [#aeaot](#)



Anne Gibson

@perpendicularme

Plan for long form content first, then cut it down to small sections to repurpose. Break down into 12, 30, and 60 second videos, youtube content, audio content, articles, blog posts, etc. that came from one long form product.

[#aeaot](#)

11:25 AM · Oct 11, 2021



2

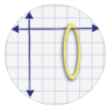


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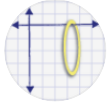


Anne Gibson @perpendicularme · Oct 11, 2021



Replying to @perpendicularme

An understanding of the culture of each network is needed to nail this type of branding. Innocent smoothies - cheeky on instagram, more serious on their website, on tiktok very different from the others [#aeaot](#)



Anne Gibson

@perpendicularme

Being one-dimensional (one social media channel) is safe - but if something happens to the one you chose, where are you then?

Which platforms best support the story you need to tell?

Are your users hanging out there?

[#aeaot](#)

11:29 AM · Oct 11, 2021



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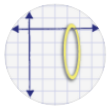


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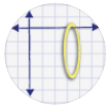


Anne Gibson @perpendicularme · Oct 11, 2021



Replying to @perpendicularme

email campaigns! they're not antiquated, they can be one of the most effective forms of marketing online. you own the platform and can dictate exactly how it displays. [#aeaot](#)



Anne Gibson

@perpendicularme

"What value is this to the user?" is one of the most critical questions to ask to get rid of bad campaign ideas. Every second you're taking up has to be valuable to the user in some form. [#aeaot](#)

11:30 AM · Oct 11, 2021



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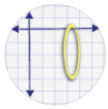


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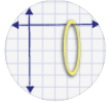
Anne Gibson @perpendicularme · Oct 11, 2021



Replying to @perpendicularme

Staff your social media accounts. Customers expect an answer within 24 hours. Comments can blow up negatively really really quickly. Depending on severity can affect brands negatively.

[#aeaot](#)



Anne Gibson

@perpendicularme

80% of users say if they have a positive interaction they'll go on to buy from them. But users are suspicious of company interactions. We know it's all about commercial gain. Celebrate individuals, not brands.

[#aeaot](#)

11:32 AM · Oct 11, 2021



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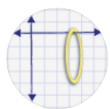


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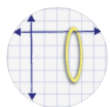


Anne Gibson @perpendicularme · Oct 11, 2021



Replying to @perpendicularme

Building a brand without influencers these days is almost impossible. Put your ego away and put a third party between you and the users. It's the new form of word of mouth. #aeaot



Anne Gibson

@perpendicularme

Not every user is a superfan of your brand. Your brand is 100% of your focus, it is *not* 100% of your users' focus. #aeaot

11:33 AM · Oct 11, 2021



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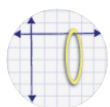


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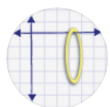


Anne Gibson @perpendicularme · Oct 11, 2021



Replying to @perpendicularme

Build mini viral loops by leveraging "like and follow x and y to get one of the giveaway things..." lots of people unfollow right after the giveaway. Try to incentivize existing followers to come to other channels #aeaot



Anne Gibson

@perpendicularme

Viral loops become really annoying once you can see them, and you can't unsee them. Don't miss great and natural ways to brand organic social viral loops #aeaot

11:37 AM · Oct 11, 2021



3

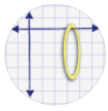


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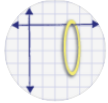


Anne Gibson @perpendicularme · Oct 11, 2021



Replying to @perpendicularme

Alternative branding - buffers between you and the user. You earn virtual stuff for walking in shoes - more for rarer shoes, and less as the shoes wear out. Virtual or real sneakers act as a hook. Value of brands is hidden from the users. #aeaot



Anne Gibson

@perpendicularme

Trading of virtual sneakers on the marketplace, rare sneakers in the game also draw attention. #aeaot

11:40 AM · Oct 11, 2021



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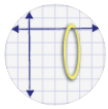
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I don't make it particularly clear in the next tweet: Sarah discusses an online game / company called Aglet.



Anne Gibson @perpendicularme · Oct 11, 2021

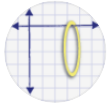


Replying to @perpendicularme

Aglet:

- * barrier between a company and end user
- * brand awareness through a new (game) channel
- * encourages walking more
- * no direct selling, which consumers are suspicious of

[#aeaot](#)



Anne Gibson

@perpendicularme

Burger King sponsored a team at the bottom of the UK 4th division football game. Got them a place in FIFA 2020, the most played video game in the world.

Wanted users to try burger king via uber eats. Free large fries if wearing a jersey when scoring a goal [#aeaot](#)

11:42 AM · Oct 11, 2021



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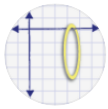


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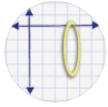
Anne Gibson @perpendicularme · Oct 11, 2021



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Wanted users to try burger king via uber eats. Free large fries if wearing a jersey when scoring a goal [#aeaot](#)



Anne Gibson

@perpendicularme

Burger king challenge ran 2 weeks, billions of impressions, thousands of shared videos. The owners of the club said it's the biggest team online thanks to burger king's sponsorship [#aeaot](#)

11:43 AM · Oct 11, 2021



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