

Thinking inside the Box



A guide to connecting with your audience
DIY or with our help

bryte-box.com/connecting
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PLAN ONGOING ENGAGEMENT

The power of constant presence should never be underestimated. Determine at what frequency you will check in with your social accounts to engage with your audience. Respond to messages and comments on your posts on a timely and consistent basis.



REACH PEOPLE WHERE THEY LIVE

Consider all of the mediums in which you can reach your audience- social media, email marketing, press, signage, and more. Based on your resources available, prioritize your efforts on the channels that will be the most impactful.



STAY TOP OF MIND

The frequency in which your business communicates with its audience directly affects their ability to remember it. From personal outreach to mass marketing, consider the range of activities that can be employed to build and strengthen brand value and recognition.



BE THOUGHTFUL AND ADD VALUE

Find ways to connect with your network beyond the intention of selling. If you come across an article, product, or recommendation that would be valuable to someone you know, send it their way to let them know you are thinking about them and have their best interest in mind.



SUPPORT YOUR COMMUNITY

Share content from your community that aligns with your business, and would be of interest to your audience. Support local business and engage in volunteering and philanthropy. Use your social platforms to provide encouragement and positivity within your community.