



*Growing Your
Small Business's
Presence*

A Guide to All Things Brand Identity,
Social Media, and Marketing Tools



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Brand Identity

Understanding the Brands Voice, Personality, and Values

A strong social presence starts before posting. Consistency in voice, visuals, and messaging is what separates scattered small businesses from brands that look polished, trustworthy, and memorable. Brand identity is the foundation that supports your content, campaigns, website, and customer experience. Without it, your social media will feel disorganized even if your products or services are amazing.

Who Are You as a Brand?

To define Brand *Personality*, Ask:

- What do we want customers to feel when they see our brand?
- What adjectives describe our best qualities?
- What personality traits reflect how we speak and present ourselves?

To define Brand *Voice* Answer:

- “We speak to our audience like ____.”
- “Our voice is always ____.”
- “We avoid sounding ____.”

To define Brand *Values* Define:

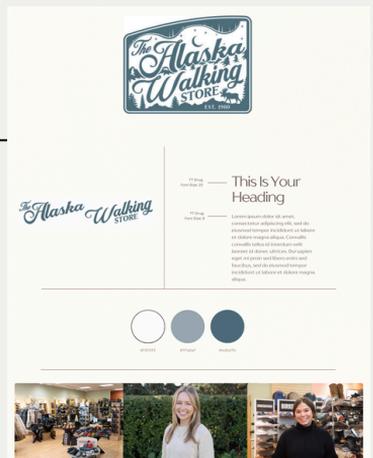
- What matters most to us?
- What do customers expect from us?
- What are we unwilling to compromise on?

Once you identify your brand personality, voice, and values, it’s time to create your brand board. Brand boards act as a guide for your brand’s visual elements such as logos, colors, typography, and icons.

Brand Boards

Includes:

- Logo variations
- Color palette (5-6 colors)
- Typography (header, sub header, body)
- Images/ Icons



Platform Specific Strategy

Understanding the Brands Voice, Personality, and Values

Each social media platform has its own purpose, audience, and content expectations. For smaller businesses understanding how and why each platform works is the key to choosing where to invest effort. This section breaks down the unique strengths of Instagram, Facebook, and TikTok.

Instagram

Instagram is a visual platform that rewards creativity, storytelling, and community engagement. It's ideal for showcasing products, highlighting customer experiences, and building a strong brand aesthetic. Top-performing content includes Reels, educational carousels, influencer or local collaborations, and user-generated content.

To increase visibility, aim to post 3–5 times per week, use 5–10 relevant hashtags, and engage for about 10 minutes before and after posting. Longer, value-driven captions help boost saves and shares. Effective content includes event announcements, community highlights, customer spotlights, updates, and promotions. Sharing albums for new arrivals, tagging partners and customers, and asking questions in captions can further increase reach and engagement.

Facebook

Facebook remains one of the best platforms for reaching local communities, sharing updates, and promoting events. While you didn't provide specific content and best practices for Facebook, it typically performs well with:

- Longer written posts
- Community-focused storytelling
- Event announcements
- Photo albums
- Customer testimonials
- Links to blogs, websites, or promotions

Tik Tok

TikTok thrives on short, authentic, and creative video content, making it a great place for small businesses to show personality and behind the scenes moments. High performing posts include day in the life clips, process videos, styling tips, before and afters, and trend based content with a brand twist.

To capture attention, videos need a strong hook in the first second phrases like "You need this if..." or "Watch me transform..." work well. Short videos (3–8 seconds) perform best, especially when paired with trending sounds or quick edits. Consistent posting and a willingness to experiment help businesses grow quickly on the platform.

Marketing Tools

Tools for Marketing Teams

Most small businesses don't have the budget or staff for a full time marketing team but using the right tools can help to make sure that they still have polished, data-informed, and high impact marketing. This section outlines the most essential platforms for scheduling, design, and analytics.

Canva

What It Helps With

- Social media graphics (posts, stories, reels)
- Brand board creation
- Flyers, posters, menus
- Website banners
- Templates for content planning



Social Pilot



What It Helps With

- Multi-platform scheduling (IG, FB, TikTok, LinkedIn)
- Bulk uploading posts
- AI-generated captions
- Team collaboration (approvals, drafts)
- Advanced analytics reporting

Meta Business Suite

What It Helps With

- Schedule posts, stories, and reels
- Manage DMs from both platforms in one inbox
- Review insights: reach, impressions, engagement, and follower trends
- Boost posts or create simple ads

