

February 2023



## Want to roll out a successful social media rebrand?

Taking on the task of rebranding your social media can seem like a big task. There are many things to consider and research before beginning a project like this. Some important things to keep in mind is remember why you are doing it and what goals you have set. Keeping those things in mind can set you on the right path to success. Just remember have good reasons for rebranding and not just following what seems to be the trend.

### Here are some steps to take when doing a rebranding of social media!

**#1** Set Goals! What do you want to accomplish. Why are you doing this. ? Is it because everyone else is? If you business is shifting focus or the current brand doesn't reflect the values of the company. These maybe good reasons to consider rebranding!

**#2** Audit of Social Media Platforms - Gather information! Find out where your business currently stands. This includes graphics, logos, copy etc.

**#3** Decide what to do with past social posts. Delete or Archive them! Sometimes clearing out social media posts from the past can make current followers think a new product or

service is coming that could lead to disappointment. Make sure if you take this risk - stick with it.

**#4** Launch Plan for Social Media Rebrand! Are you going to announce the rebrand early? announce the rebrand as it happens? How you will respond to current followers who have questions or comments! If you are relaunching a product or service many customers want to make sure that it will still run the same or work the way it did before!

**#5** Monitor followers response to rebrand and reflect on the process of what worked and what did not. These results may take some time to gather. Ask yourself some questions: Did the rebrand accomplish the goals you set, Has it increased sales or engagement on social media etc.

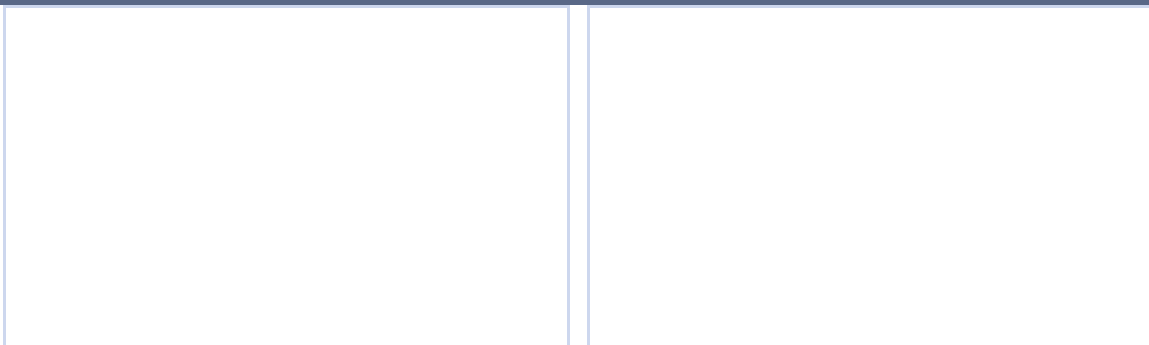
Just like every other marketing strategy, rebranding your social media is a continuous process. It does not end on your official launch date, and there is still more room for changes and improvements. After launching your rebranding to your audience, you'll want to be prepared for when the results fail to deliver on your expectations- or succeed more than you thought! But either way, be ready to look at your numbers and adapt.

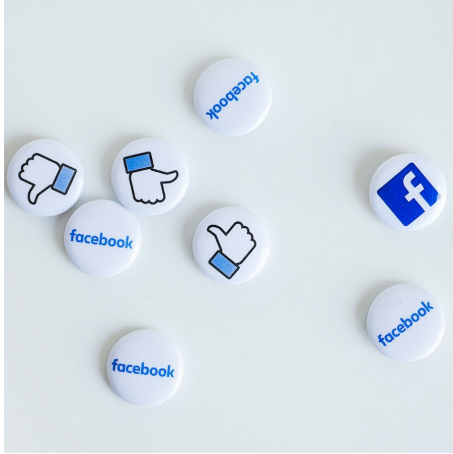
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In Case You Missed It!





## Exploring Facebook: Hidden Features You Might Not Know About

Facebook is one of the most popular social media platforms. With over 1.8 billion users, it's a huge platform with enormous potential for getting your business out there! While you may think you already know and use every tool Facebook offers, they are constantly coming out with new features everyday and there may be some hidden ones you don't know about as well!

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## Things You Can Do Today For Your Marketing Strategy

So many articles about developing and maintaining your marketing strategy focus on big picture and long-term plans. But sometimes you a) want to do something tangible NOW b) only have a few minutes or c) lack inspiration to start. We all find ourselves in that position every now and again. So here are four things you can do today in less than 5 minutes to jump start your motivation!

**[Read More](#)**

