

# PIT STOP

MARKETING & MEDIA MAVENS





# Balancing a Virtual Business IRL

By Victoria Jameson-Krath

# Nice to Meet You!

- Ruby CP
- Retired Pro Dancer
- Pageant Girl
- Elite MUA
- Certified Social Media Strategist



# What We're Talking About:

- 5 Steps to Build a Brand
- Increasing Engagement
- Branding Your Pages
- How to WBDD Online



# 5 Keys to Building a Brand

- Find Your Platform
- Know Your Core Values
- Be Consistent
- Give Value
- Build Relationships

# Finding Your Platform

- Where is your target market?
- Who are you wanting to reach?
- What are your strengths (ie writing, video, photos, live videos, ect)
- Decide Social Media Platforms

# Core Values

- What do you want to be known for?
- What do people think of when they think of you?
- What do you want to use your voice for?
- What are your passions?

# Be Consistent

- Time Block
- Plan Posts
- Get in a Routine
- Use Free Apps + Resources
- Brainstorm List (Post Ideas)

# Create Value

- What content do YOU like to consume online?
- What content do you enjoy creating?
- What content will benefit your audience? What can you teach them?
- The Learning Process is Valuable Content
- What do the last 5 posts say about you? (Keep It Classy!)



# Build Relationships

- Take the Conversation off FB Messenger
- Plug your Customers In
- Keep Record of conversations / interests
- Follow up – products / life events

# Increasing Engagement

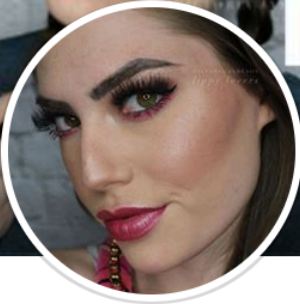
- Comments > Likes
- Videos > Photos > Text
- Reply to every comment
- Call to action; Always as a question in the BEGINNING of posts!

# Increasing Engagement

- More engagement = More visibility
- Check analytics (Must have a business page / Instagram)
- ASK what your followers want more of!

# Visual Branding

- Logo
- Personal Profile, Business Page, + Business Instagram
- Instagram Description + Feed



BOSS BABE | MAKEUP ARTIST | BUSINESS COACH

**VICTORIA JAMESON**

"BUILD YOUR EMPIRE + CREATE YOUR LIFE"

[Edit Profile](#) [Activity Log](#) **20+** [...](#)

[Timeline](#) [About](#) [Friends](#) 4,905 [Photos](#) [Archive](#) [More](#)

★ 247 items for you to review

Intro

Pro Makeup Artist + Airbrush Tan Artist. \$3.5m Beauty Business Coach 👑💋💻👉 Please FOLLOW.

📅 Book a custom airbrush tan at Glow Getter Sunless Tanning

📅 Learn more about my makeup services at Lippy Lovers

📅 Learn more about what I do at Victoria Jameson

🏠 Lives in Dallas, Texas

💑 Married to Matthew Krath

📶 Followed by 2,274 people

🏢 Manages Glow Getter Sunless Tanning

Create Post | Photo/Video | Live Video | Life Event

What's on your mind?


[Photo/Video](#) [Tag Friends](#) [Feeling/Acti...](#) [...](#)

Posts

⚙️ Manage Posts

☰ List View

🗪 Grid View

 **Victoria Jameson Krath** is with Adrean Indolos and 4 others. [...](#)

June 30 at 12:44 PM · 🌐

Today I am celebrating my FOUR YEAR anniversary with SeneGence International! 🥳

Did you know that most at home businesses fail within the first year???? 🤔

Normally I try not to post a lot of business stuff on my personal page because I know not everyone wants to see it, BUT I'm wayyyyy too proud of this milestone to let it go unannounced! So keep scrolling if you don't

SeneGence®

#PITM3USA19

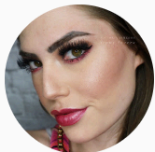


# victoria jameson

Tutorials | Reviews | Tips & Tricks



Shop Online:



Victoria Jameson Beauty

3,116 subscribers

CUSTOMIZE CHANNEL

YOUTUBE STUDIO (BETA)

HOME

VIDEOS

PLAYLISTS

COMMUNITY

CHANNELS

ABOUT



CHANNELYTICS

Uploads

▶ PLAY ALL



Top 5 Summer LipSense Shades | Lipstick for Summer 2019

262 views • 3 days ago

LipSense is perfect for the summer because it's 100% sweat proof and smudge proof. But what shades are the best to wear during the summer?! These are my TOP 5 Lipstick shades for Summer 2019.



DIY FLAT LAY PHOTOGRAPHY ON AN IPHONE | How to Set Up Easy Lighting + Editing Tips

1.4K views • 3 weeks ago

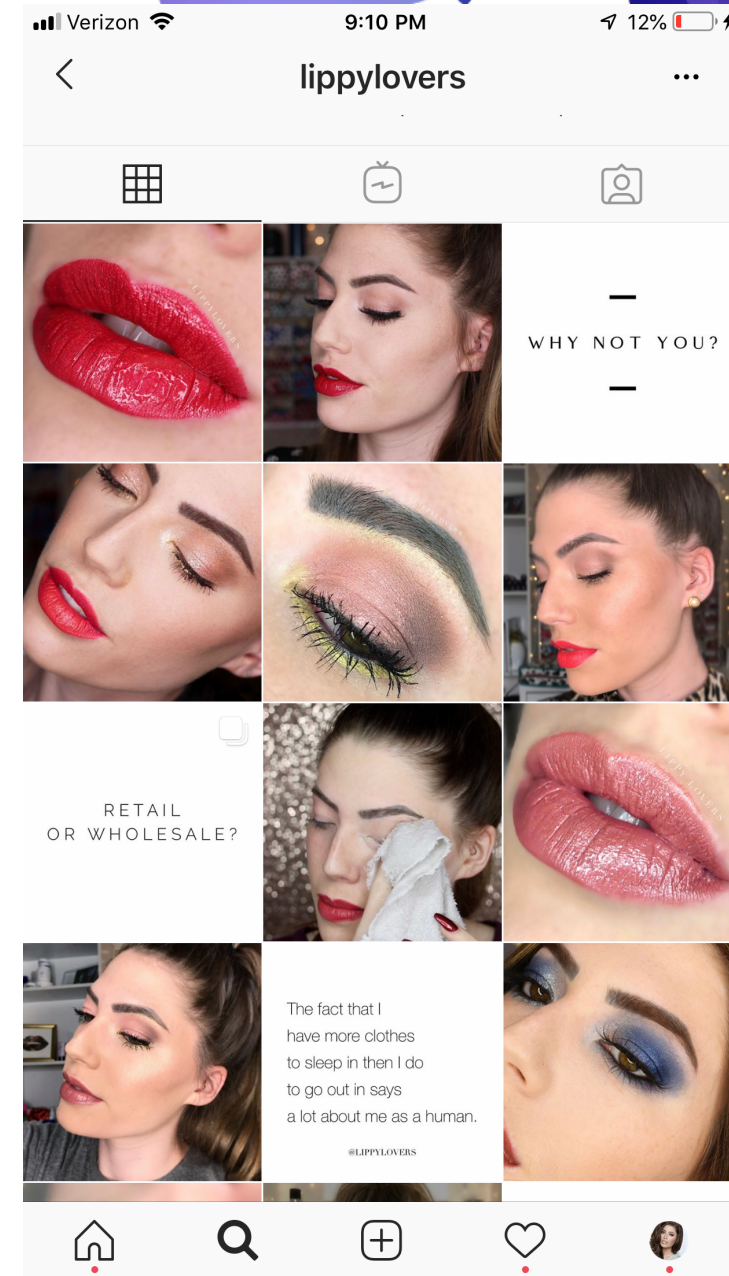
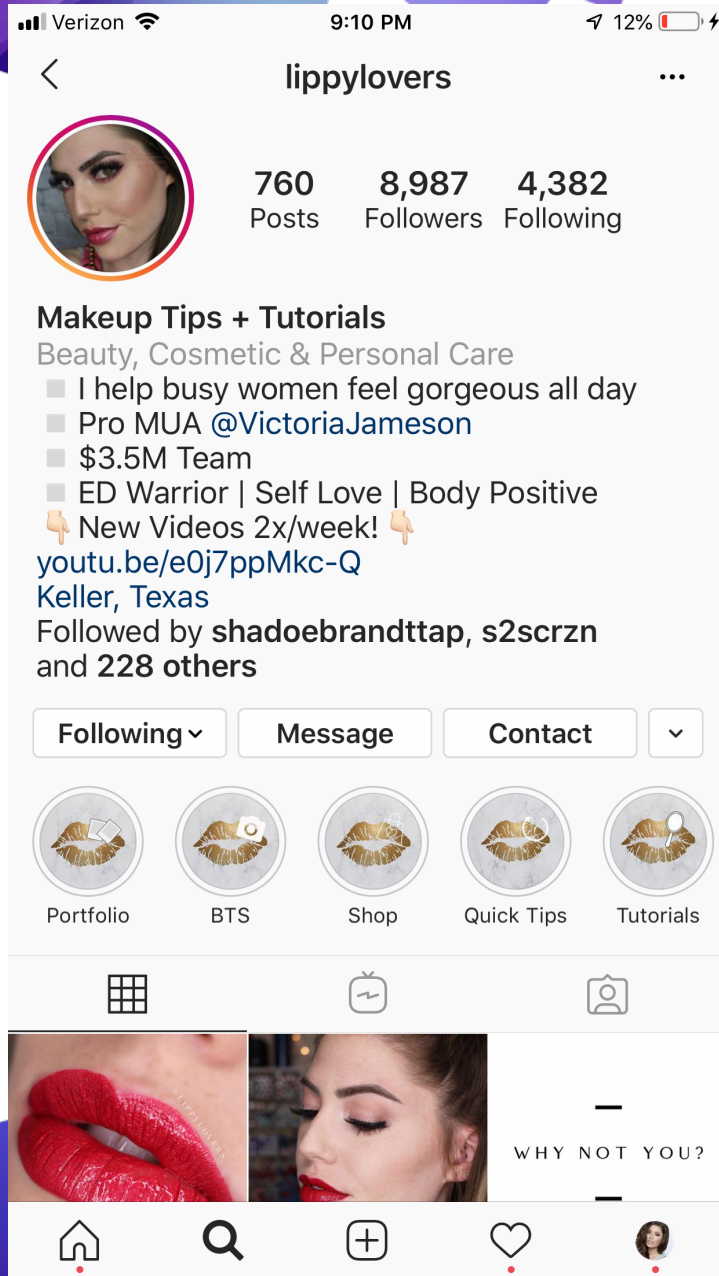
Flat lay photography for Instagram can be EASY! It doesn't have to be complicated to create and edit flat lay photos from your iPhone. For 3 years, all of the photos I took for my business were on...

FEATURED CHANNELS



Matt Krath

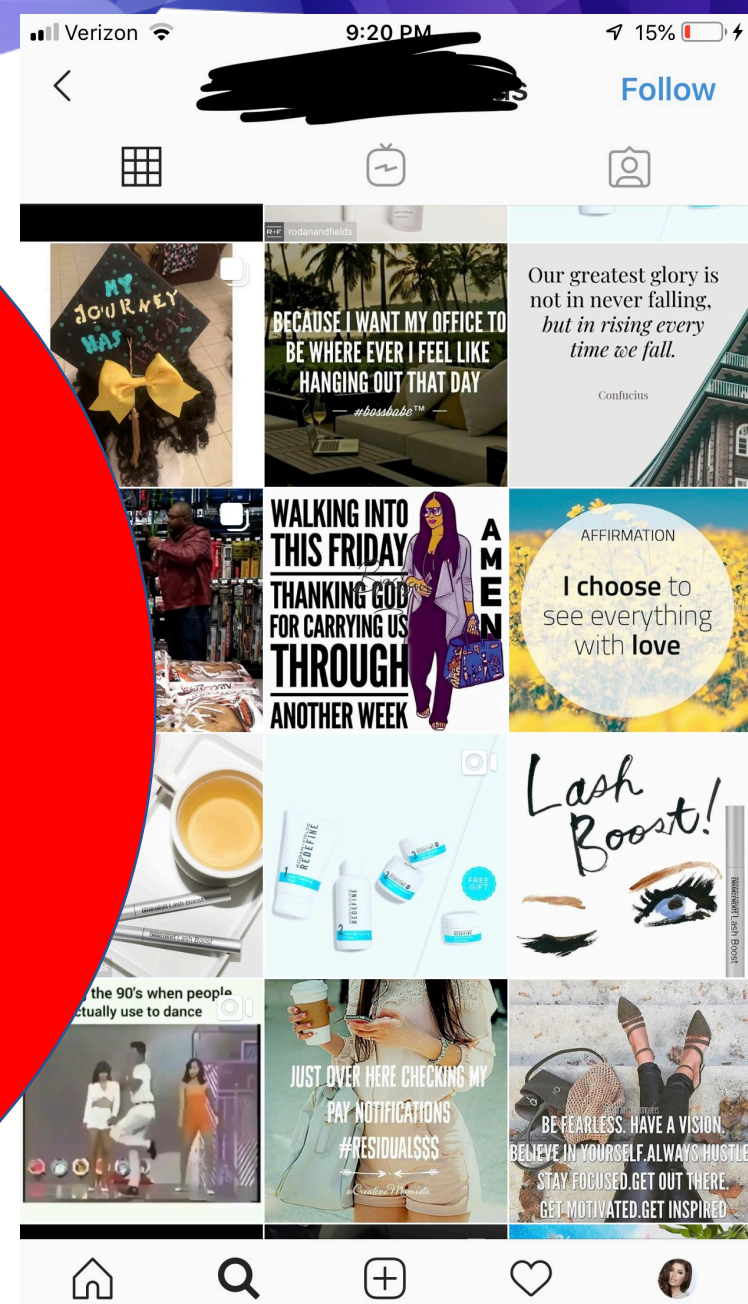
SUBSCRIBED












# Wow, Book, Demo, Direct

- Wow – Online vs IRL
  - Live videos, Posts, testimonials
- Book – Set up online + in person events
  - Mega Parties, Beauty Bootcamp



# Wow, Book, Demo, Direct

- Demo – Live Video / IRL Demos
  - Shout, FB Group, Email List so you can....
- Direct – Use Email, Texting, Voice Messaging
  - Automate follow up with Shout



Text PITSTOP to **(615)-488-0839** for  
videos + documents I've created on  
some of the topics we discussed  
today.

# Connect with Me:

- [Facebook.com/VictoriaJamesonKrath](https://www.facebook.com/VictoriaJamesonKrath)
- Instagram: @LippyLovers
- [YouTube.com/LippyLovers](https://www.youtube.com/LippyLovers)

