



# Cardinal House

## Twitter Branding Review

**Branding Points:** These are the three main branding points that capture your business's values, mission, and product.

- 1.
- 2.
- 3.

**Cross-sections:** The cross-sections are the 10 points where your three branding points cross over. It is 10 topics that we can create content around in order to maintain clarity with your brand messaging. This helps in understanding the brand, having clear messaging, and creating consistent and quality content at scale.

For example, it would be difficult to create 4 pieces of value-adding content each day over just 3 branding points for the course of an entire year. These 10 cross-sections provide many more content ideas. They should be formatted as (problem, solution).

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

**Brand Narrative:** This is the one-sentence message that conveys your brand's identity and the message you want to convey to your audience. It should be about 7 words and should be the first sentence in the bio. It should paint a very clear picture of the problem you solve, who you solve it for, and how you solve it.

### Social Media Touch Ups

- Profile picture



- Keep this bright so it pops. Capturing attention and building brands are difficult tasks in this day and age. We need to stack everything we can in our favor.
- Banner picture
  - We prefer to structure these with the value proposition in the middle of the banner. People clicking on your profile will only look for 2-7 seconds. We need to convey who we are quick to earn more time. Keeping the value proposition here helps with this. The color of the background should be different than the background of the profile picture so they both stand out. We also want something eye-catching on the right-hand side of the banner. Ideally a graphic or interesting image of some sort. People read left to right, so keep the words on the left-hand side if possible.
- Bio
  - The bio should contain the brand narrative at the beginning to be extremely clear. A couple of hashtags can be good if they are at the end. Too many will make it look unprofessional. In addition, try and find a way to put your landing page or funnel link here to drive more conversions.
- Content
  - Focus on adding value through education or entertainment. Address the problems you fix in posts. Then how you fix them in others. Use threads to generate leads and provide more value. Format the content in a way that makes the information consumable. Post as few links as possible. They will deboost your post as Twitter wants to keep people on the platform.
- Replies
  - Engage with your potential consumers, affiliates, and partners. Engaging with others on their post is a surefire way to increase the number of people checking out your profile. The goal is to add value through a genuine reply. You should do this more than just once. It will help build relationships that will convert far more easily as your reputation grows. This is a huge step for new accounts trying to find growth.

If you are interested in having us perform a Twitter optimization review or want to hear more about how we can help you grow your social media brand & monetize your audience, then please contact us on our site. Looking forward to working together!