



HOW TO BUILD

ONLINE AUTHORITY

FOR NEW BUSINESSES

Many people, in their attempt to take their startups to higher levels, eventually end up shutting them down, either due to wrong approach or lack of good strategy. Nowadays, in the competitive world known as the internet, building authority online is all but mandatory for a successful startup – if you know how.

Developing an effective strategy for building an online authority is achievable with these key factors:

Be **Active**

Whether on the internet or on the ground, you need to have an active online presence if you want to build authority for your startup. Brand authority can only be achieved when other well-renowned businesses are left behind, and to be honest, that takes a lot of effort and persistence.

So, work hard and show your skills, talent, and accomplishments by posting them online through social media, networking or even downloads like this!

Extend Your **Network**

The third most important factor for brand authority is to increase your social circle by meeting new people related to your field. Attend different seminars, conferences and events to get introduced to more people and increase his PR. Acquainting yourself with media companies can be a great way to gain media exposure by through personal interviews or documentaries on your brand, and can lead to other networking resources. If possible, arrange your own networking event himself and key players in the industry for a brand boost.



Write, Write and **Write**

The most effective means of promoting your business and to becoming an industry ambassador in your field is to write about it. People can't get to know about you if they don't know you exist. There are numerous ideas and ways to write, of which some effective ones are discussed below.

- ◇ **START A PROFESSIONAL BLOG**
- ◇ **WRITE WHAT THEY WANT TO KNOW WITH RELEVANCE TO YOUR BRAND**
- ◇ **WRITE ABOUT YOUR CAPABILITIES, YOUR PAST WORK, AND YOUR FUTURE GOALS**
- ◇ **CREATE WELL-RESEARCHED CONTENT VIA YOU OWN EFFORTS, RATHER THAN ACQUIRING IT FROM SOMEWHERE ELSE.**
- ◇ **UPLOAD VIDEOS OR WEBINARS**
- ◇ **INCLUDE SEO BEST PRACTICES IN ALL OF YOUR ONLINE WRITING**
- ◇ **GUEST BLOG ON DIFFERENT WEBSITES AND TELL PEOPLE ABOUT YOURSELF**
- ◇ **TRY TO GET YOUR POSTS IN THE HANDS OF MORE REPUTABLE PUBLISHERS**



Extra **Tips**

In addition to above-mentioned points, there are hundreds of other ideas and strategies that you can adopt for your brand authority. Take a page out of Apple's book and brand your product or service with a unique logo or slogan. More importantly, keep track of what you are doing. Check where and how people are mentioning you or your brand with the help of special software. From there, you can evaluate what's working and where you need to improve. Overall, if you utilize all the advantages of email marketing, partnerships with different small companies and implement proper strategies, you're well on your way to building an online authority.



WHETHER YOU ARE JUST STARTING A BUSINESS OR WANT A SECOND OPINION, WE CAN HELP YOU EXECUTE A STRONG **ONLINE AUTHORITY STRATEGY** FOR YOUR BRAND.

Sanker Media takes the time to understand your target audience and assess how they interact with your content which affects their decision-making process.

Schedule your consultation today!

GET STARTED