



7 in 10

YouTube subscribers say that YouTube creators **change and shape culture.**⁵



6 in 10

YouTube subscribers would follow **advice on what to buy** from their favorite creator over their favorite TV or movie personality.⁶

Building a relationship with your brand.

This leads to another question. How do we turn our customers into our brand's friends? Granted you can't rub all your client's bellies, but what you can do in 2020 is create social media content that tells your story and build a different kind of relationship. People connect to people not cold businesses and social media gives us the opportunity to show the personal side of companies. Who is your staff? What are their interests? What are your interests? How can you show similarity and create a familiarity with your current and potential customers?

Let this be your resolution for 2020, to design or hire a professional to create a social media plan that even though it will carry hard sell messages, will also be focused on the personal. It must aim to create relationships -friendships with your clients.

What the market demands now.

The rise of the "Influencer" has been felicitated by how wary our society has become with straightforward advertising. We want to do business with people with whom we feel a bond. You need to make your business those "people". You need to create a brand identity that is in line with the demand of the market.

So as many drain the last drips of the bubbly and sign up for the gym membership that they will only use twice, make a resolution not just for your business but also for your brand. This year your brand will make a lot of new friends.

Tarsier Ad Agency is grounded in over a decade of experience in the advertising solutions industry. We have built a formidable reputation as professionals and creative thinkers. Our principal creative has help to shape and create branding and marketing solutions for businesses, both locally & regionally. We are an established company with an excellent track record for the best customer satisfaction and have never compromised on the quality and the services provided to our many clients. We understand the individuality of each customer and the importance of working in a collaborative environment which will ultimately lead to getting the most out of your brand.



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