9 Steps to Building Your Brand via Social Media

September 2014

Presented by:
@KentjLewis
President & Founder
@AnvilMedia
Agenda: 9 Steps

- Claim
- Blog
- Listen
- Connect
- Filter
- Comment
- Create
- Measure
- Manage
1. Claim & Optimize Social Profiles
2. Create a blog or website

Un-do-over
by Kent Lewis

My wife and son recently took a trip back East to visit family. Initially, I reveled in the freedom (seeing movies, hitting the bars and the gym). Once my system processed the alcohol and lactic acid, I soon found myself missing my family. While on the exercise bike at the gym one morning, I began reflecting on the amazing and wonderful path my life has taken in the past few years (including the additions of a daughter, wife and son). I realized that my life had changed significantly since my first issue of Anvil in October 1996, and that further change was required if I wanted to maintain a healthy balance in my life.

Since those first issues, Anvil’s mission has been to educate and entertain. In the early years, education was the primary focus due to a dearth of Internet marketing information and resources. As the publication evolved from a weekly email to a monthly ezine in 2001, the pendulum swung towards an entertainment focus, where it has remained.

My reasons for continuing to write and produce Anvil have changed over the years as well. Now that I’ve got my own family and search engine marketing agency, time is a scarce commodity. As is the case with most adults, my priorities have changed and I’ve restructured my professional life to make room for personal life. Unfortunately, there are a few casualties, and Anvil is among them.

Anvil has gone on hiatus twice in the past 10 years for professional reasons. This time, however, it’s personal. While I hope to re-evaluate and relaunch Anvil down the road, I have no timeline or goal in mind. Until I figure out what the next iteration of Anvil will be, I want to give thanks to the dozens of contributors and share some of Anvil’s greatest hits.

With over 10 years of content, the task of determining the best articles of all time is daunting, if not impossible. While the articles on the right are some of the best I’ve read, there are simply too many talented writers and works to single them all out. With that said, I’ve provided a short list of articles and contributors (below and in the right hand column) that have garnered positive comments from readers from around the world:

- Hitchcock: A Bad Seed in the Air by Joel Gunz
- Mafia Mad Lib: A letter from prison by Greg Covls
3. Lurk > Listen > Learn > Apply

Purpose Podcast 011 – Kent Lewis: To Educate, Entertain ...
purposepodcast.com/purpose-podcast-011-kent-lewis-to-educate-entertain...
Oct 3, 2013 - Kent Lewis' core tenets are to Educate, Entertain and Connect. He's started numerous organizations, all fitting in to at least one of these 3 core ideas. At Anvil Media, his social media marketing agency, this means ...
More results from purposepodcast.com

Kent Lewis as Johnny Cash in “Ring of Fire” - WGN Radio
wgnradio.com/2014/02/16/kent-lewis-as-johnny-cash-in-ring-of-fire/
by cpfywgnam
Feb 16, 2014 - Ring of Fire - The Music of Johnny Cash is playing February 20 through March 30 at Theatre of the Center in Munster, IN. (Photo Courtesy of Theatre of the Center) Dean Richards invited actor and singer Kent Lewis to the ...

Four Leadership Lessons from George Clooney's Kowalski ...
www.business2community.com/.../four-leadership-lessons-george-cloon...
by Kent Lewis
More results from www.business2community.com

Kent Lewis on Networking in the Digital Age | pdxMindShare
pdxmindshare.com/blog/kent-lewis-on-networking-in-the-digital-age/
by Shannon
Jan 15, 2014 - Kent Lewis, founder and president of Anvil Media, presented his workshop, Networking in the Digital Age, this evening at the first pdxMindShare event of 2014 at Trader Vic's in Portland, OR. Learn how he grew his network ...
More results from pdxmindshare.com
## 4. ID Influencers, Connect, Engage

### List members

<table>
<thead>
<tr>
<th>Name</th>
<th>Handle</th>
<th>Bio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rocket Ten Marketing</td>
<td>@RocketTencom</td>
<td>Let us rocket your next big thing on the web.</td>
</tr>
<tr>
<td>Outspoken Media</td>
<td>@OutspokenMedia</td>
<td>We grow, protect, and manage your brand online. Meet the team: <a href="http://outspokenmedia.com/about/">http://outspokenmedia.com/about/</a></td>
</tr>
<tr>
<td>News from SEO land</td>
<td>@theDukeOfSEO</td>
<td>Yes, I'm 'The Duke Of SEO'! @thedukeofseo account are all tweets from SEO land.</td>
</tr>
<tr>
<td>Gerald Weber</td>
<td>@the_gman</td>
<td>Head janitor and toilet cleaner guy at Search Engine Marketing Group. I keep goals realistic. I just want to take over the world <a href="http://about.me/gerald_weber">http://about.me/gerald_weber</a></td>
</tr>
<tr>
<td>Matt McGee</td>
<td>@mattmcgee</td>
<td>Editor-in-Chief at @MarketingLand &amp; @SEngineLand, founder of @atu2 and @GlassAlmanac, Christian, husband, dad, etc. (Smell the flowers while you can.)</td>
</tr>
<tr>
<td>Loud Interactive</td>
<td>@BeHeard</td>
<td>We are a Chicago based Social Media &amp; SEO consulting firm. Helping empower businesses and brands to grow and reach their maximum potential.</td>
</tr>
</tbody>
</table>

### Viewing people in SEO rated 86 to 100

<table>
<thead>
<tr>
<th>Name</th>
<th>Handle</th>
<th>Rating</th>
<th>Bio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Matt Cutts</td>
<td>@mattcutts</td>
<td>100</td>
<td>I'm the head of the webspam team at Google.</td>
</tr>
<tr>
<td>Danny Sullivan</td>
<td>@dannysullivan</td>
<td>99</td>
<td>Editor of SearchEngineLand.com, covering Google, SEO, PPC and all aspects...</td>
</tr>
<tr>
<td>Shopify</td>
<td>@shopify</td>
<td></td>
<td>Shopify is a commerce platform that allows anyone to easily sell on...</td>
</tr>
<tr>
<td>SEOmoz</td>
<td>@seomoz</td>
<td>97</td>
<td>The Web's Best SEO Software, Tools, Resources and Community.</td>
</tr>
</tbody>
</table>
5. Become a Filter

Kent Lewis

Servant Leadership: Give Them What They Need, Not What They Want
LinkedIn.com • There is a fantastic line in Jimmy Webb’s 1968 song Wichita Lineman (sang famously by Glenn Campbell) – ‘And I need you more than want you and I want you for all time’. Musician and writer Bob Stanley says that this line stops...

Like • Comment • Share • 7d ago

Kent Lewis

Why you should fire bullets then cannonballs
LinkedIn.com • There’re books that can change the way you think, plan and act. That’s what happened to me two years ago after I read “Great by Choice” by Jim Collins. I found the concept “fire bullets then cannonballs” fascinating and decided...

Like • Comment • Share • 15h ago

Kent Lewis

The Key Reason Great Ideas Don’t Get Traction
LinkedIn.com • It’s common knowledge that to be innovative, we must first explore, play, and brainstorm. But the second part of the process is more surprising. True innovation also comes from eliminating, or as Steve Jobs put it, saying no to...

Like • Comment • Share

Kent Lewis @kentjlewis • 11h
RT @socialmedia2day: Want to raise your #LinkedIn profile and become an #influencer? @pharmaphorum has some tips: ow.ly/xDI6Q

Kent Lewis @kentjlewis • 13h
Learning about the Exit Bomb from goweridrees at the @eoportland learning event. @ Kennedy School... instagram.com /p/pJvllsxaYB/

Kent Lewis @kentjlewis • 14h
SMBs Increase Spending. Time Invested in Social shar.es/Pwp9I via @sharethis

Kent Lewis @kentjlewis • 14h
RT @SEODOJO: Google Ranking Factor #201 (feat @bill_slawski) Must read, seotrainingdojo.com/Blog/google-ra...
6. Refine, Focus & Create a POV

3 Game-Changing Leadership Lessons

April 16, 2014

On April 16 of 2013, I had an epiphany about my business, which inspired me to write The Anvil Credo. The Credo, in essence, outlined 10 elements which define me and my marketing consultancy, Anvil Media. Since then, I’ve been living The Credo, and learning a good deal about myself, my teammates, clients and business. It’s been a difficult but rewarding journey, involving a complete overhaul of my company while trying to maintain client relationships. The team’s passion and commitment to The Credo has helped us navigate the most profound shift in my career and Anvil’s fourteen-year history. While we’re still navigating the process of change, I’ve identified three core lessons from this unique twelve-month experience.

Accountability is Key

When I first unveiled The Anvil Credo to the team, it created a visceral reaction. At the time, I felt that there was a shortage of accountability among the team. In the ensuing months, I realized the accountability issue was at the very top, rather than lower down in the ranks. As
7. Develop, Optimize & Syndicate

iMEDIATE CONNECTION

2014 Marketing Predictions

Tips to Enhance Your Events via Social Media

Business 2 Community

By Kent Lewis, Published April 17, 2014

Kent Lewis – 15 Places to Find Me
8. Monitor > Measure > Evolve

1% strength 8:1 sentiment

59% passion 24% reach

1 days avg. per mention
last mention 5 hours ago
60 unique authors
0 retweets

Sentiment
positive 16
neutral 129
negative 2

Top Keywords
lewis 163
kent 162
todays 72
brilliance 72
visi 23
global 20
media 15
april 14
company 13
marketing 13

Google "kent lewis"
9. Manage Towards a Goal
Resources

• Ten Tips For Optimizing Your Online Persona
• How to Become a Social Media Guru in 3 Easy Steps
• Online Reputation Management: Seven Strategies to Build Your Brand
• A Path to Retirement using Social Media
Questions?
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