



SEASON 2 / EPISODE 09

HOW MUCH PROMOTION IS TOO MUCH SELF PROMOTION?

The Wander Creative Podcast, hosted by Dan Russo, the director of Digital Marketing at Wander Creative, delves into the intricacies of self-promotion. In this episode, Dan is joined by Carmen, an artist and influencer associated with Wander Creative, and Chloe, the social media coordinator. The trio discusses the balance of self-promotion in the digital age, emphasizing the importance of authenticity and consistency. Carmen shares her experiences as an artist, highlighting the significance of genuine connections with audiences. They also discuss the challenges of standing out in a saturated market and the importance of finding inspiration from successful figures without directly copying them.

The conversation further explores the nuances of promoting oneself or a product without coming off as conceited. They stress the importance of showcasing the unique aspects of a brand or individual, ensuring that promotions align with one's authentic voice. The episode underscores the idea that while the digital landscape is vast, with the right strategies, individuals and brands can effectively engage and resonate with their target audience.

TAKEAWAYS

- 01 Authenticity is Key:** In the digital age, audiences crave genuine interactions and content. Whether you're an artist or a brand, being true to yourself and your voice resonates more with the audience.
- 02 Consistency Matters:** Regularly updating your audience, whether it's about a new product or content, ensures you remain on their radar. However, it's essential to strike a balance to avoid over-saturation.
- 03 Seek Inspiration, Not Imitation:** While it's beneficial to look at successful figures in your industry for inspiration, it's crucial to adapt ideas to fit your unique voice and brand rather than directly copying them.
- 04 Behind-the-Scenes Content is Valuable:** Audiences appreciate a glimpse into the processes, backstage moments, or the daily life behind a product, song, or service. It adds a personal touch and deepens the connection.
- 05 Understand Your Unique Selling Proposition (USP):** In a saturated market, identifying and consistently promoting what makes you or your brand unique can help you stand out.
- 06 Engage Organically:** Instead of overtly pushing a product or service, weave it naturally into your content. For instance, if promoting a song, showcase snippets of it in the background of other content pieces.
- 07 Value of Storytelling:** Narratives, especially those that detail the journey or inspiration behind a product or service, can be compelling and create a deeper bond with the audience.
- 08 Collaboration Enhances Content:** Engaging with others, whether they're colleagues or guests, can bring fresh perspectives and diversify the content, making it more engaging.
- 09 Stay Updated with Trends:** Platforms like TikTok showcase trending content, which can be a source of inspiration for brands and individuals alike.
- 10 Audiences Seek Connection:** People often engage with social media to feel connected. Brands and individuals should aim to foster this sense of connection, whether it's through shared values, interests, or simply engaging content.