

PPAI Women's Leadership Conference™

PPAI
Women's
Leadership
Conference™

Building Your Brand with Digital Marketing

Amelia Madl

Vice President of Sales

PromoCorner



Sarah Unruh

Chief Rainmaker

Sock 101



Taylor Borst

Director of Marketing, Events & Public Relations

American Solutions for Business





Poll

Do you use social media to look up information on clients, customers, peers and/or businesses

- Yes
- No

Which platforms do you post on most frequently?

- Facebook
- Instagram
- LinkedIn
- Twitter
- TikTok

LinkedIn Profile



Sarah Goshgarian Unruh 🔊 · 1st

Executive Revenue Leader | Global Sales | Marketing Solutionist | MAS |
Speaker | Former Collegiate Athlete | Board Member | Education
Advocate | CHIEF | Mom

Dallas-Fort Worth Metroplex · [Contact info](#)

1,977 followers · 500+ connections



Jason Nokes, David Shultz, and 235 other mutual connections

➤ Message

More



Sock101

Experience



Chief Rainmaker (CRO)

Sock101 · Full-time

Mar 2023 - Present · 3 mos



Vice President Of Business Development

OMG · Full-time

May 2021 - Mar 2023 · 1 yr 11 mos

Dallas, Texas, United States

Skills: Business Strategy · Public Speaking · Relationship Building · Strategic Partnerships · Mentoring · Business Relationship Management · Negotiation · Leadership · Sales Management



Vice President Sales

Logomark

Jun 2018 - May 2021 · 3 yrs

Skills: Business Strategy · International Sales · Relationship Building · Strategic Partnerships · Mentoring · Business Relationship Management · Negotiation · Leadership · Sales Management



Global Account Manager

Proforma

Apr 2016 - Jun 2018 · 2 yrs 3 mos

Austin | Toronto | London | Sydney

Skills: Business Strategy · International Sales · Relationship Building · Strategic Partnerships · Mentoring · Business Relationship Management · Negotiation · Leadership · Sales Management

Volunteering



Membership

PPAI - Promotional Products Association International

Jan 2022 - Present · 1 yr 5 mos

Education

Licenses & certifications



Master Advertising Specialist (MAS)

PPAI - Promotional Products Association International

Issued Apr 2023



Certified Advertising Specialist (CAS)

PPAI - Promotional Products Association International

Issued Apr 2022



Principal

State of Texas

Credential ID

POSTING is **NOT** enough!

Nurture your post after publishing & stick around to engage with other posts

Engage with at least **3** posts from your network → **+ 20% reach**

Respond to comments within **1** hour
→ **+ 20% growth**

No penalty anymore for commenting first on your own post #Engagement

Short comments have half the impact of comments that contain more than **12** words

Every comment you receive will increase the reach of your post
→ **4%** in your own network
→ **3%** in the network of the person that commented

Aim for **1200-1600** characters per post

@ Use **TAGS** wisely!

Any tagged person or company that does not engage slows down the growth of the post

Use **more than 3** and **less than 10** hashtags

+ Create a personal hashtag (still relevant!)

CONSISTENCY is **KEY**

If you post regularly (minimum 2 posts a week) and you **stop** posting for more than a month, the first 4-5 posts will receive about **30% less reach** than before.

TAKEAWAYS FROM THE LINKEDIN ALGORITHM REPORT

Late 2022 Edition

by **Richard van der Blom & Just Connecting**

Edit penalty gone!

You don't need to wait 10 minutes anymore

SELFIES deliver...

▷ **3x** more engagement
▷ up to **2.5x** more reach

LinkedIn analyses the type of content you are consuming and shows you more of it (videos, polls, document posts...)

INFLUENCE YOUR FEED

You will see all new posts from new connections for the first **two** weeks

Liking a post increases the chance of seeing the next post from this author **by 30%**

Commenting on a post increases the chance of seeing the next post from the same author **by 70%** (80% for shares)

Drawn by **Katrin Wietek**
IG: katrin.kristin

Content Ideas

Product in Action



Liked by steffany.rivera and 178 others

taylor.borst Sub-zero product shoots are only worth it when the product is this good. ✨ #ASBxSTORMTECH

Check out our friends at @stormtech1977 for the coziest outerwear (even in -10 degree weather ❄️)
Products featured: Caribou Fleece Jacket & Women's Stockholm Parka



Using my fave
@otterbox tumbler!

Thanks again @b_pechoi
and @jakeatteberry for
your help on this project!



Check out Cap America
for fall & winter headwear!

(Thanks for sending this embroidered
for @americansolutionsforbusiness)

PRODUCT LINK

@capamericas

Unboxing Videos + Photos



Accomplishments



Liked by [steffany.rivera](#) and 180 others

[taylor.borst](#) Is it time for a nap yet? 🥱💤 Three speaking engagements, 18 strategy meetings and so many fun dinners and socials this week! ✅ Really proud of our team and grateful to be in the best industry representing [@americansolutionsforbusiness!](#)



Liked by [steffany.rivera](#) and 114 others

[taylor.borst](#) Thank you, [@brandchaincommunity](#) for this feature in PS Magazine! I appreciate the opportunity to share my take on content and communication strategy for both personal branding and American Solutions for Business!



Liked by [steffany.rivera](#) and 182 others

[taylor.borst](#) So proud to be presented with the 40 Under 40 award from [@saagny_](#). And more than that - to be named among other amazing team members from [@americansolutionsforbusiness](#), Emily Juettner and Rob Shiner. Congratulations to all the winners! 🎉

Events



Taylor Borst is with Ronald Robinson and 14 others at Breezy Point Resort.

6d · Breezy Point · 🌐

ASB Accelerate 2023 has wrapped! I'm continually grateful for this incredible team - not to mention our sales associates and vendor partners who drive our success at [American Solutions for Business](#) 🙌

This event included 28 suite meetings, socials and dinners by the lake, pull tabs, cocktails on the balcony and some really memorable moments with amazing people. We also raised \$5,000 for the [Lakes Area Food Shelf](#) as part of our mission to always support the communities where w... See more



Family Updates



Your Hobbies



Pet Content



Liked by 480promo and 93 others

taylor.borst Who wore it best? 🌟🐕

Thank you to @capamerica85 for this cute, cozy @americansolutionsforbusiness embroidered beanie with faux fur pom!



Liked by steffany.rivera and 134 others

taylor.borst Can someone come pick up their dog? She's getting in the shot... 📸❄️

Check out our friends at @alphabroder @prime_line for some cozy, trend-forward pieces perfect for winter weather!

🌟 Jacket: Threadfast Sherpa 372J
🌟 Beanie: Leeman Pom LG303
🌟 Hoodie: @bellacanvas_wholesale Sponge Fleece 3729



Equipment



Editing Tools

- iMovie
- Movie Pro
- Clipchamp
- Vimeo
- Canva
- CapCut
- InShot

Social Media Posting Checklist

What should you ask yourself before hitting “publish”?

- ☐ Is the primary message of the post clear and featured in the first 1-2 sentences?
- ☐ If it includes a link, is it populating correctly?
- ☐ Is everyone tagged who should be?
- ☐ Check the composition: Is the photo cropped/edited properly? Is anything/anyone in the background that shouldn't be?
- ☐ Would my mom/uncle/mailman understand this post?
- ☐ Do any “characters” in the post need to be explained/introduced?
- ☐ Could this use emojis? Is this post appropriate for emoji(s)?
- ☐ Are hashtags needed?
- ☐ How could this post be misinterpreted (by customers, suppliers, employees)?

Challenge

Create a 30-second video about your experience at Women's Leadership

Post on your platform of choice

#ppaiwlc

#womeninpromo

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