

Brand Marketing: 5 Ways to Market Your Brand Through Public Speaking

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Branding is who you are. It is (or at least it should be) indistinguishable from how you want your audiences to perceive you. Branding is recognition. 😎

It is a way of making sure that customers remember you, want to do business with you, know what you're selling, and are willing to pay a premium for it.

When you think branding, you're probably thinking above the line, below the line, digital and print. What's often overlooked is that effective public speaking is a really powerful tool for building and promoting your brand. Regardless of whether it's you doing the speaking, or whether you've hired a professional, on-message public speaking imbues your brand with power.

Wielding the word

Public speaking is a free and accessible approach to selling your service or product to a new audience. It doesn't just mean giving speeches; it also includes attending mixers, networking events and referrals groups.

Here are **five ways to market your brand through public speaking:**



Public Speaking

1. By presenting yourself as an expert

No matter what niche your business operates in, by virtue of the fact that you are speaking about the industry or on a relevant topic, you will be seen as an expert.

After all, why would you be speaking if you weren't an authority?

Of course, you must have obtained the appropriate experience and useful knowledge, and thought thoroughly and critically about what you have learned.

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At this point, you can **publicly take a position** and orient yourself in the industry through a mixture of factual information and personal experience.

2. By using communication to build trust with your target audience

Despite the fact that public speaking is a monologue (you speak, the audience listens), when executed correctly, it can build a significant amount of trust with your target audience.

However, the only way to achieve this is by **being genuinely interested in helping your audience and ensuring your focus remains on the needs of your listeners**. From this point, you can then structure your message and delivery to ensure this focus maintains clarity.

Not only will this help, but **trust is also massively amplified by seeing someone face to face** and feeling the emotions and senses that come with that rapport. To gain a better idea and understanding, you can observe how an in-demand professional speaker or presenter does it.

3. By ensuring your brand creates a memorable impact

Public speaking gives you a fantastic opportunity to make your brand memorable. Thanks to online videos, what you say during these events and how you convey your brand can be absorbed by millions of people for a long time after you have finished the speech.

By ensuring your public speech is memorable, then your brand will be remembered as well. Take some risks and do creative content writing, and you may just find your speech being fervidly searched for online (people know a quality read when they see it) and your audience purposefully making their way to your website and social media profiles.

4. By taking advantage of opportunities for networking

Standing in front of a room full of people means that you are being seen and introduced to a vast number of people at once — an audience size that would be impossible to recreate in another scenario.

While attending networking events can be nerve-wracking, and public speaking even more so, you just need to keep in mind that networking is all about **establishing connections and building relationships**. You shouldn't walk in there with the goal of throwing your business card at anyone and everyone.

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In fact, whether you are on stage or circling the room, the manner in which you present yourself during these events is how people will remember you and your brand.

So, it is in **your best interest to make a sincere effort to get to know people** and find ways to be a resource to them.

5. By providing value to your audience

There is no better way to market your brand than by providing essential value to your audience.

By **listening to your public speaking**, the audience will be able to get “it” (i.e., insightful knowledge on the particular topic). Perhaps you will motivate them, or provide them with inspiration or ideas, to help them enrich their own lives or businesses.

Regardless of what the topic or message is, by providing value to your listeners through public speaking, your audience will become aware of you and your brand. They will be **grateful for the wisdom you have imparted to them and will remember that** when they make a consumer decision.

Channeling the power of words

Undoubtedly, the most successful business people are the communicators. **If you don't speak up about your brand, then no one is going to know what you have to offer, and you will be left behind.** If you want to market your brand effectively, you need to dive into the world of effective public speaking. 😊