



How to Make the Most of Your Brand

Since the Internet revolution and the emergence of social media, the way companies interact with their customers has drastically changed. As such, many brands are finding themselves in limbo – trying to figure out how to leap into the new world of content marketing while still remaining true to their essence.

Similar to the last few years, 2015 has already had new developments in communication strategies that affect the way companies reach their audiences – and that trend is expected to continue. As PR enthusiasts, WildRock is pumped about the opportunities – and changes – that are anticipated this year! Below are three tactics for brands to incorporate in 2015 – if you haven't already:

1. **Visual Content:** According to [Hubspot](#), all major social networks have increased the prominence of visual content. From infographics, to videos, to images, visual communication is a fast and effective way for companies to get their message across to their audiences.
2. **Mobility:** Smartphones are here to stay (until smart watches take over, that is). [Statistics](#) show that 64% of U.S. adults own a smartphone, and of those, 7% are "smartphone-dependent" relying solely on their smartphone for Internet access. What does that mean for you? If your webpage isn't mobile-friendly, you may be losing out on reaching key audiences.
3. **Expand Your Social Network:** As visual communication and short-lived messaging gain more prominence, companies have begun expanding beyond Facebook and Twitter as their social media go-tos. Apps including Instagram, Vine and Snapchat are becoming a priority for many brands. Consider the target audience you're trying to reach, and then research whether expanding into other social media platforms would be an effective strategy for your company.

At WildRock, we enjoy seeing the cultural changes of communication and adapting to them. [Contact us](#) today to see how we can help you make the most of your PR and marketing strategy.