

BRANDING COHESION + SOCIAL MEDIA TRENDS

What Customers See First

& What to Do About It

North Myrtle Beach Marketing Summit 2026

Lauryn Peterson

miles
PARTNERSHIP

With You



Lauryn Peterson
Miles Partnership



**YOU ALREADY HAVE
A BRAND**

**You just might not
be controlling it.**





Brand ≠ Logo

Brand = Perception

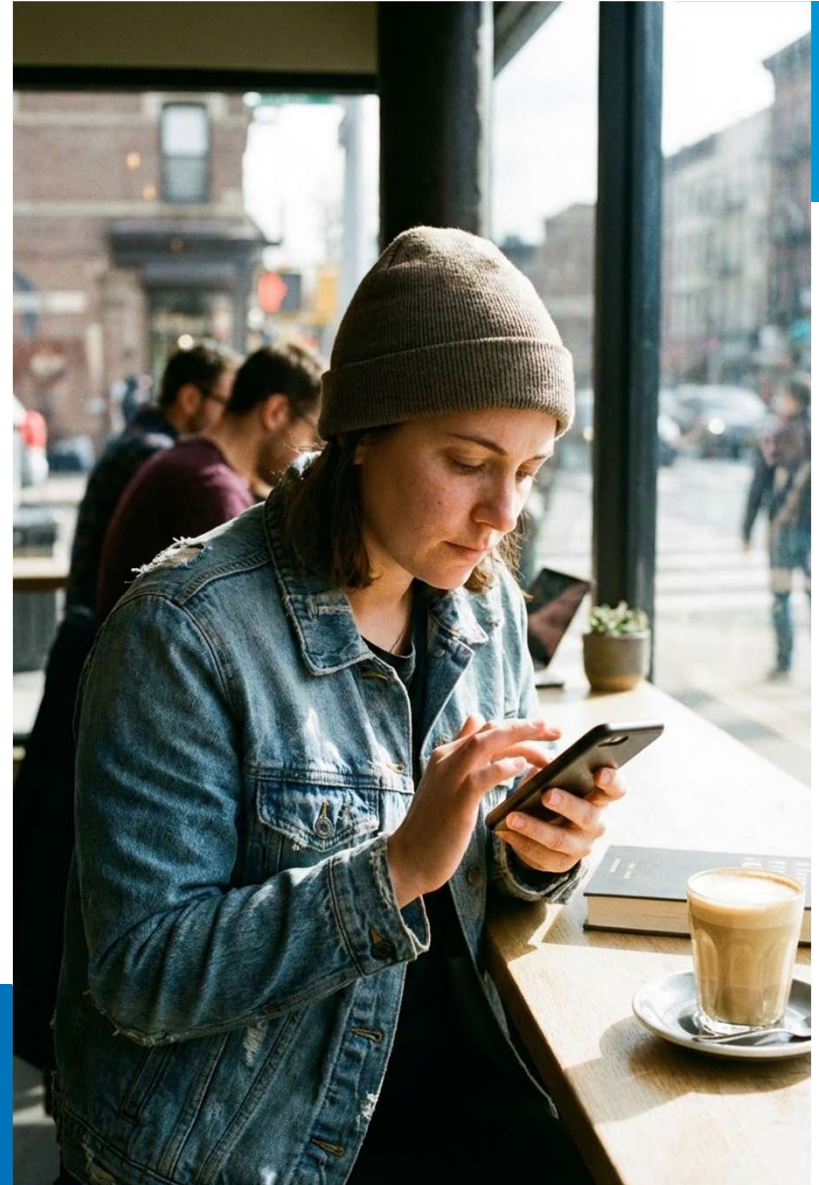


5 Second Test

Look at your:
storefront/signage, website
homepage, social grids,
Google listing

**Would someone know in
5 seconds:**

- » What you offer?
- » Who it's for?
- » Why it's worth it?



COMMON ISSUES...

- » Signage that is upscale... but interior experience is casual
- » A wonderful in-person experience... but the website feels outdated
- » Social is trendy... but business feels different or inconsistent experience
- » Trying to appeal to everyone...



Examples of
**Strong
Branding**



"My pleasure."



No trash in sight.



Fully charged devices.



"Just do it."



Just water.



THE RITZ-CARLTON®

"Ladies & gentlemen
serving ladies & gentlemen."

POSITIONING

We are the _____ for _____.

- “Best casual seafood spot for families”
- “Affordable beach rentals for groups”
- “Upscale spot for date-night dining”



POSITIONING

The "Only" Statement. *"We are the ONLY [Business Type] in North Myrtle Beach that [Unique Feature] for [Specific Audience]."*

- "We're a great seafood restaurant."
- "We're the only seafood spot in NMB where families can get fresh catch and be in and out in under 30 minutes."



EXPLORE
NORTH MYRTLE
BEACH



Brand Consistency Check



Quick Wins

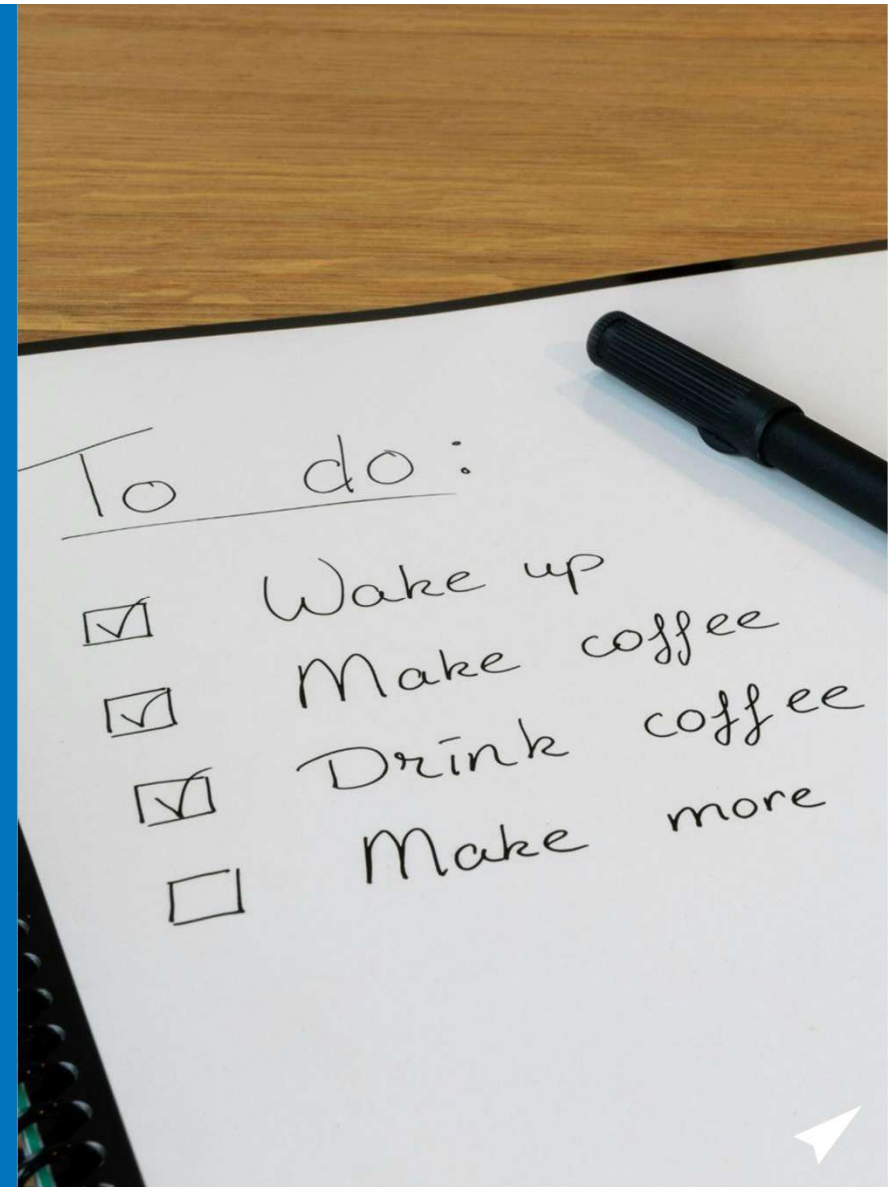
USE » real images of your business

ENSURE » Google listing matches brand

UPDATE » outdated signage & visuals

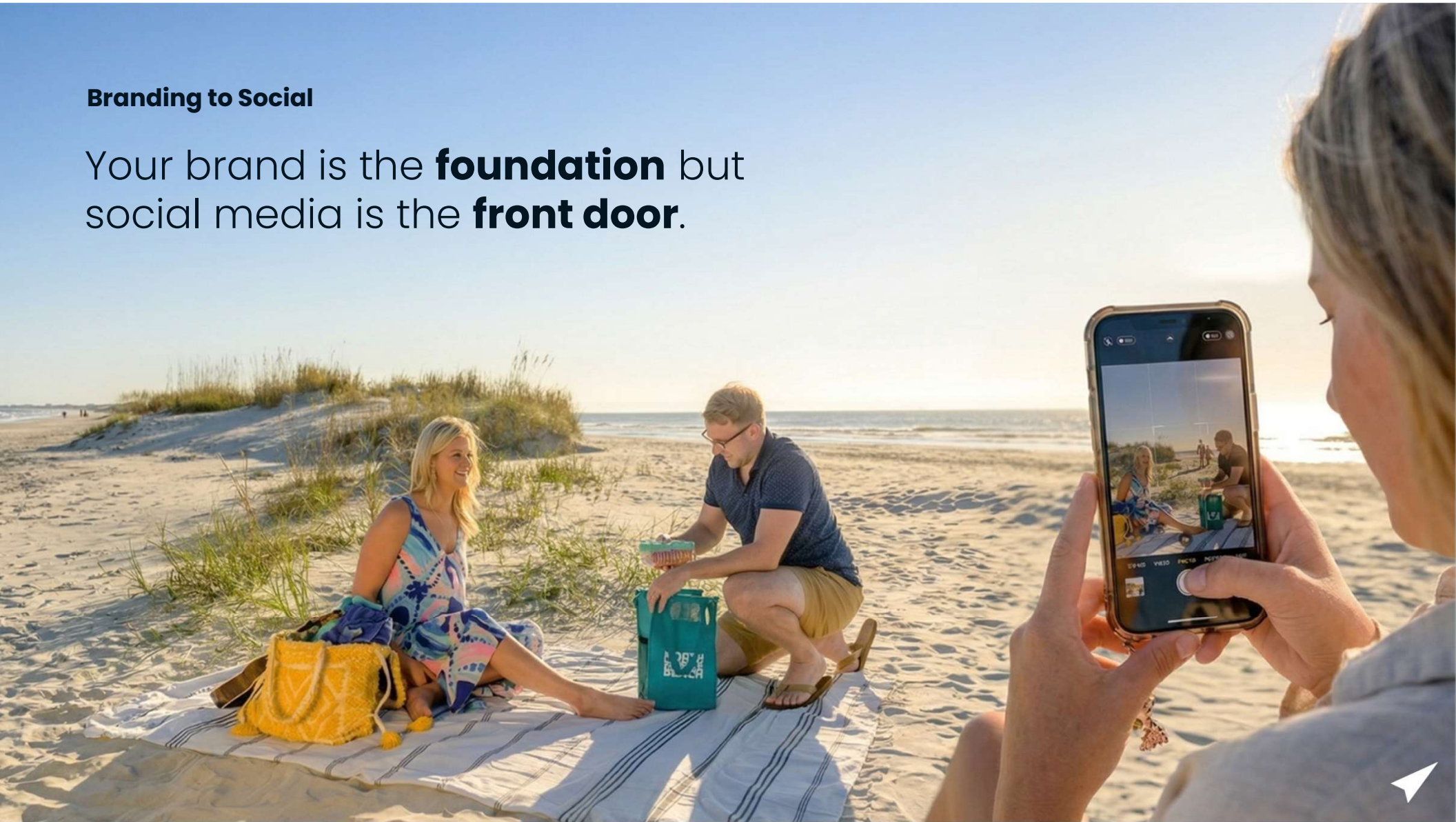
ALIGN » tone across website & social

MAKE » your offer clear



Branding to Social

Your brand is the **foundation** but social media is the **front door**.



Social has changed **HOW** people actually decide



Search on Social:

Reddit
TikTok
Meta
YouTube



Then look at:

Website



And, book.

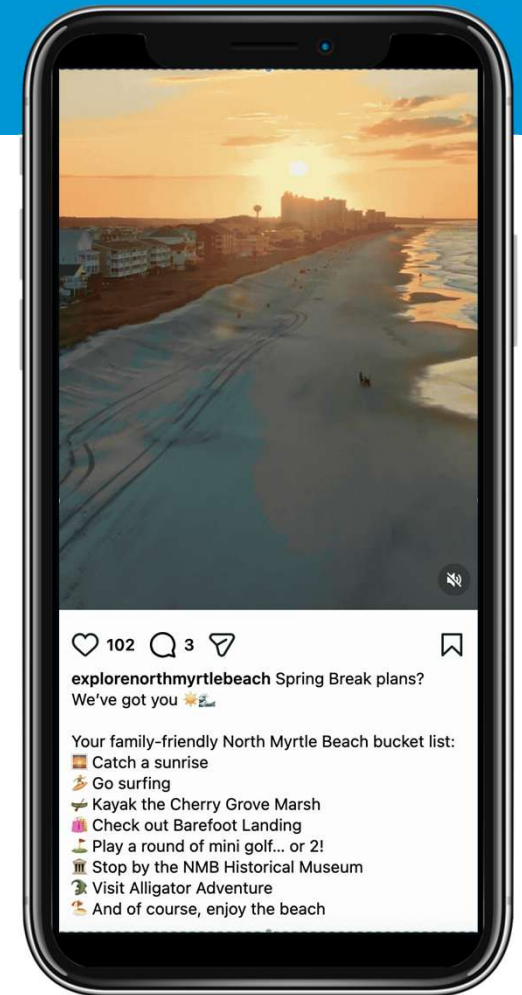
*40% of Gen Z (and increasingly Millennials), search social
before Google.*



TREND 1: SOCIAL IS THE NEW SEARCH ENGINE

Treat your captions like SEO

Put your keywords in
the first 2 lines of
your caption and in
the on-screen text.



TREND 2: The Reddit "Validation" Layer

reddit is the new source of truth & expands reach

76%

believe Reddit posts are more honest and truthful than on other social platforms.

88%

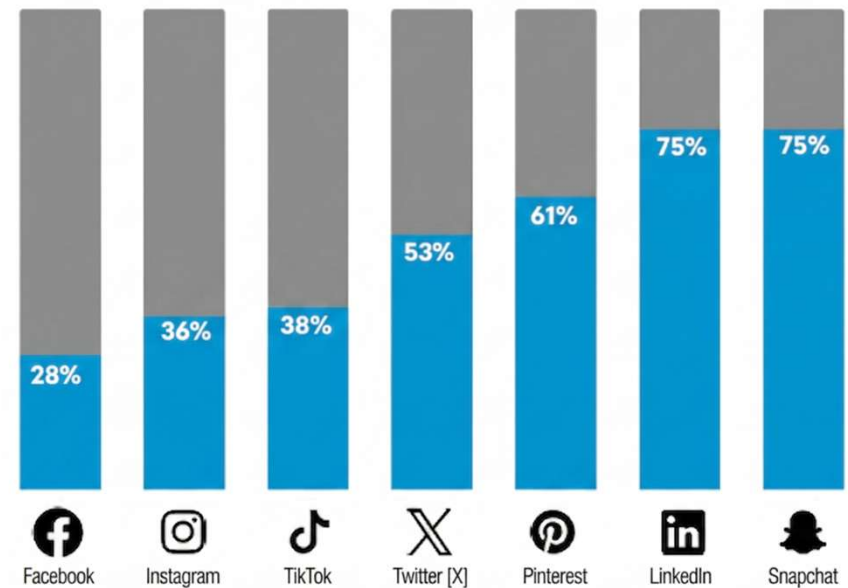
of social media users are turning to Reddit for purchase decisions.

Reach

the "invisible" user.

US Unduplicated Reach:

% of US redditors are not on these platforms



440M+ Weekly Active Users



Reddit's Role in AI Search

reddit is powering search

Human answers matter to Language Learning Models: LLMs rely on community-driven content to generate accurate, relevant answers

→ #1 cited source

→ AI licensing deals - Reddit content trains and therefore is cited more by the top LLMs like, ChatGPT, Google Gemini, and Perplexity.

→ Benefit for brands - Because it is powering search, Reddit can drive quality referral traffic and help your brand appear more in AI-generated answers.



Reddit 101: The Basics

People seek answers on reddit because it's made of communities where the conversations are different.
Here's how it works:

Communities (subreddits or r/) are what users subscribe to based on interests

Moderators run each community and enforce their specific community rules (that everyone, including businesses, follow)

Users (Redditors) contribute via posts (as "OP") or comments – most users are anonymous which is why Reddit conversations are so honest

Voting determines visibility – upvotes push content up and downvotes lower it

The Home Feed displays posts from the communities that a user has joined and recommended posts, meaning users see an interest-based feed



“How to Win”
**Engage in
3 Steps**

Key Insight: reddit hates "Corporate Speak."
It values Transparency and Utility.

1. Track & Listen (Lurk Phase)
Search your business, competitors & area
2. Join Conversations (Comment Phase)
Answer questions. Share insights. **Be helpful.**
3. Create Content (Post Phase)

90/10 Rule: Provide 90% value (answering local questions) & only 10% self-promotion.

Pro Tip: Set up a 'Reddit Pro' account for free



EXAMPLES IN ACTION

Expertise Without Pitching

Austin Tree Amigos posted **detailed guidance** in their local Austin subreddit **about which tree species work best for the city's unique climate**, and helped local homeowners make **more informed planting & landscape decisions**.

r/Austin · 4 mo. ago
austintreemigos

Monterrey Oak is the FUTURE of the Austin Urban Forest

JUNE 2024

The Monterrey Oak tree is now EIGHT years old and is almost double the height of the home

Turkey Fig

austintreemigos OP · 4mo ago · Edited 4mo ago

Monterrey Oak (*Quercus polymorpha*) is quickly being planted all over Austin and for good reason. Monterrey Oak has the incredible attribute of being extremely drought tolerant, and being able to take massive advantage of heavy watering. The following is a Photo Journal of a Monterrey Oak sapling that I planted in 2016. The growth of this tree is almost unreal for an Oak in Texas. Not all Monterrey Oak saplings will grow this fast, but this is documented evidence that they can in the right conditions.

There are a few contributing factors that I think helped this tree skyrocket.

1. The tree was planted extremely small so the taproot was fully intact and allowed to grow deep, quickly.
2. All of the rainfall that hits this side of the roof finds its way to this tree. My gutters were very leaky and all of the rainfall was channeled to this area.
3. The home sheltered the tree from the high heat of the afternoon sun while it was establishing.
4. The lower canopy was left fully intact and only minor roof clearance and wall clearance pruning was performed
5. The tree was closely monitored by a Board Certified Master Arborist.
6. There are relatively deep soils at this location which allows for a deeper and larger root system

EXAMPLES IN ACTION

Openness Builds Credibility

Victura hosts an **Ask Me Anything (AMA)[®] session with their CEO Peter Tante** ahead of a critical game launch, **answering questions honestly, openly, and engaging directly with game feedback.**

←  r/Games · 8 mo. ago
SixDaysGame · Official Six Days in Fallujah - CEO

[AMA] I'm Peter Tamte, CEO of Victura on Six Days in Fallujah. Ask Me Anything!

Verified AMA

EDIT: Thank you all for the questions!! I'm signing off for now, and I'll try to answer any questions that come through afterwards. Have a great weekend, all.

Hey r/Games!

I'm Peter Tamte, CEO of the company making and publishing Six Days in Fallujah. We just released our "Command and Control" Update this past Thursday, on the 20th anniversary of the Second Battle of Fallujah.

Six Days was conceived by a Marine who was badly wounded in the battle. It was cancelled back in 2009 due to controversy and then revived a few years ago. By letting you participate interactively in the true stories of the dozens of Americans and Iraqis who've helped us make this game, we hope to present a far more realistic look at war, as well as the events in 2004 that shaped so much of how our world works right now.

Steam: https://store.steampowered.com/app/1548850/Six_Days_in_Fallujah/

Release trailer: https://youtu.be/UiX2tMJ_gYA

Discord: <https://discord.gg/SixDaysGame>

I'd like to share context around our content update, as well as why we're making a game like Six Days in Fallujah in the first place.

If you have questions, I'd love the opportunity to answer them. I'll begin at 1 PM ET (6 PM UTC) until 2 PM ET or so. It's possible I'll circle back around tomorrow to wrap a few more up. Thank you to the moderators of [r/Games](#) for the opportunity.

EXAMPLES IN ACTION

Brand-Building in Public

Keith from Sonos **noticed a user asking if** their second-hand Sub Mini **would work with a missing protective part**. Sonos reached out to their Lab Team to check, **reported back their findings to the redditer, then had their Lab Team mail a replacement part** anyway so the redditor could protect their device.



KeithFromSonos · 2y ago

Sonos Employee

Top 1% Poster

Topless Sub Mini 🤔🤔🤔

I'll ask around but that *has* to impact the sound in some way...



1



Reply



KeithFromSonos · 2y ago

Sonos Employee

Top 1% Poster

Turns out that the top cap has no effect on the sound profile! In that case, it really doesn't matter what you cover it with. I'd probably still cap it with something though - just to keep the dust bunnies out.



4



Reply



“How to Win”

Reddit Paid Ads

Paid Ads Creative Best Practices

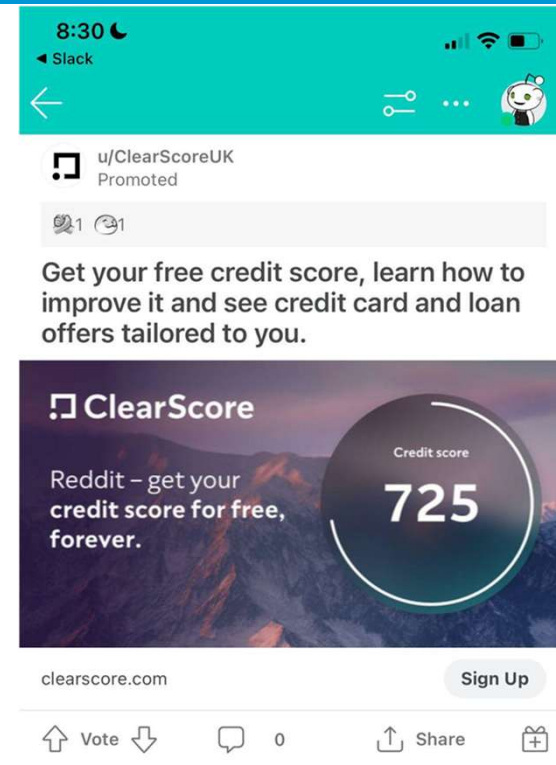
1. Build for Mobile
2. **Be a Brand**
3. Reddit like Reddit
4. Show & Tell
5. Be Prescriptive



Design for the Reddit Scroll

Build for Mobile & Lead with Branding

- **4:5 video or 1:1 images** yield a **54% lower CPA**
- Add **closed captions** for sound-off consumption & **90% higher** median revenue
- Drive CTR performance **32% higher with text overlays**
- Add **logo in top-left** to boost more positive outcomes in **Brand Awareness 2.4x & Action Intent 2.3x**

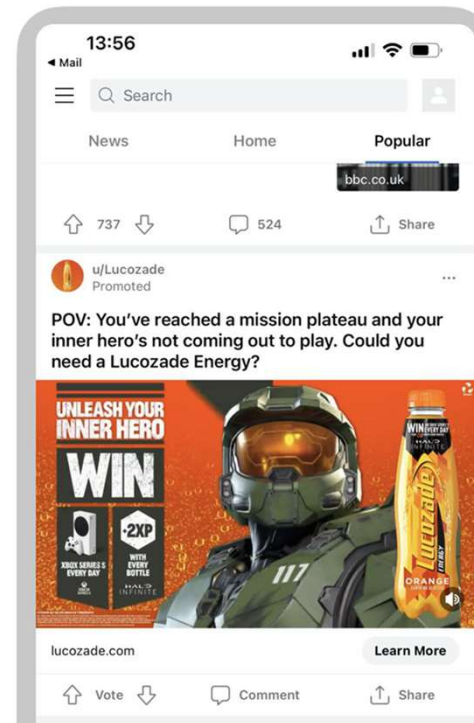


Speak the Reddit Language

Speak "like a Redditor"

- Explore **shorter headlines** (<150 characters) and **longer videos** (up to 60s) for **best performance**
- Incorporate "**Redditisms**" ("ICYMI", "TIL", "TL;DR") to drive **201% higher** median revenue and a **70% lower CPA**

Pro Tip: Get to know your audience & their Redditisms by exploring the communities you're targeting. You'll pick up Redditisms in no time!



Drive Reddit Action

Show & Tell AND Direct

- **Show product or benefits** to add value & **1.7x higher CTR**
- **Deals messaging** yields **24% higher CTR**
- Adding **CTAs in headlines** drives **1.3x lift** in Action Intent


 u/AdrenalineAU Promoted

Hey Reddit, don't want to get caught out on r/idiotsincars? Try refreshing your driving skills...Book a defensive or advanced driving course near you.

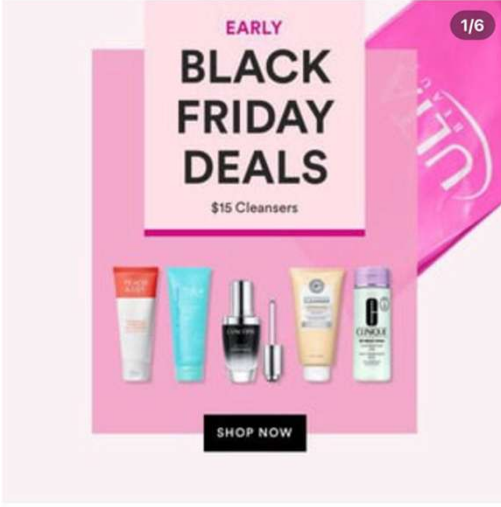


adrenaline.com.au [Shop Now](#)

 Vote   0  Share 






 u/ultabeauty Promoted

The deals can never be too early in our opinion. Get these Early Black Friday deals for up to 50% off, three days only.



Shop Early Black Friday Deals [Shop Now](#)

ulta.com [Shop Now](#)

 Vote   0  Share 



TREND 3: Short-Form, Vertical Video

1 FORMAT TO DISTRIBUTE ACROSS 3 GROWTH ENGINES



Serendipitous Discovery Finding new “Curious Detours”



Search-Led Discovery Actively searching a topic



Social-Led Discovery Engaging your existing base



Best Practices

short-form video

Show people & reactions/feelings

Use POV “walk with me”

Keep it fast & short (15–30s)

Add audio, but also text overlay

Make captions count

PRO TIP: Make Scroll-Stopping Thumbnails to increase clicks and improve your video’s performance.



TOP VERTICAL VIDEO CONTENT FORMATS

Hidden Gems



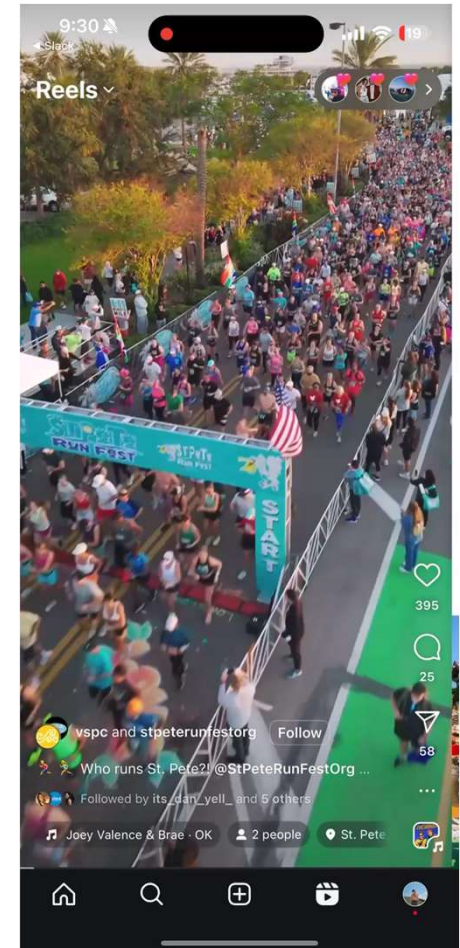
POV's



Listicles / Round-Ups

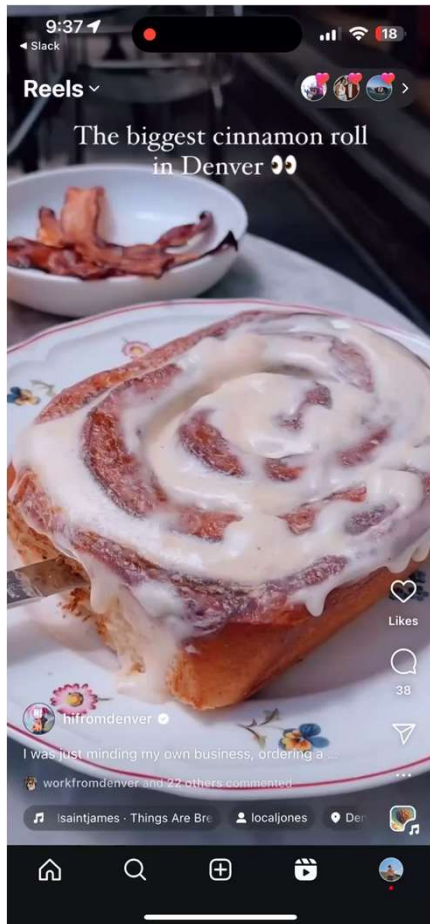


Drone



TOP VERTICAL VIDEO CONTENT FORMATS

Foodie Features



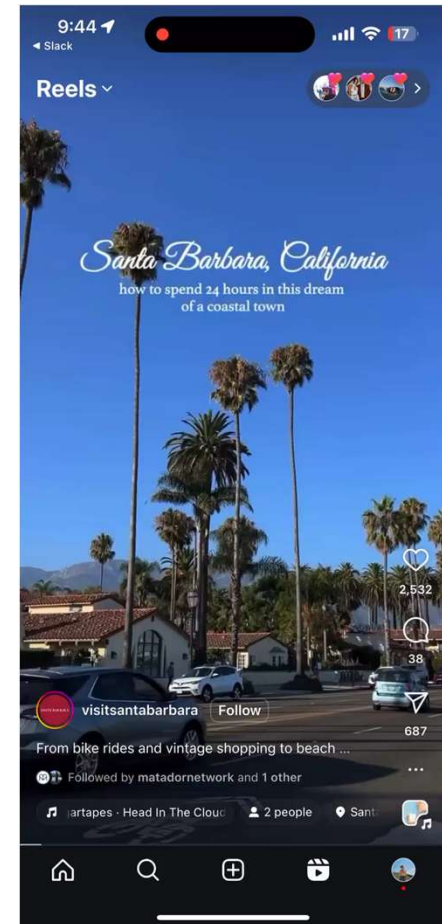
Satisfying Nature



Behind the Scenes



Itineraries



Your Action Plan

The Brand Check: Does your social "voice" match your in-person experience?

The Social Search Check: Audit your first two lines of social post captions — are they searchable?

The Reddit Check: Search your business name on Reddit today. Listen to the conversation.

The Video Check: Pick one piece of existing horizontal video or 5 photos and turn them into a vertical video. Simpler, pick one reel on Meta and repurpose to YT Shorts & TikTok.



BRANDING COHESION + SOCIAL MEDIA TRENDS

What Customers See First
determines if they choose you.

miles
PARTNERSHIP



**THANK
YOU**

