

5 TIPS FOR BOOSTING YOUR DIGITAL PRESENCE





ABOUT FORTISSIMO MEDIA



01 PERSONAL BRANDING



Your brand is what people say about you
when you're not in the room.

JEFF BEZOS



VALUES

PROFESSIONALISM

AUDIENCE





QUESTIONS

Identify your values.

Which words would you use to describe yourself?

Highlight the elements of your personality.



02 CONTENT

A dimly lit orchestra rehearsal scene with musicians silhouetted against bright music stands. The text 'CONTENT CALENDAR' is overlaid in white.

CONTENT CALENDAR

PLANNING

DEDICATION


QUESTIONS

Make a list of 3-5 topics to create your first calendar content (debut, anniversary, topic you're passionate about) and create a weekly calendar that ensure that your posts are consistent.



03 REPUTATION



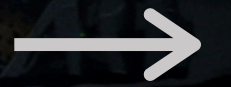


It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you'll do things differently.

WARREN BUFFETT



04 COMMUNITY

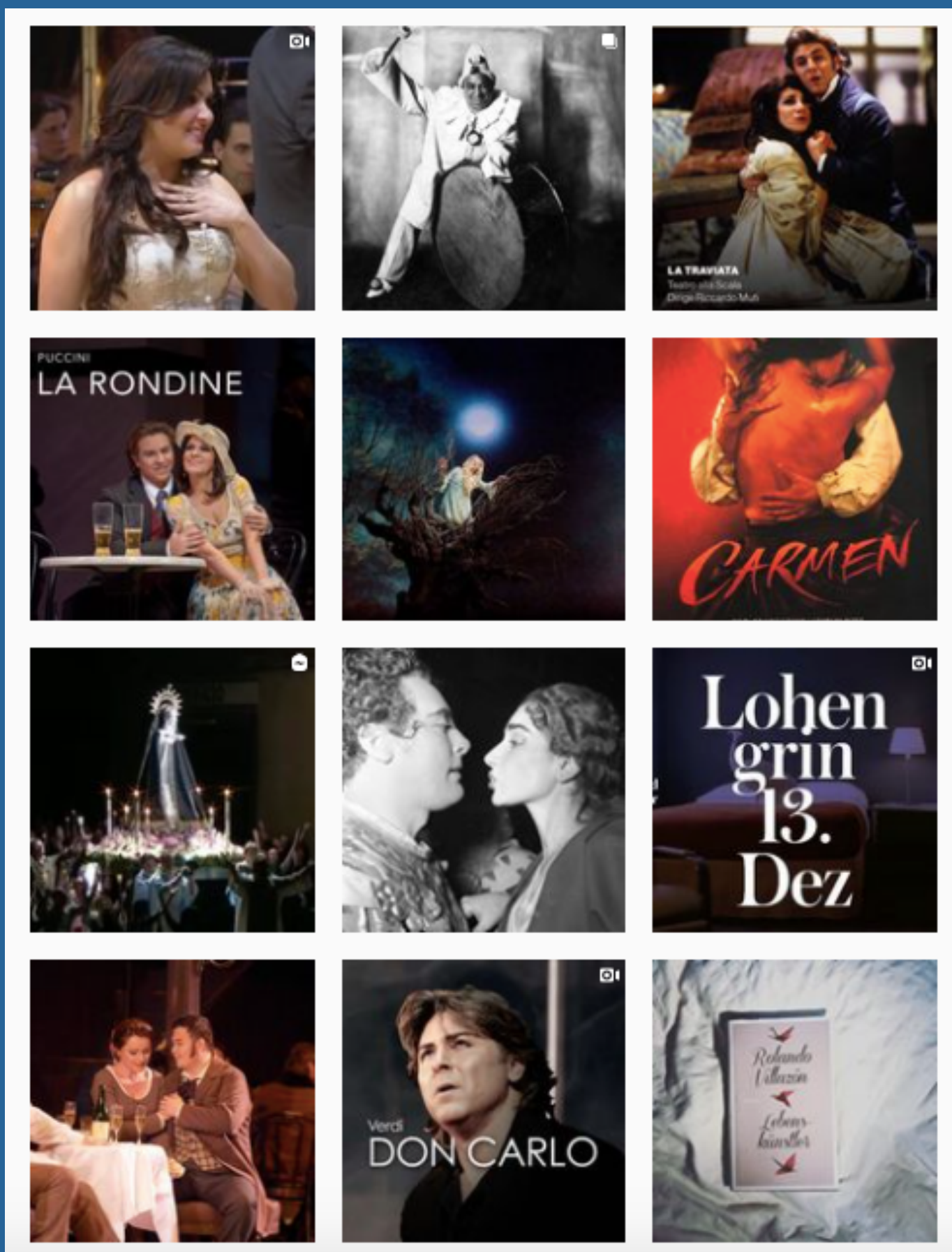


ffMEDIA

A wide-angle, high-angle shot of a grand, ornate opera house. The audience, consisting of many young people, is seated in the red velvet seats of the main floor and the lower balconies. The architecture is highly decorative with gold leaf accents and red velvet curtains. The stage is visible in the background, framed by a large, ornate archway. The lighting is warm and focused on the stage.

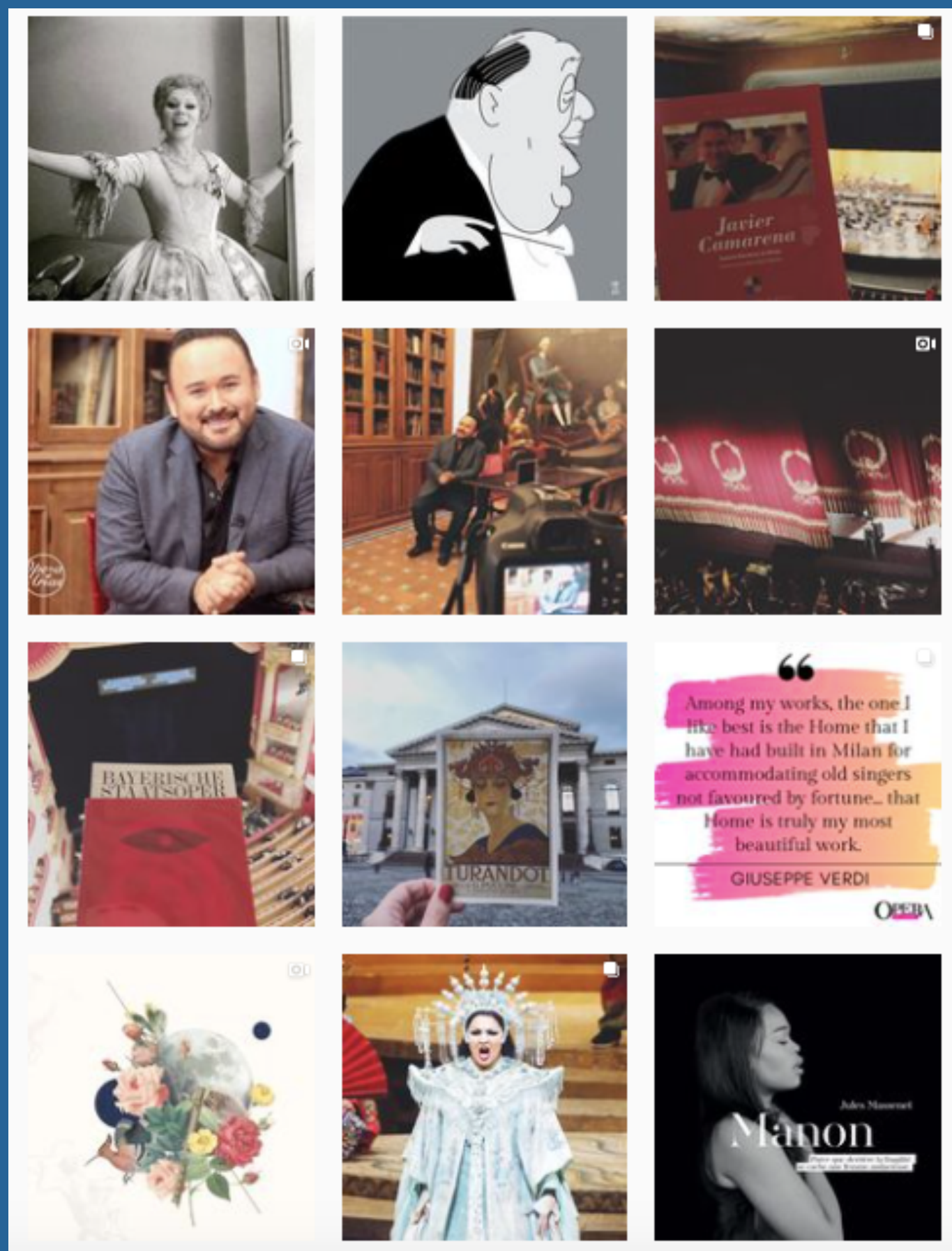
DE JUVENILIA

European Network of
Young Opera Friends



OPERA

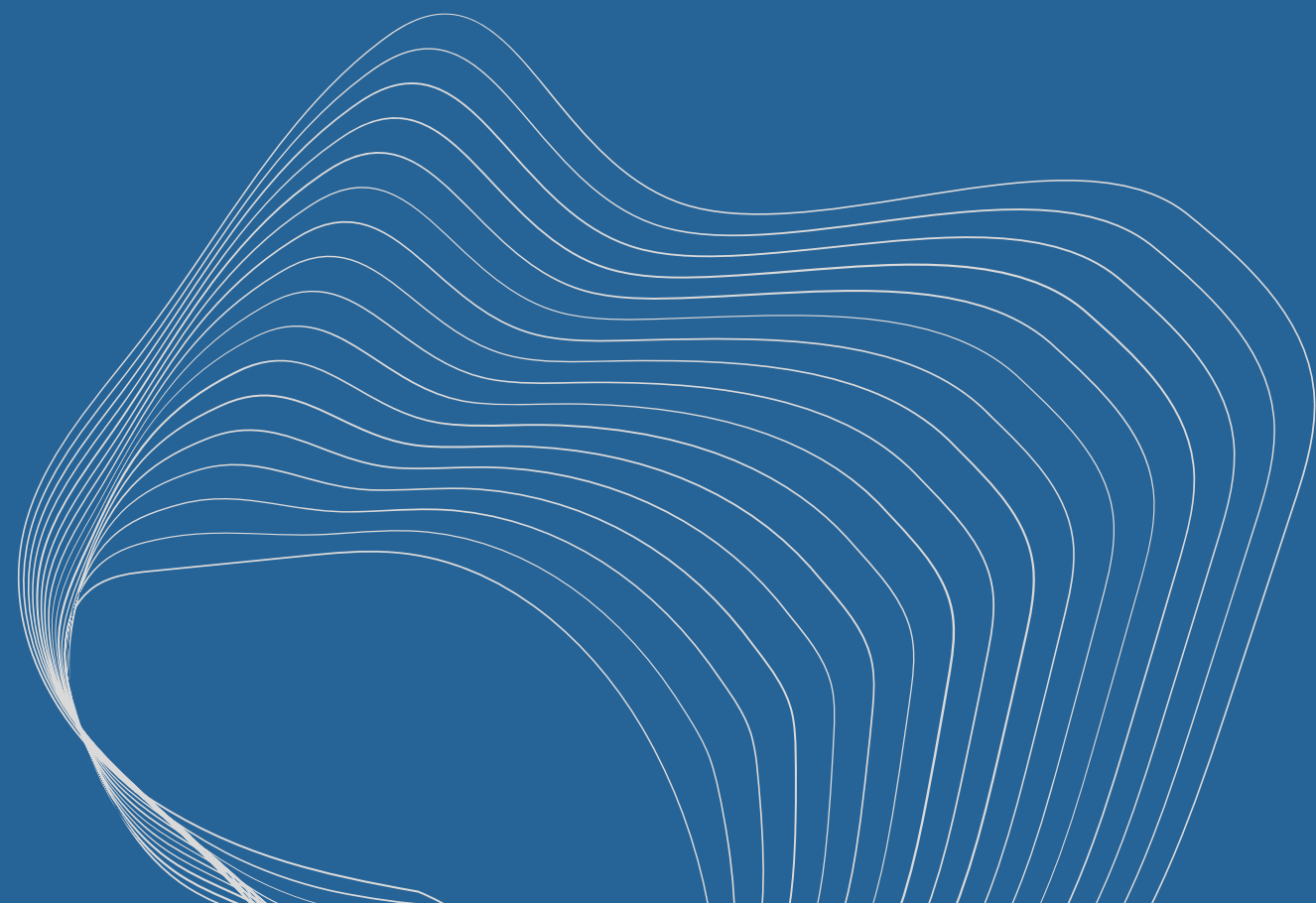
IS COOL



— *México lindo y querido*
Juan Diego Flórez.



— Juan Diego Flórez in Mexico (2017)



QUESTIONS

- What does your target audience like to do?

Describe the people you most want to reach on social media.

- What kind of content does your audience tend to engage with?

05 CREATIVITY

***TIME MANAGEMENT**



*ff*MEDIA

THANK YOU!

FORTISSIMOMEDIA

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