

## Branding

“Finding your USP” <https://fabrikbrands.com/how-to-find-your-unique-selling-point/> This article is long and in-depth and everything people on Reddit hate, but it has a lot of fantastic info so if you only read one thing from my list, read this.

“Brand strategy” / “brand marketing” - <https://blog.hubspot.com/blog/tabid/6307/bid/31739/7-components-that-comprise-a-comprehensive-brand-strategy.aspx> Simple article that talks about things like consistency across social media, employees (ie mods) being on the same page, etc etc).

<https://www.articulatemarketing.com/blog/strengthen-your-brand> A look at branding from a slightly more consumer-centric POV.

## Social media

“Twitter marketing guide” <https://blog.hootsuite.com/twitter-marketing/> I like this one as it covers some absolute basics as well as giving you a jumping off point for more advanced strategies.

“Instagram marketing guide” <https://www.hubspot.com/instagram-marketing> This is really long, and again starts off with basics so you can probably skip that part. Has some really good info further down though!

“YouTube marketing guide” <https://www.wordstream.com/blog/ws/2018/09/20/youtube-marketing> Written for beginners, but I suspect there’s something in here for everyone.

I tried to find a useful link about keeping to a social media schedule, but everywhere was too wordy or salesy. So allow me to sum up:

1. List out the types of posts you’ll be making (ie self-promotion, curated news, viewer-generated content, however you want to categorise).
2. Decide how often you’ll ideally want to post on each platform.
3. Figure out a ratio between your categories (for example you want self-promotion to be a relatively small % of what you post).
4. Keep a list of content ready to post.
5. Stick them in a calendar, scheduling tool or whatever other thing keeps you organised.
6. Profit.

## Content Marketing

<https://neilpatel.com/what-is-content-marketing/> A super in-depth look at what exactly “content marketing” is and how it applies to all sorts of industries.

This is a huge topic so I'll leave it at one link and you can look up any concepts or methods that particularly stand out to you from there.

## **Networking**

I couldn't find a good article on this that was recent and / or relevant, and it's too hot to search more, but basically there are two approaches here:

1. Form genuine friendships with your targets (in this case probably other streamers) by interacting and supporting them, and grow together as a group. OR...
2. Provide enough value that you're able to directly contact someone to ask for what you want (a sponsorship, a raid from a big streamer, etc) because you're able to offer them something in return. And of course, this all comes back to your USP...what exactly are you offering?

If anyone has any useful links that I can edit into this part, do share!

## **Last but not least, some streaming-specific links**

StreamersGuides <https://streamersguides.com/> - a great blog with articles and videos on basically every aspect of streaming

Gaming Careers (YouTube)

[https://www.youtube.com/channel/UCIx4eJ\\_EP9MJdz19JUjKD1w](https://www.youtube.com/channel/UCIx4eJ_EP9MJdz19JUjKD1w) What it says on the tin.

Alpha Gaming (YouTube)

<https://www.youtube.com/channel/UCATWC1JSIhzmYeDbjnS8WwA> You already know this channel, but I added it for completeness because it's great.