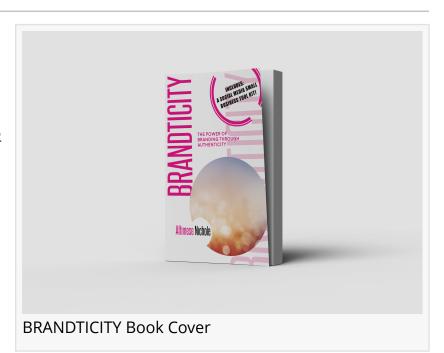


BRANDTICITY BRINGS AUTHENTICITY BACK TO SOCIAL BRANDING

Authentic Branding with Practical Insight

BLUFFTON, SOUTH CAROLINA, UNITED STATES, August 9, 2018 /EINPresswire.com/ -- Hilton Head, SC-August 7, 2018 - Altimese Nichole sets to debut her first book, <u>Brandticity: The Power of Branding Through Authenticity</u>, which clears the path of noise within the digital landscape while highlighting tips and tricks for small business owners and entrepreneurs.

Brandticity is the first within its series, written and released by Altimese Nichole that bridged the gap between personal branding and the impact of owning one's brand on social media platforms.



"My goal is to encourage my readers to embrace their idiosyncrasies, especially on social media," says Altimese. "There is so much clutter online. Owning your personal brand by sharing your gifts with the world is one guaranteed way to stand out, especially considering there is only one you."

Brandticity includes a Social Media Small Business Toolkit for entrepreneurs who understand the importance of a digital presence yet remain unclear on the best strategies and tools for the most prominent platforms, including Facebook, Instagram, Twitter, and Pinterest.

As a new author, Altimese has ten years of experience in the public relations and marketing profession, previously working with reputable companies like CNN, Cartoon Network, and YP (formerly known as Yellow Pages). Through the industry lens, Altimese shares best practices for each platform and updated editions will release as social media continues to evolve.

Brandticity is now available for on Amazon.com and the website, <u>www.altimesenichole.com</u>.

About Altimese Nichole

Altimese Nichole is CEO & President of Altimese Nichole Enterprise, LLC (ANE, LLC), which specializes in digital brand coaching, public relations support, and strategic brand development for small business owners. Services to small business owners include talent and event support, brand consulting, and publicity exposure. Go to www.altimesenichole.com to learn more.

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Altimese Curry Altimese Nichole Enterprise, LLC

5408098059 email us here

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