

The One Page Down and Dirty Social Media Guide

Goals of Social Media

Position you and your company as the authority in your given space and niche

- Starts conversations with prospects
- Educates audience on your products, cause, etc.
- Relays valuable information
- Builds relationships
- Creates platform for feedback

What is a Social Media Strategy?

A social media strategy is a plan of how you will use social media to help your company achieve its business objectives. Increase traffic, gain more followers, sell more products, increase customer satisfaction and brand loyalty, generate leads, etc.

12 Ideas of What to Post

- Expert tips
- Highlight employees
- Photos, photos, photos!
- Humor
- Testimonials
- Repurpose other's content
- Contests
- Fill in the blanks
- Ask a question
- Cross promotion
- Motivational quotes
- Videos

Be Social

- Be part of the conversation
- Give them a reason to keep reading
- Invite interaction
- Encourage sharing
- Make yourself visible
- Get likes, shares, comments, retweets

Make sure your content:

- Entertains
- Supports a cause
- Connects with others
- Gets people involved

Desired Outcome

- Get ATTENTION
- Stir INTEREST
- Make them want MORE

Know your Authentic Voice

- Do you use humor?
- Is a serious tone more effective?
- Are you inspirational?
- Are you sarcastic?



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