

GROWING YOUR BUSINESS USING **SOCIAL MEDIA**





**Billions (yes, billions) of people
visit social media websites each day.**



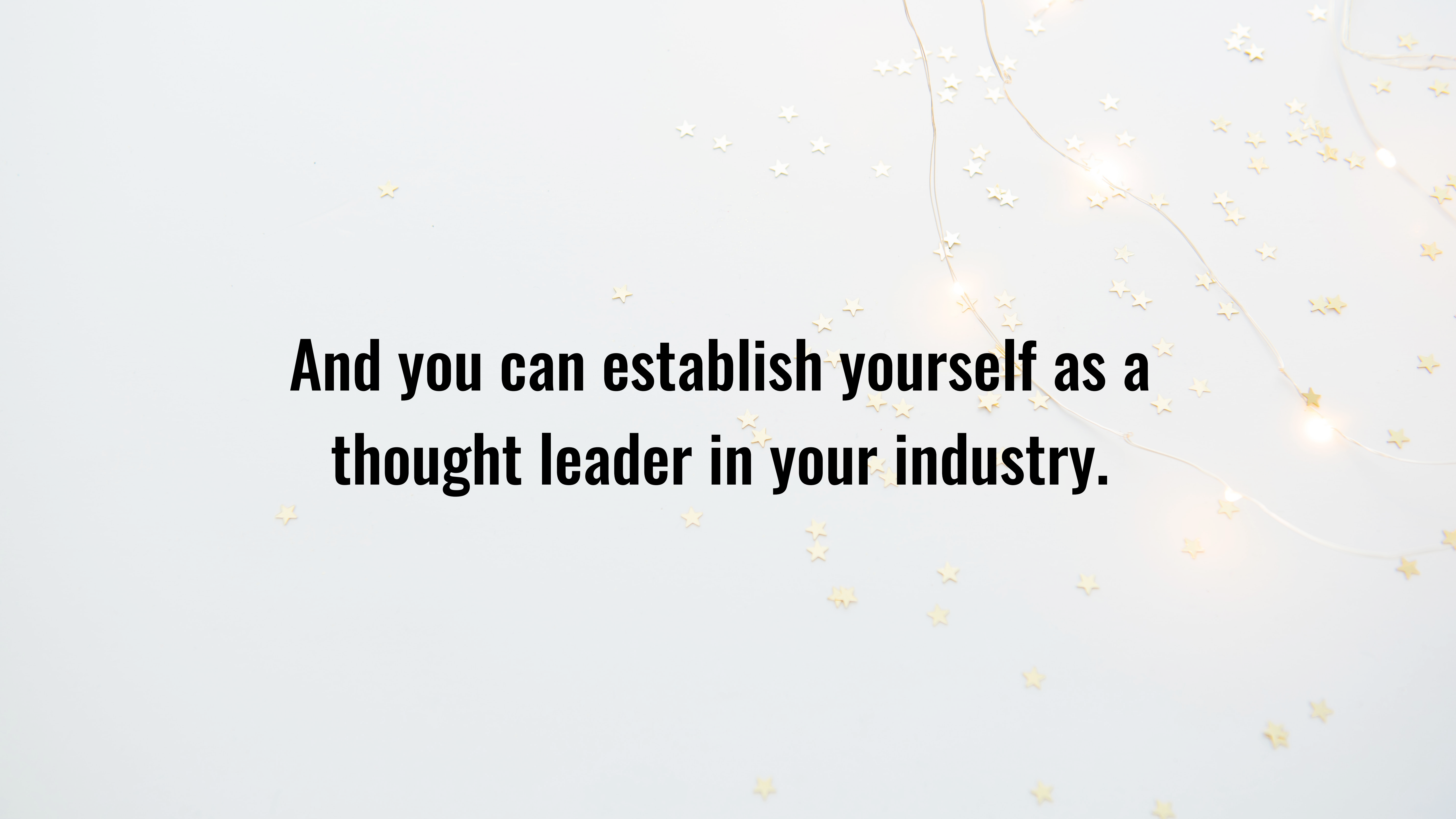
**Social media is one of the most
POWERFUL ways to grow your business.**



Social media allows you to attract new customers and connect with audiences that you never would otherwise.



You can get your brand in front of a vast audience.



**And you can establish yourself as a
thought leader in your industry.**

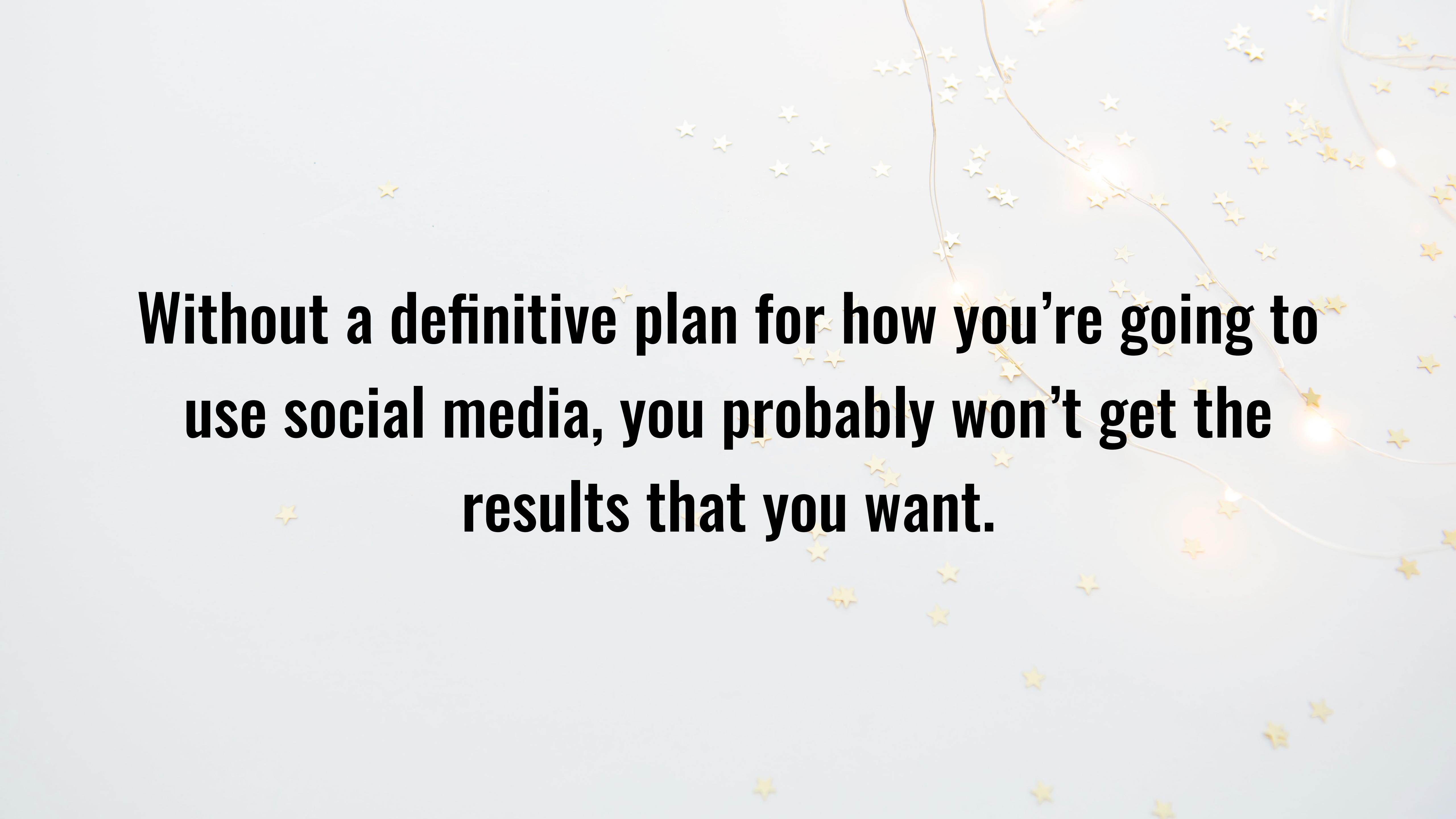
This raises some important questions:

- What is the best platform to use?
- What tactics should you use to be seen by the most people?
- Are there certain types of content that perform better than others?
- How can you regularly post content?
- What etiquette rules do you need to follow?






In order to build your business through social media, you need to have a strategy in place.



Without a definitive plan for how you're going to use social media, you probably won't get the results that you want.



**In this workshop, you'll discover an effective
step-by-step social media strategy for building
your business.**

Step #1: Choose Your Platform(s)



In order to do this, you need to know your audience

- Where do they spend most of their time when it comes to social media?
- Where do they like to interact with brands and businesses?
- What sites influence them to purchase?
- Who are the biggest influencers in your space and what platforms do they use?





You want to be where your audience is.



**If you publish primarily on platforms where they
don't spend their time, they'll never engage with
what you post.**



**If you don't know where your audience spends
most of their social media time, simply ask them!**



**Which of your posts have gotten
the biggest response?**



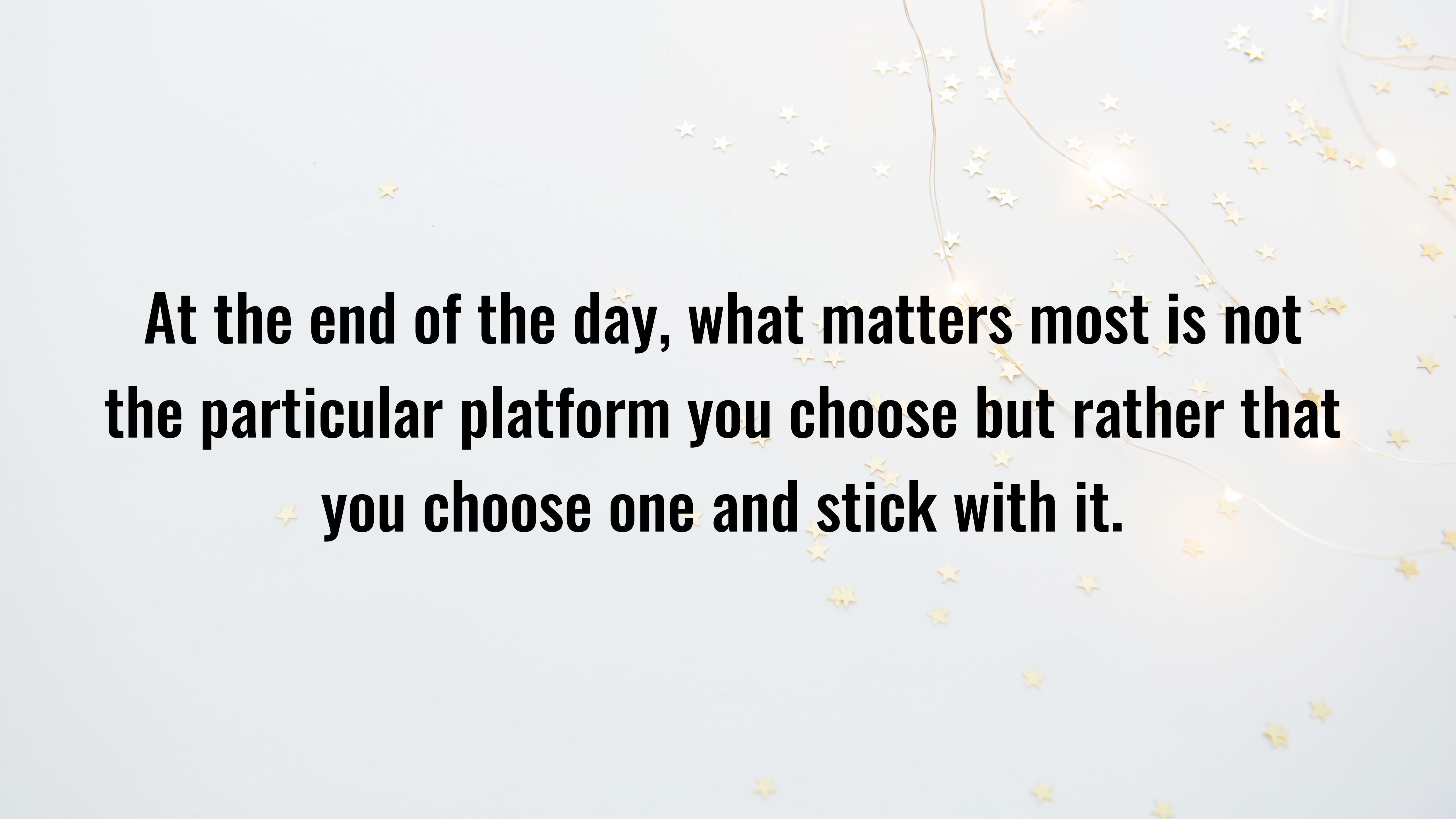
One other thing to consider when choosing your social media platform is what you're selling.



As you consider which platform(s) to use, it's essential that you think smaller rather than big.



Of course, you can always fall back on Facebook.

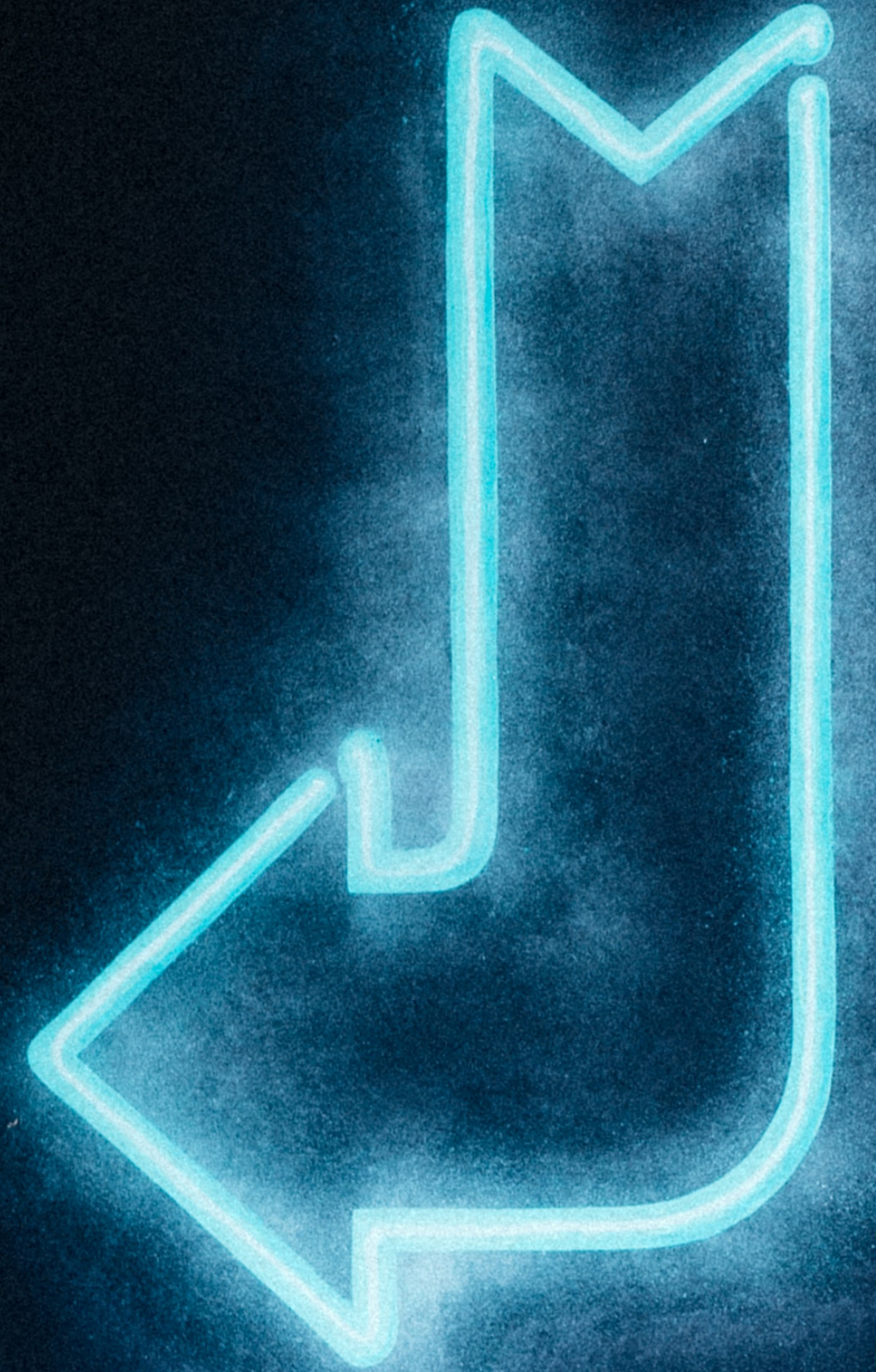


**At the end of the day, what matters most is not
the particular platform you choose but rather that
you choose one and stick with it.**

Step #2: Optimize Your Social Media Profile



Select A
Professional Username



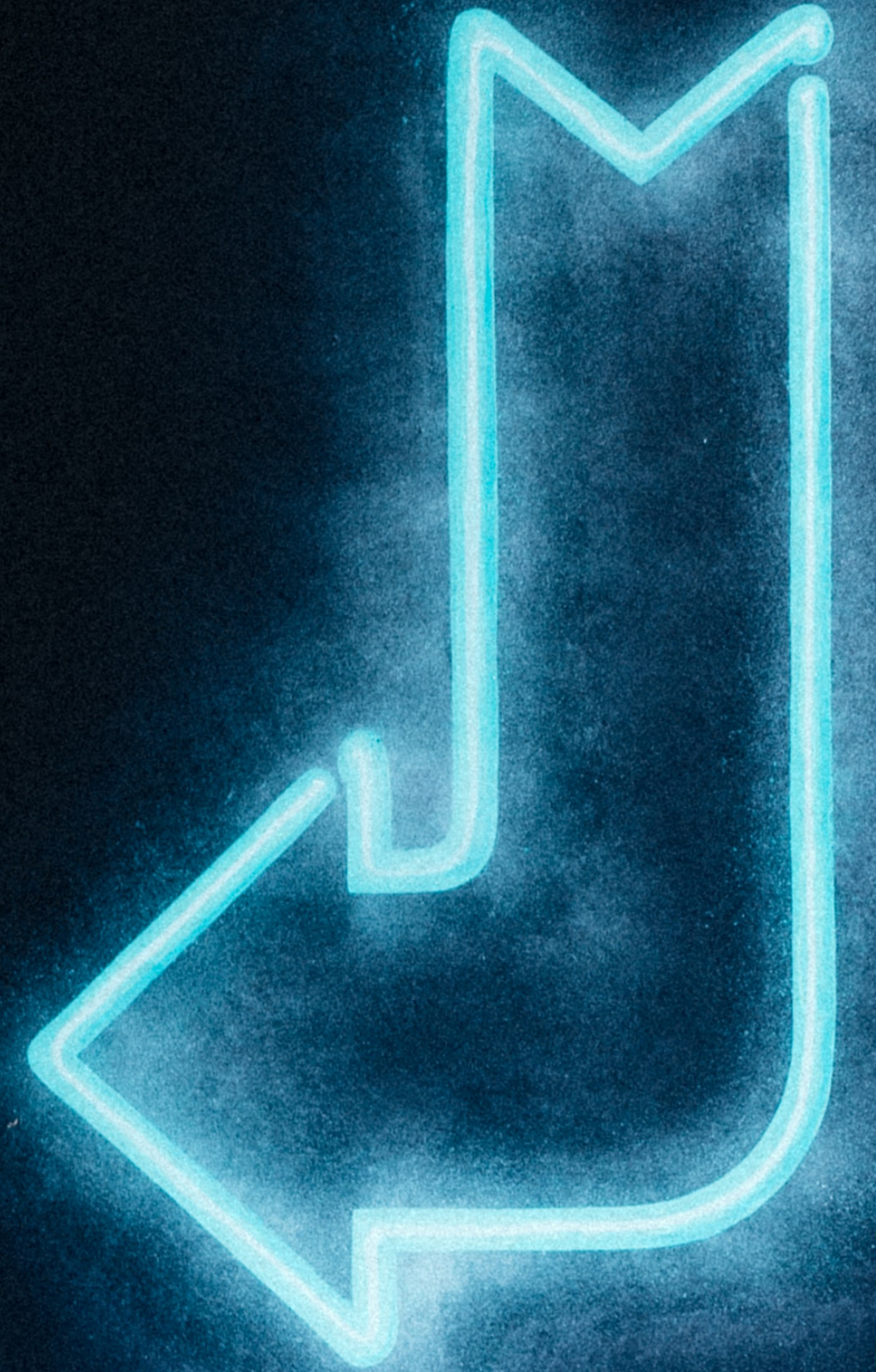


**For Facebook, set up a professional page,
not just a personal profile.**



**Try to keep your username the same
across all the social networks.**

**Use A High-Quality
Profile Photo**





**The photo is one of the first things that people see
when they click on your social media profile.**



**If you need to have a logo designed, Fiverr
and Upwork are great places to start.**

Write A Compelling "About" Section



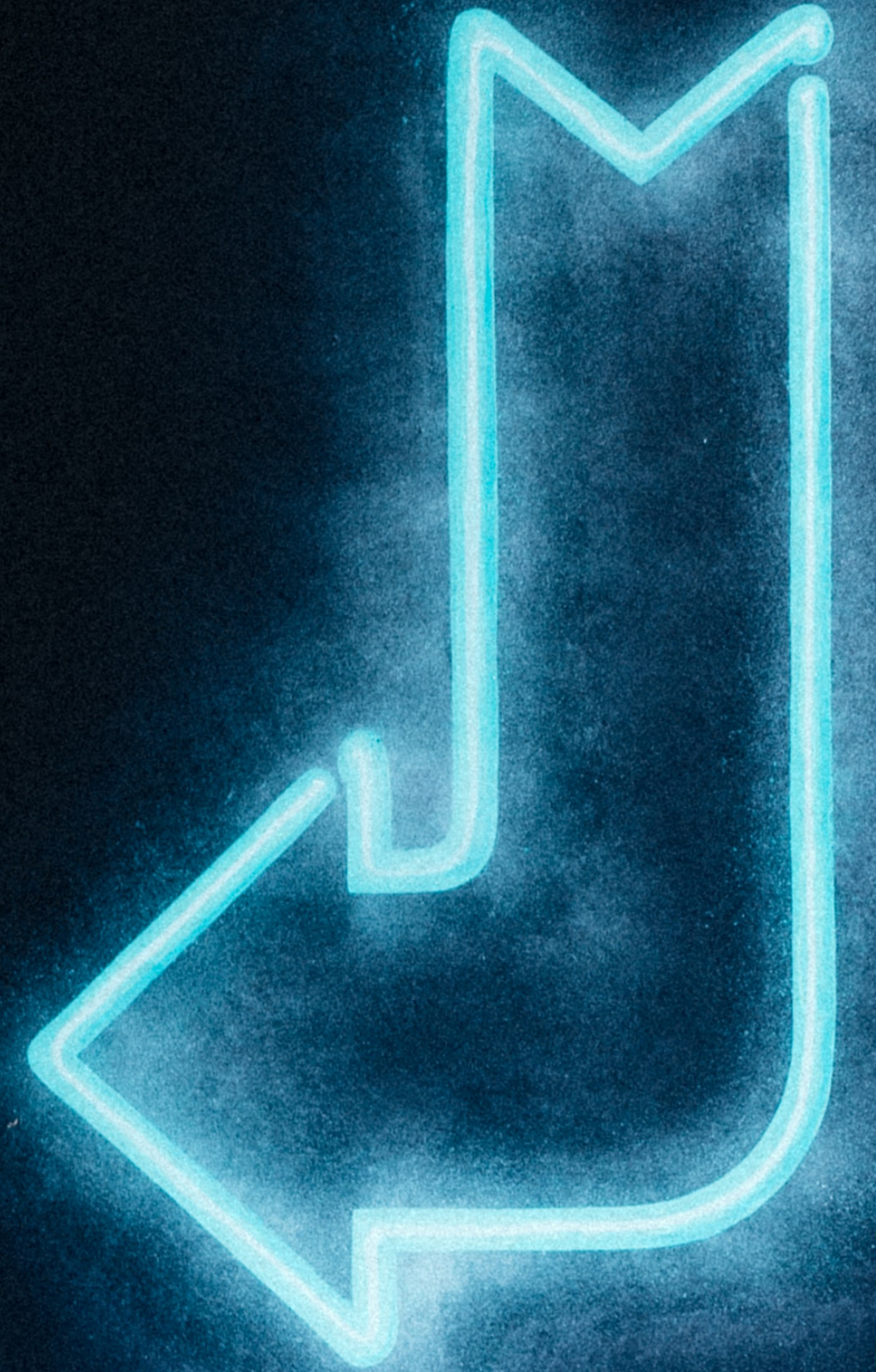


**What is it that you do that sets you apart
from everyone else?**



Include links to your website, your other social media profiles, and any other relevant links.

**Upload A Professional
Cover Photo**





If your business has a slogan or motto, consider putting that slogan on your cover photo.



**On some social media sites, such as Facebook,
you can upload a cover video instead of a photo.**

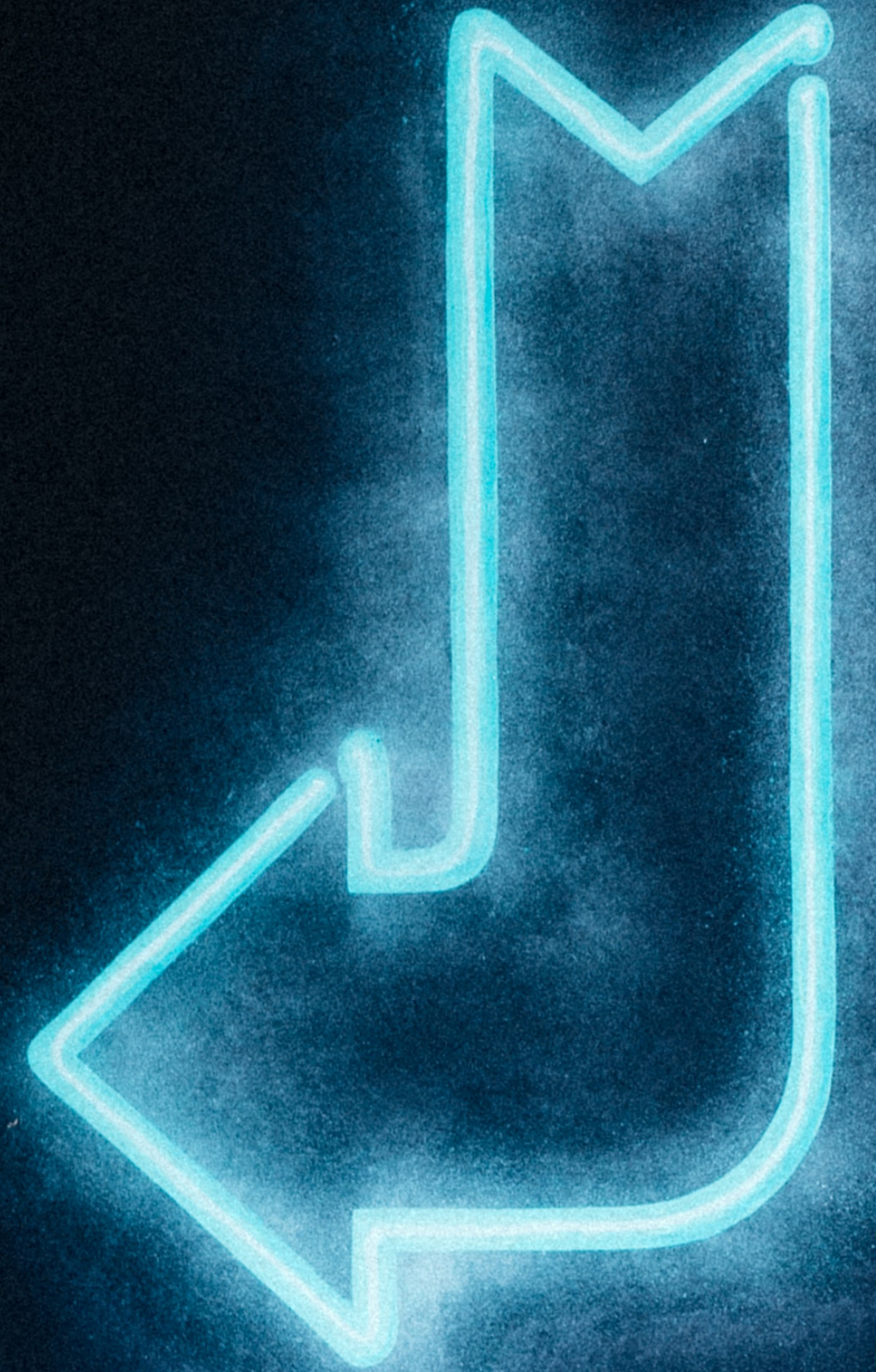
**Enter All Your
Contact Information**





**You want to make it as easy as possible for
potential customers to contact you.**

Be Professional





**How do you want to represent yourself and
your business online?**

Step #3: Create A Posting Schedule



The background is a soft, light blue surface. It is decorated with many small, five-pointed gold stars scattered across the entire area. A string of warm white lights, with some lights glowing brightly, is draped across the right side of the image, curving upwards and then downwards. The overall aesthetic is clean, modern, and festive.

Create a social media calendar.



**When creating your social media calendar,
ask yourself the following questions...**



How often will you post?

The background is a soft, light blue surface. It is adorned with many small, five-pointed gold stars scattered across the entire area. A string of warm white lights, with some lights glowing brightly, is draped across the right side of the image, curving upwards and then downwards. The overall aesthetic is clean, modern, and festive.

What formats will you use?



What sort of content will you post?



**If you're struggling to figure out what to post, you
may want to use a tool like the [PLR.me Social
Media Calendar](#).**



You may be thinking, Why do I have to map all this out in advance? Why can't I just start posting?



**Using a social media calendar helps you be
consistent with posting.**

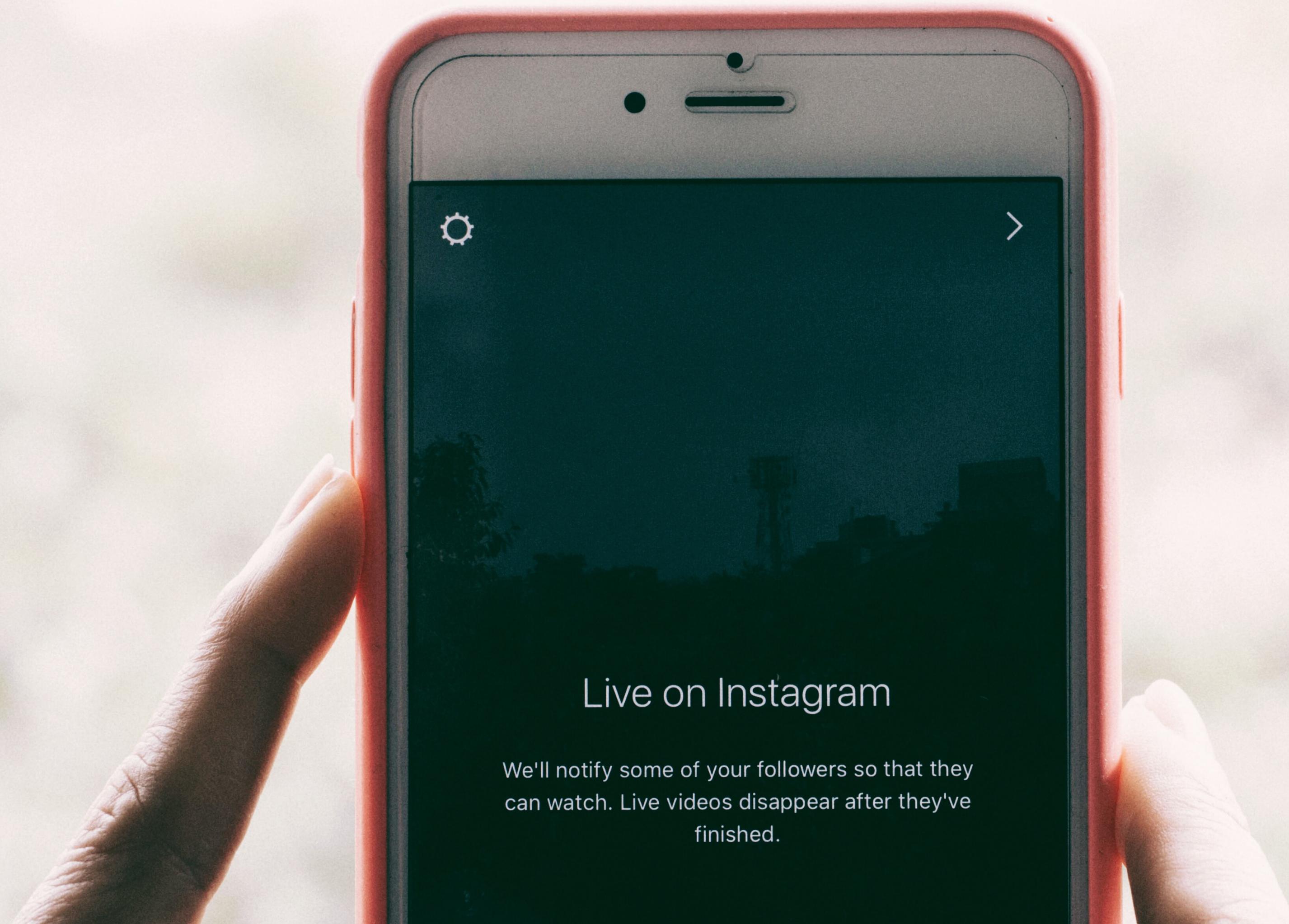


**By creating a social media calendar, you do the
hard work of figuring out what you're going to
post up front.**



**Second, using a social media calendar “forces”
you to be active on social media.**

Step #4: Begin Posting On Social Media





**It's important to constantly post things that will
add value to your audience.**

Your posts should help your audience to:

- Think about something in a new way
- Take action like they never have
- Laugh or smile
- Learn something valuable





**If you know your audience well, you know what
they will find most valuable.**

Consider posting things like...

- Inspirational quotes
- Tips and tactics
- Tutorial videos
- Live videos
- Pictures that will motivate your audience





**For example, let's say that you're a health
and wellness coach.**



When creating your content calendar and posting on social media, ask yourself:

Is this adding value to my audience?

The background is a light blue-grey surface decorated with numerous small, gold-colored star-shaped confetti scattered across it. A string of warm white LED lights is draped across the right side of the image, with several lights glowing brightly and creating a soft, warm glow. The text "Experiment with different formats." is centered in the middle of the image in a bold, black, sans-serif font.


Experiment with different formats.



**You may be thinking,
I don't have time to constantly be posting!**

Step #5: Engage With Your Followers

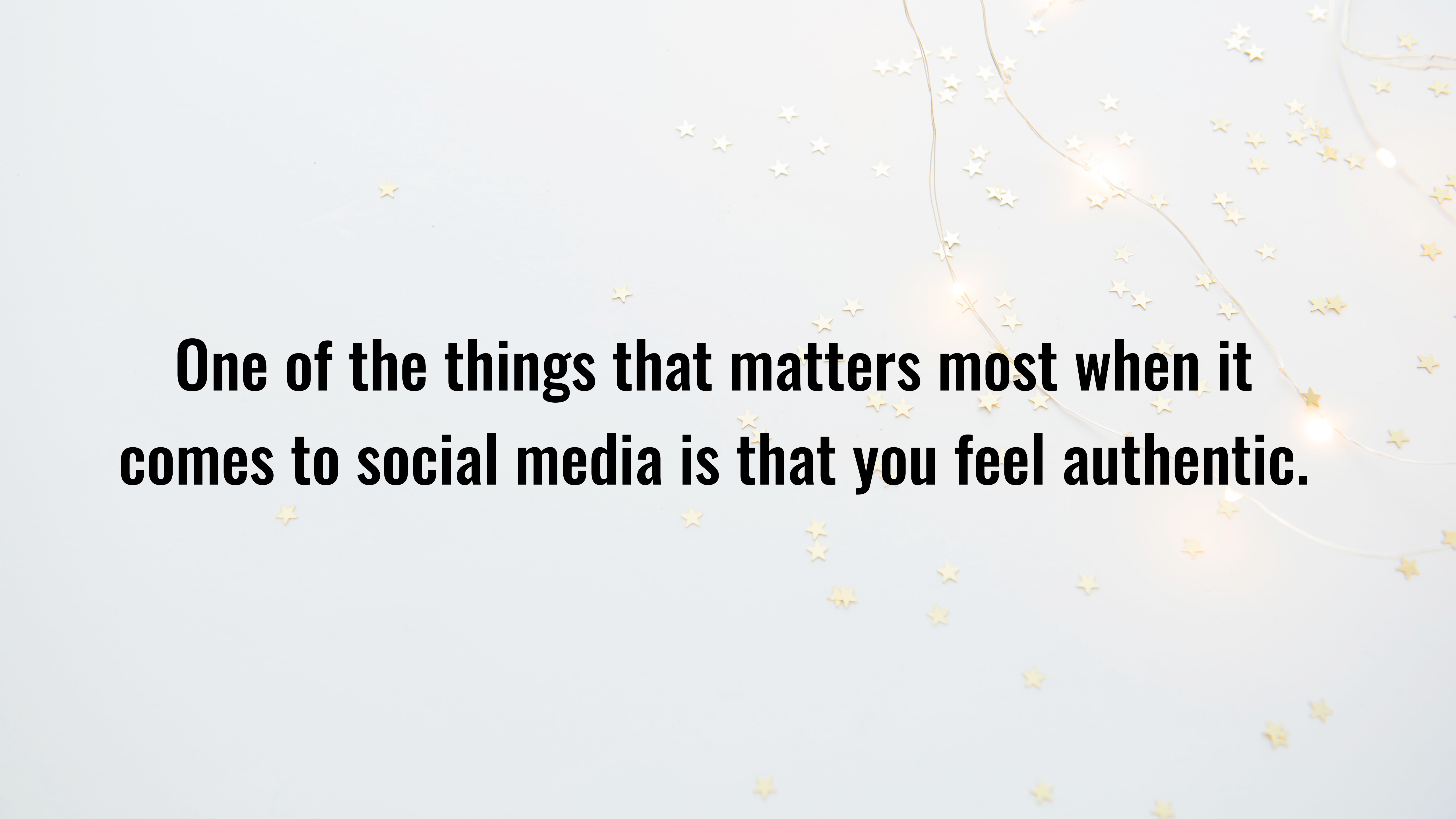




**Conversations are the key to getting more
clients through social media.**



Social media is not a one-way street.



One of the things that matters most when it comes to social media is that you feel authentic.

The background is a soft, light blue surface. It is adorned with many small, five-pointed gold stars scattered across the entire area. A thin, dark wire string of warm white lights is draped across the right side of the image, with several lights glowing brightly, creating a warm, bokeh-like effect. The overall aesthetic is clean, modern, and celebratory.

Authenticity is attractive.



**Social media platforms tend to prioritize
the posts with the most engagement.**

You must:

- Talk with your followers
- Create conversations
- Answer questions
- Respond to any problems that are raised





**Your goal is to create real relationships
with your audience.**

How can you create conversations with your followers?

- Ask questions.
- Do live videos in which you talk to your audience.
- Conduct polls.
- Ask others to comment on a particular topic.
- Make statements that will get people talking.
- Focus on being real and authentic.



Step #6: Follow The Right People





Follow influencers in your industry.



Join groups that are related to your industry.



**Take note of the valuable information
that others are sharing.**



**Additionally, what sort of content
seems to get the best response?**



Take advantage of platforms that focus heavily on answering questions that are posed by users.

Step #7: Use Hashtags

TEAMMONDAY



**Hashtags are words with the
“#” symbol before them.**



#MondayMotivation


#CrossfitLife

#ChiropracticCare

#Vegan



Hashtags are used as a way of grouping posts by subject.



Some sites, such as Twitter, highlight the most popular hashtags, giving you a sense of what's trending at any given time.



The power of hashtags is that they allow you to get your content in front of a broader audience.



How do you use hashtags?



Before you do any Crossfit workout, spend at least ten minutes getting warmed up and stretched out.

#Crossfit #CrossfitLife #CrossfitWorkout



**Beware: If your hashtags aren't really related
to the content of your post, you could turn
people away.**

Get Help With Hashtags

- All Hashtag
- SeekMetrics
- Tailwind
- Ingramer



Step #8: Experiment





**Different types of content will resonate
with your audience.**



Experimentation is especially critical since social media platforms are constantly changing.



**Be constantly testing to see what
works most effectively.**

Are You Using Social Media?





The advantages of using social media are enormous.



**It's not particularly complicated to get started
building your business through social media.**



You don't need to be intimidated by social media.



So don't wait any longer. There are clients out there just waiting for you to find them.

Book A Free Consultation

- Let's work together to create a powerful social media strategy for you.
- It's absolutely free, with zero risk and zero obligation.
- We'll analyze your current strategy and come up with a powerful new social media plan.
- To book a call, simply click on the link: domain.com/book



Be A Part Of My Online Course

- Describe how many modules the course has and what the different modules cover.
- Talk about how they will benefit if they are a part of the course. Explain how it will help them build their social media strategy.
- Explain that this course regularly costs \$XXX.
- However, for a limited time, I'm going to let you be part of the course for \$YYY.
- To be a part of this course, simply go to: Domain.com/order

