



SOCIAL MEDIA TIPS

- Effective marketing is the balance of trust & attention. You have to have both for your business to grow.
- Don't confuse marketing & sales. One gets their attention, the other makes them a customer.
- Marketing is not a one-time event. It's an on-going process with consistent & persistent effort.
- It's better to post un-polished content that's unique to you than to post high-quality content that everyone else has too. Be authentic!
- Social media is for sharing who you are, not just what you do. If there are too many 'commercials' people will change the channel.
- Your posts should create value for your intended audience. Solving someone's problem is the quickest way to gain their trust.
- Track activity and document results. Business doesn't grow from work that didn't happen.
- Prime the algorithm. Take time before & after you post to connect, comment and engage with other people's posts. It shows the platform you are a good community member and will increase your reach.
- Optimize your profile by making it easy for people to see who you are and what you do.
- Use recommendation & reviews on social platforms. The best endorsement is from someone you've already worked with.
- The best way to create engagement is to comment on people's post & start conversations. They may not see posts you share, but they WILL see your engagement with theirs.
- Post native content on the platform you are posting to (pictures, videos, audio, written). If you were the audience, what type of posts do you want to see on that platform?
- Create long-form content like videos and podcasts, and then re-purpose it into smaller micro-content to post across social media.
- Have a monthly content calendar and post with intentionality. If you fail to plan, plan to fail.
- Successful social media marketing isn't doing a lot of things really well a few times, it's doing a few things really well a lot of times.