

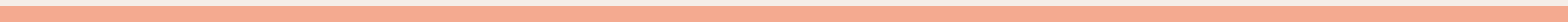


Leveraging Social Media

JUMPSTART YOUR BUSINESS

the
COLLECTIVE
CO.

dash of
SOCIAL





Agenda

Why You Need Social Media

What Social Media Can Accomplish

Knowing What + When to Post

Fast + Easy Ways to Grow

Saving Time with Your Efforts



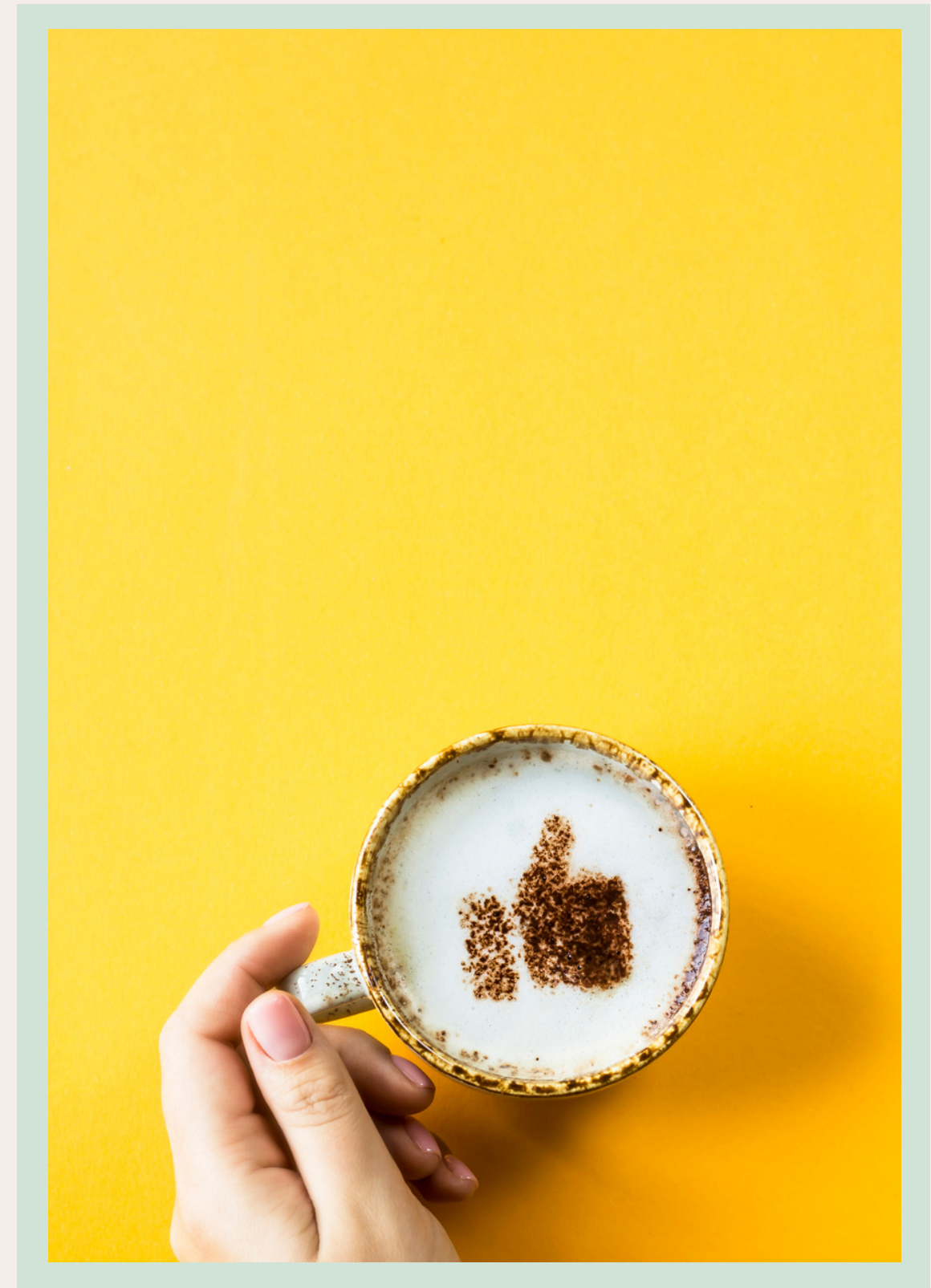
**"People do not buy goods
and services. They buy
relations, stories, and
magic."**

SETH GODIN



WHY YOU NEED SOCIAL MEDIA

What's so important about having social media for your business, anyway? Is it something you *really* need?



ESTABLISH CREDIBILITY

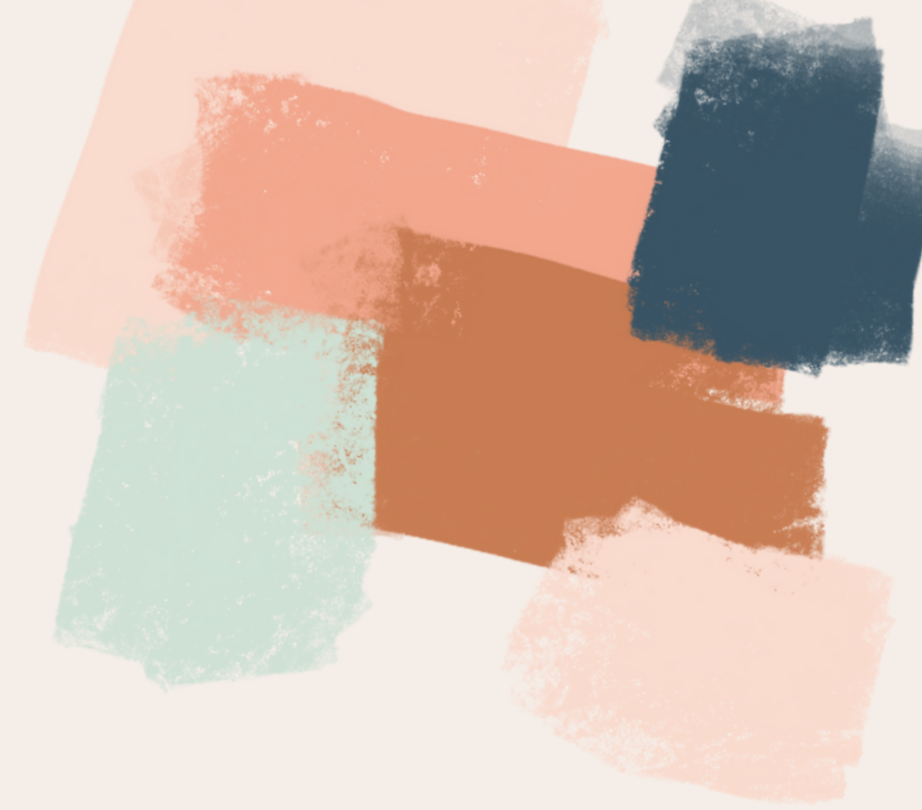
People hire you because they view YOU as the expert and they can't imagine themselves working with anyone else.

BUILD A COMMUNITY

Who doesn't want loyal users consistently liking and commenting on your posts?

COMMUNICATE WITH YOUR CUSTOMERS

Social media allows you to easily share news, updates, and launches with the people who love supporting your company the most.



WHAT SOCIAL MEDIA CAN ACCOMPLISH

What can social media do for your brand? What types of goals should you be setting?



BUILD YOUR EMAIL LIST

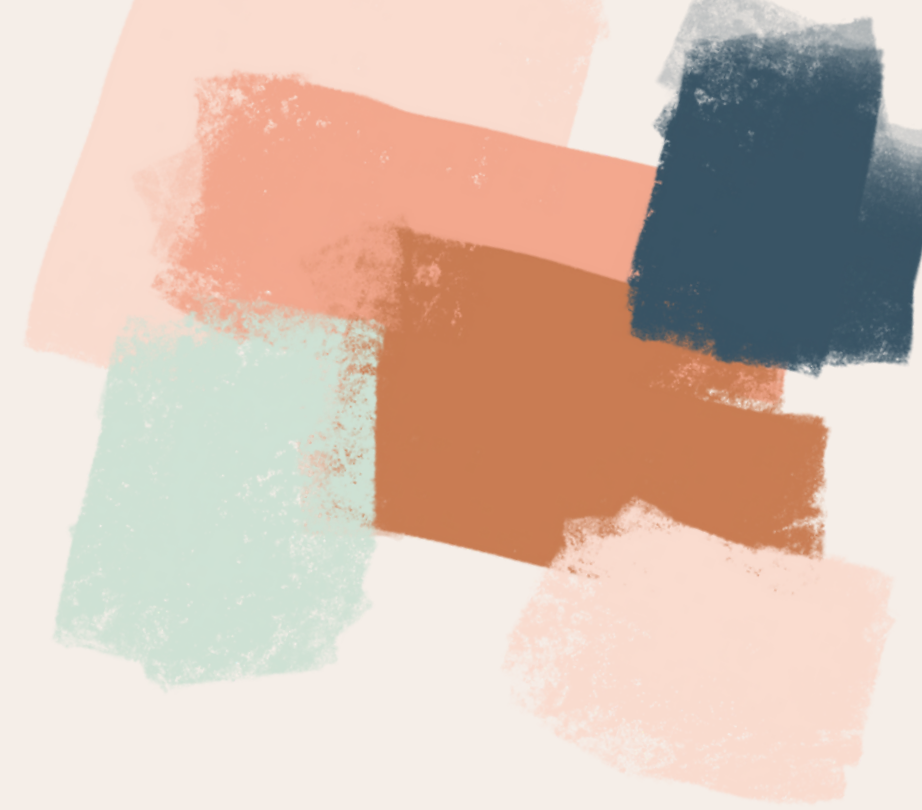
Do you have a freebie or lead magnet that you can promote on social media to encourage people to join your email list?

HELP GET YOU FEATURED

Talking about all of the cool things you're doing, and sharing what makes you different, can encourage publications to approach you with exciting opportunities.

DRIVE USERS TO YOUR WEBSITE

Your website is what converts people from simply being interested in your products or services to buying them.



KNOWING WHAT + WHEN TO POST

How do you know *what* you should post on your social media profiles, and, more importantly, how do you know *when* to post?



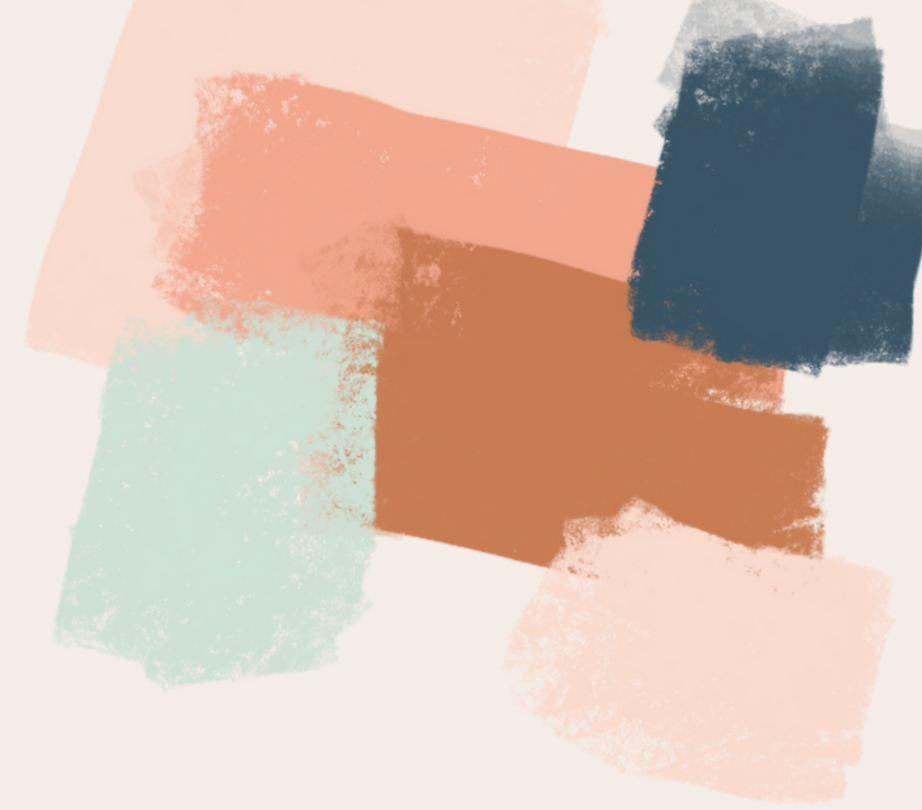
WRITE DOWN YOUR AUDIENCE'S PROBLEMS + STRUGGLES

Any time a client or potential client expresses something they're struggling with, write it down. You can take their problems and questions and turn them into social media posts.

THINK OF WHAT DEMONSTRATES YOUR EXPERTISE

- Tips
- Testimonials / Case Studies
- Press Features
- Videos
- Blog Posts
- Your Story / Your "Why"

Most importantly, don't forget to SELL -- people can't buy from you if they don't know what you offer!

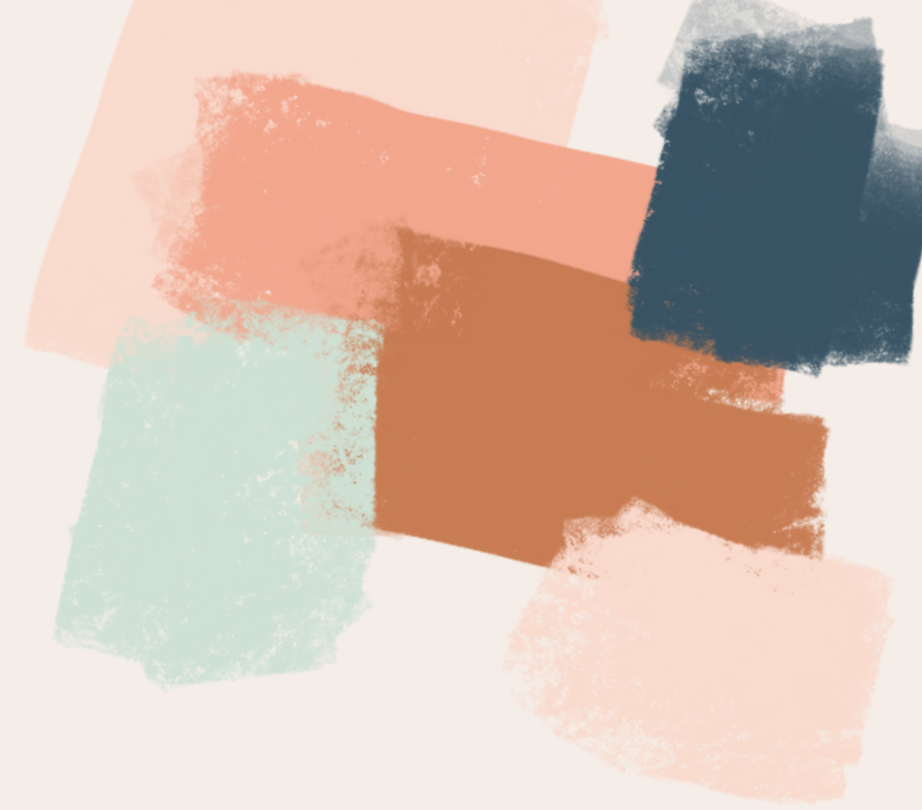


VIEW YOUR ANALYTICS

Both Instagram and Facebook have their own analytics, accessible in the backend. You'll want to reference your analytics to understand what type of content is performing really well, because that will be an indication that you should continue sharing content like that.

The most important metrics to pay attention to with this are comments, follows, website clicks, shares, and saves.

You'll also want to use your analytics to see the best posting days and times.



FAST + EASY WAYS TO GROW

What's the point of spending all of that time on creating content if you're not getting seen in front of a larger and growing audience? Learn how to easily expand your reach *without* needing to pay for ads.



CURATE HASHTAGS

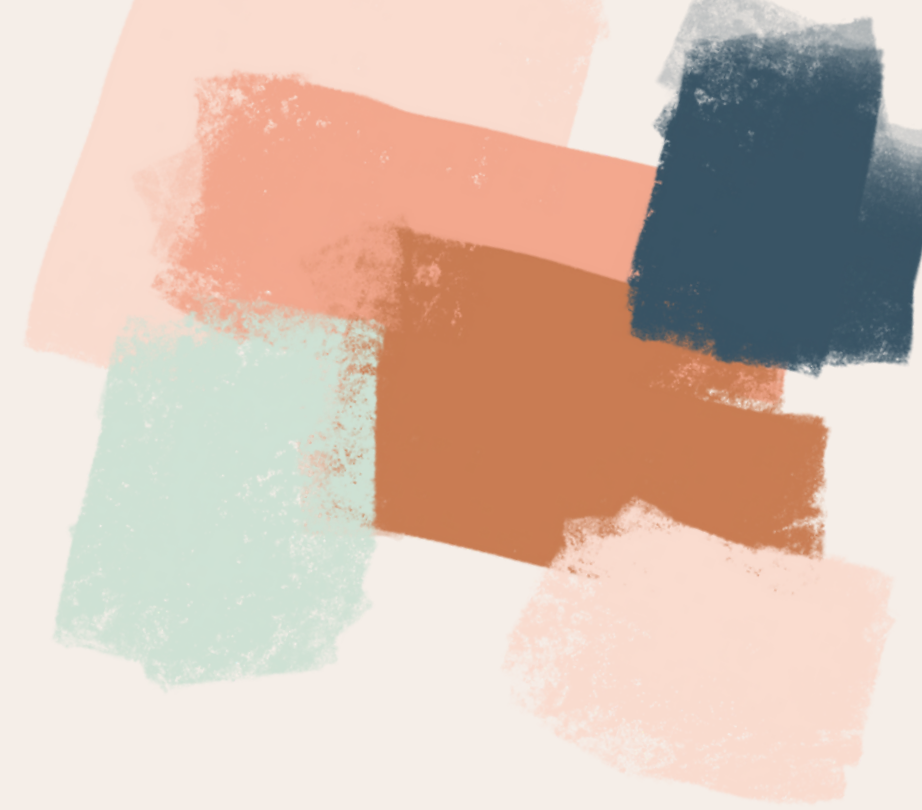
Include hashtags on each post to help you reach a wider audience and receive additional exposure. What are the hashtags that your ideal client / customer would be searching?

ENGAGE CONSISTENTLY

The saying, “Build it and they will come” is old-school thinking. Engage with accounts that fall within your target market and leave authentic comments, for about 30 minutes per day.

INCORPORATE VIDEO

Video is predicted to drive 82% of website traffic by 2022 (source: Cisco).



SAVING TIME WITH YOUR EFFORTS

How can you efficiently and effectively build an optimized, engaged, and consistent online presence *without* needing to spend a large amount of time doing so?



PLAN YOUR CONTENT IN ADVANCE

Use a spreadsheet or similar tool, as well as a scheduler, to plan your content in advance and have a "set it and forget it" approach.

SET YOUR PRIORITIES

You don't need to be on every single platform or doing all the things. Prioritize the most important parts.

DELEGATE WHAT YOU CAN

Is it within your budget to delegate, and is it something you want to delegate? This can save you time and money in the long run.





FACEBOOK

@dashofsocial



INSTAGRAM

@dashofsocial



TWITTER

@dashofsocial

Social Media Platforms