

Social Media **ROAD MAP TO SUCCESS**

- Take snapshots or short videos throughout the workday. Whether its doing the job, selling a product, before/after photos, interaction with clients, etc. Email them to us with a short description, we can take it from there. This helps folks understand what you do daily, what you are capable of, and gains trust.
- Never assume people don't care about what you do or that they already know you do a certain service or sell a product. Content is king and the more we have the better. We then can educate, entertain, and engage the follower.
- It's okay to post internally as well on "stories". The more content, the better. You know your business better than anyone, and posting from your perspective helps personalize your brand. People like to do business with a friendly face, not a company.
- Not every post should be focused on selling something. Providing valuable content is what makes people want to like and follow you. We use the 80/20 rule. For service oriented businesses 80% educational, entertaining, and engaging content, and 20% selling your product or service. All content should reflect your brand.
- Make sure to be connected & engage with your audience. Reply to your comments and messages in a timely manner. This also builds that connection with you and your clients. Remember the "social" part of social media. With Facebook Messenger the sooner you engage the more likely they will become a client/customer.
- The number of LIKES you get doesn't always translate into business. Just because someone hasn't liked your post doesn't mean they haven't seen it. What's important is that your posts are constantly in front of people. If it's out of sight, it's out of mind.
 - Make sure to encourage your friends and family to like and follow your page, as well as like, comment, and share your content. They have friends, who have friends, who have friends... so on and so forth.
 - Not everyone see's every post. Make sure in weekly meetings you have employees share the posts we make and post on your business page to their personal pages.
 - Your business is constantly changing. You will have new products, services, employees, pricing, failures & successes. We are an extension of your business, so we need to know about it. Whether you think its pertinent or not, let us know about it, we will decide if its useful.

