



Marketing Dynamics  
Business Solutions

## Social Media

More than 90% of businesses are on social media in 2018. While it may not be for everybody, we understand the importance of the platform as it relates to the growth of our business. But there are so many questions behind which platform makes sense for you...

including

1. Which platform to choose
2. What to share
3. When to share

Let's start creating getting social:





## Which platform to choose?

It is easy to believe that your ideal clients are everywhere!!! But in order to maximize your exposure on social media, select 2 or 3 platforms where you are guaranteed to connect with your ideal clients everyday. This will help you maintain more control of your platforms and as you grow you can start adding more platforms:

List all the platforms your ideal clients can currently be found:

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Choose 2-3 platforms that will spend most of your time



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## What to share

This seems to be the most challenging question for many persons on social media. So let's create a chart of things you can share.

1. Your story (In 4-10 sentences write out WHY you started in this business in the first place)
2. Write out 5 questions you were recently asked about your business. For example. How long does it take for delivery? The answer is the content that you share
3. Write out 5 misconceptions about your business. The answer is the content that you share
4. Write out something great that happened in your business recently
5. Share a picture of you working in/on your business and give a short write up of what you are working on
6. Write out a motivational quote that you love
7. Share a picture of you with somebody who are presently collaborating with
8. Share a picture with you and your client
9. Share a picture of your product with a description of the benefits
10. Breaking news or new developments in your field of business

Topics	Content	Content	Content	Content	Content
Your story					
5 questions					
5 misconceptions					
Great Story					
Working N/ON my biz					
Motivation					
Best clients and me					
My collabs and me					
My products and the benefits					



## When to share

The age-old question of when to share always pops up. Deciding when to share is different for each business. Go into the 2-3 platforms that you have chosen to use and where you already post regularly and examine the analytics and answer these questions in writing:

What 2-3 days of the week has the most visitors?

What times on those days are your visitors most active?

Days of the Week	Time	Time	Time





## Living example:

This month, I want to show you how to create and schedule post when you have a specific promotion

Name of Promotion: \_\_\_\_\_

Start and End date of promotion: \_\_\_\_\_

### Main Goal:



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### Core Message:

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**How much do you want to earn from this promotion? \$ \_\_\_\_\_**

**Key benefits of the promotion:** (These benefits are what you will be sharing in your posts over the period of the promotion)

**Key lessons you will be 'teaching' your audience**



**Main images that best reflect what the benefits are:**

**What time of day will you be posting about the promotion:**



**What are your calls to actions:** This is the specific action you want your fans to do once they learn about the promotion

**Calendar (Choose which platforms you will be using)**

	Post 1	Post 2	Post 3	Post 4	Post 5
FB and 2-3 Groups					
IG					
LI					
Twitter					
Pinterest					

**Disclaimer:** Even though we know social media is a powerful tool, you will get maximum results if you combine your social media strategy with other tools to reach the most persons e.g.

- Blog,
- Email list
- Audio/Video Training
- etc