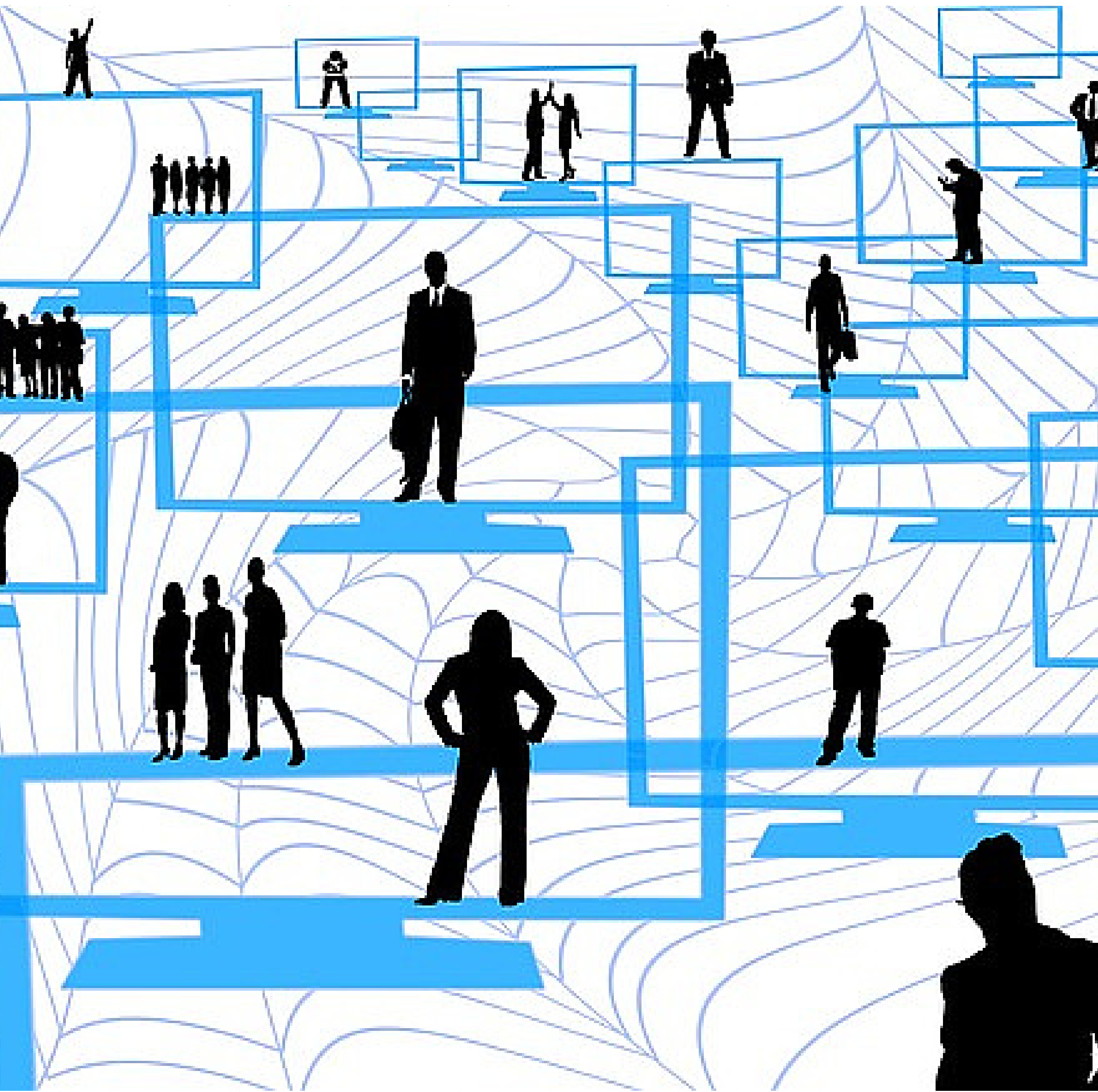


Your Social Media Starter Kit



3-step process to getting your
social media up and running



You are a small business owner. You are an entrepreneur. You are a start up. You're staring at a blank Twitter page. What do you do next?

You see what a thriving community has done for others but don't know how to create one yourself. You're worried about what content to post. You can't figure out how to gain followers. You don't even know why you're here. Read on to get steps to improve your social media strategy.

By not actively participating in social media you run the risk of being left behind. But you have to do more than just posting randomly. Your competition is running the race. Are you?

Social Media is here to stay. It's not a fad and it's an important part of any marketing mix.

Once your online community is built not only will you have raving fans, you will also have 24/7 access to your ideal client when they are NOT looking for you. That means you can have people finding your business and self-qualifying, while you're asleep. Who doesn't want to wake up to a new client?

My goal is that you jump in and start community building so you can move from "I'm finally on social media." to "Social media drives 25% of my web traffic."

Let's Start!

Included in this massive toolkit :

4 Elements of a
Social Media
Strategy

4 Social Media
Quick Tips You Can Do
Now

5 Social Media
Resources You Need

Basically it is all you need to
get started!

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4 Elements of a social media strategy

1 Learn

The easiest way to learn is to ask questions. When first creating your social media strategy ask these 4 questions.

What is the vision?

Understanding your vision gives you the ability to strategically choose how you scale your social media efforts and what platforms you start on first.

What is our current status online?

Taking stock of your current activities gives you an understanding of the steps you need to take to reach your goals.

Who is our target audience?

If you understand who your target audience is you understand what social media platforms you should be on.

Who are my allies?

Allies are raving fans. They are the people who fervently believe in your service or product. Keep up with them and keep them engaged.

What are our goals?

Goals give you the metrics you need to make sure your social media is working for your business and not just another task to do.

Asking those questions allows you to narrow down your market, know where to target them, and understand what they want.

2 Listen

Use a listening dashboard to make it easier to participate in conversation relevant to your brand and hear what people are saying about your industry and brand. You will also be able to source content from this dashboard.

3 Engage

Engagement not only involves posting interesting and relevant content - it also means you are looking at places where you can respond and add to the conversation. If you're having trouble figuring out where to start - use hashtags. A hashtag is a great way to find and follow a conversation that matters to your brand and business. Example [here](#)

4 Refine

Look at you analytics. What are they saying about your posts? What are they saying about when people are responding to you? Take this information and adjusts your strategy. The quickest way to get started is with Google Analytics [here](#)

If you would rather listen to how to create your social media strategy click [here](#).

Creating a social media strategy takes time but is an important part of the process. Without this strategy you are just posting and that will not impact your business. You must relate your social media activity to business goals to ensure you are driving traffic in the right direction.

Remember

Your social media strategy is a living document. You need to revisit and update it continually to make sure it's always an effective marketing tool.

4 Social Media Tips

You might be tired of reading at this point. This next section is a series of 5 videos or mp3s that you can listen to with actions you can take now. You can only access these with special links so be sure to bookmark them.

HOW MUCH IS TOO MUCH ON SOCIAL MEDIA?

<http://youtu.be/jdrOb8wB6Gs>

RE-PURPOSING CONTENT

<http://wp.me/p1sLyx-eY>

3 TWITTER TIPS

<http://w2smarketing.wistia.com/medias/tmgux4ofk3>

FACEBOOK ADS PRIMER

<http://wp.me/p1sLyx-f4>

5 Resources you NEED to use

Hootsuite

A way to schedule and manage your social media posts across all social media platforms.

ManageFlitter

A way to grow your Twitter following with targeted prospects that actually want to know about your business

Cyfe

A way to track and measure the impact of your social media platforms and their performance levels.

Google Analytics

A way to gain an understanding of what is going on on your website and how people got there.

Listening Dashboard

This is not one tool but one that should be created to get an understanding of your industry and what others are saying about your brand



Bonus!

I know this is a lot of information. And you might need some help assimilating it. Get an hour with me for a Lady Biz Success special of 19.00

During this hour you can ask questions specific to your business, start creating a strategy, and understand which platforms are best for you. If you are interested in this limited offer click [here](#) and set up a time!