# SOCIAL MARKETING ADVANTAGE

## CHECKLIST

Being successful in the world of social media marketing – as with so many different worlds – is a matter of being consistent and of having a great plan.

We've looked at the best plan for you to formulate over the course of these reports. Now it's just a matter of following that through, step by step and then being consistent with it. This checklist will help you to do both those things.

## Branding

Before you get started, you need a strong brand.

- ☐ A strong brand means a great logo which will appear on *all* of your accounts
- ☐ This also means other matching materials for your social media cover images and the rest
- ☐ A strong brand means having a purpose, a mission statement and something that can be summed up in a tagline
- ☐ Know your target audience, know your niche and know what you're trying to accomplish
- ☐ Don't try to appeal to everyone. Instead, create a brand that when someone looks at it, they will know instantly whether that is something they are likely to be interested in or not.

## Implementation

- ☐ Build a website to match that brand
- ☐ Sign up to social media accounts
    - Choose at least 3 – ideally more
    - But also pick one primary account that you will put most focus onto
- ☐ Add social sharing buttons, 'follow me' buttons and more to your homepage
    - Consider adding a feed

## Research

Social media is not just there for you to market to people. This is a two-way tool and that is good news for you, because it means you can use it to learn from your audience. Do your market research! And this entails:

- ☐ Looking at the competition
    - What are other popular brands in your niche doing?
        - What can you do the same?
        - What should you do differently?
    - What have they missed?
    - What are people asking for that isn't being delivered?
- ☐ Look for potential business partners and influencers you can work with
- ☐ Spend time developing your reputation in these circles, spend time learning the lingo and the state of the niche

## Creating Posts

- ☐ Posts on your social media accounts always need to offer value.
- ☐ People will not follow you out of the goodness of their heart!
- ☐ You need to be consistent and stay on-topic
    - There is some leeway here for personal brands to branch out slightly
- ☐ Post regularly and remember that only a percentage of your followers will see each post
    - So, don't worry about inundating them!

### Images

- ☐ Images shared to Instagram, Facebook, Pinterest etc. can help to really grab attention
- ☐ But they work best if they also offer inherent value by being entertaining, interesting or useful
- ☐ They can help to sell a dream and a lifestyle and get people really on board with your brand.

### Content

Your bread and butter very often will be to post content from your own site

- ☐ Use highly sharable titles
- ☐ Make sure to use images, to spread your content out
- ☐ Always have an actual USP – something that will make your content worth reading for your audience
- ☐ Try to have an emotional element
- ☐ 800-1,800 words are the ideal lengths
- ☐ Post as often as possible
- ☐ 'Storytelling is SEO for the human brain'

There is nothing wrong with sharing older content. Look for old posts on your site that you can re-share and that people might find interesting or relevant.

There is nothing wrong with sharing content from other brands.

- ☐ In fact, look for what is trending and doing well then share it yourself for guaranteed growth!

## Some Things to Try

- ☐ Definitely make video and if possible run a YouTube channel
  - This is great for engagement, for getting people to watch to the end and more
- ☐ Try going live
  - Use Facebook Live, Instagram or
- ☐ Use Instagram stories and Snapchat
- ☐ Use the lesser-known social media channels

## Finally…

Set up a schedule you can stick to.

- ☐ Use scheduling apps to make lots of posts at once and then have them gradually published out to your accounts
- ☐ Make it easier for yourself by setting up your mobile device for easy posting

- ☐ Identify points during your day/routine where you can easily upload content
- ☐ Embrace the account you most gravitate toward