

Discover How To Use Social
Media to Grow Your Business

Inside

SOCIAL MARKETING SCHOOL



CHECKLIST



Social Marketing School – Checklist

☐ Introduction

- ☐ Social media has a massive reach online
- ☐ It can be a goldmine for business when you use it right
- ☐ Social marketing is the new marketing and is here to stay
- ☐ First step is to create your social media accounts on the different platforms
- ☐ Now that people can find you, start thinking about what valuable content you can post regularly

☐ What is social media marketing

- ☐ Social media marketing is using social platforms for business
- ☐ You as a business can get more customers, revenue and profit using a social marketing strategy
- ☐ You have a direct connection with your audience and can get valuable data for marketing
- ☐ Find out who your audience is, what you want to accomplish, and which platforms work best for you.
- ☐ Having a social media strategy is key to the success of your brand

☐ How to use social platforms to grow your business

- ☐ Pick the right platform for your brand/ business
- ☐ Understand where your audience spend most of their time
- ☐ Research the demographics of your audience
- ☐ Make a plan for your audience
- ☐ Building the relationship with your audience is key
- ☐ An engaged audience is the goal

☐ Top social media platforms

- ☐ Facebook
- ☐ Twitter
- ☐ LinkedIn
- ☐ You can't go wrong with the 3 biggest platforms above
- ☐ Stick with one then move onto the others, or use all at the same time

☐ How to generate leads using social media

- ☐ Launch good lead magnet offers
- ☐ Don't forget about special offers
- ☐ Don't underestimate clickbaits
- ☐ Share testimonials
- ☐ Learn about sequential retargeting ads

☐ Strategies to promote your business using social media

- ☐ Create a publishing calendar
- ☐ Use the right hashtags
- ☐ Share video content

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- ☐ Make use of cross promotion effectively
- ☐ Use different content for different platforms

- ☐ **How to create engaging social content**
 - ☐ Ask a question
 - ☐ Humanize your content
 - ☐ Monitor audience behavior
 - ☐ Be a good listener
 - ☐ Create content your audience wants, not what you think they want

- ☐ **10 social media do's and don'ts**
 - ☐ No shortcuts
 - ☐ Add value
 - ☐ Have clear goals
 - ☐ Stay consistent
 - ☐ Take advantage of promoted content options
 - ☐ Don't overdo the hashtags
 - ☐ Check your spellings and grammar
 - ☐ Don't spam them
 - ☐ Don't only chase the numbers
 - ☐ Be a voice of authority but not a know it all

- ☐ **What metrics to track using social media**
 - ☐ Engagement
 - ☐ Impressions and reach
 - ☐ Referrals and conversions

- ☐ **Conclusion**
 - ☐ Create a strategy that has a specific purpose
 - ☐ Use your own templates to optimize your strategy
 - ☐ Social media can become your number 1 marketing strategy
 - ☐ Not only can social be the biggest marketing avenue but also the most cost effective