

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 forgot 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