

SOCIAL MEDIA MARKETING CHECKLIST

FOR ENTREPRENEURS WHO WANT TO BE SEEN. BE HEARD. & GET PAID



The world of social media changes almost daily. If you are new to the scene or perhaps need some fresh insights to gain the visibility that you deserve, here are a few tips to consider. If you are not seen, you will not be considered. Make it easy for your ideal clients to connect and engage with you.

Use this checklist to whip your social media presence into shape. Enjoy.

- 1 Create and use a social media handle that is consistent across all platforms. (Example @iamwendynicole on Twitter, Instagram, Pinterest, Periscope, and etc.) Make sure that it is unique to you, but also represents your brand and easy enough for your ideal clients to remember.
- 2 Create a short bio that is consistent across all platforms. Open with who you are, what you do, who you serve and close with a call to action. (Example: I am a business coach that teaches emerging women entrepreneurs how to monetize their ideas. Get clear and concise on who they are, what they do, and how to build a business. If you want clarity, confidence, and a game plan, go to www.positiveinfluencecoaching.com.) Most platforms have a character limit so you may have to improvise on the wording you choose to use in the bio. Depending upon the platform it is ok to vary your message to match the tone of the platform. Different audiences live on different social media platforms. What attracts people on Instagram might not attract people on LinkedIn
- 3 Create website URL addresses that people can easily remember and spell.
- 4 Create copy that speaks to your ideal clients' needs and desires.
- 5 Use meetedgar.com or hootsuite.com to schedule your social media marketing messages for consistent visibility and increased engagement. Post three to four times per day across all of your social media platforms for maximum impact.
- 6 Create meme's or graphics to use with your blog post.

- 7 Create meme's or graphic to articulate your brand message or showcase your products and services.
- 8 Cross-promote on all of your social media platforms. Create a slightly different experience for your followers. Mix up the content and messages. If someone is following you via Facebook, Twitter, and or Instagram, you want to give them a reason to check you out. If your content is the same across all platforms then you will bore them.
- 9 Engage with new followers or people who comment on your pictures or posts. Use a customized link shortener to traffic. One of the most important things marketers need to know is how well their Instagram account is driving traffic and leads back to their website. Unfortunately, Google Analytics can't accurately track this traffic when users visit your website from your mobile IG account. To monitor accurate click rates, I recommend businesses use a customized bit.ly link exclusively for the URL in their IG bio. Then you can check your bit.ly data to document how many clicks your IG account is actually sending to your website. Create a different bit.ly link each time you change the link to a new landing page campaign or default page to continuously track successful traffic leads.
- 10 Be strategic with your bio link. Use the link in your bio to connect to a landing page that allows you to collect leads, promote your ecommerce site, gain subscribers to your blog, collect entries to a giveaway, or etc.
- 11 Drive social media followers to your sales funnel. Share an image with a call to action in both the caption and visual telling users to click the link in your bio to download a freebie. It can be a checklist, eBook, video training series, etc. Once the user takes this action, you'll have the ability to engage with them on a one-one basis and take your connection to the next level. Engage with your email subscribers by delivering them valuable and relevant information that will help move them down the funnel. Drive them to your blog posts and other social channels and keep them up to date with your product or service.
- 12 Make graphics share worthy. Hire a graphics designer to create your social media meme so that you can have brand consistency or pick one free platform www.canva.com or www.picmonkey.com and go the DIY route and design graphics that are complimentary to your brand. The goal is to grab the attention of the consumer and make it multifunctional.

**I AM LOOKING FORWARD TO WATCHING YOU GROW.
LET'S STAY CONNECTED!**

Come Visit My Website!!!

