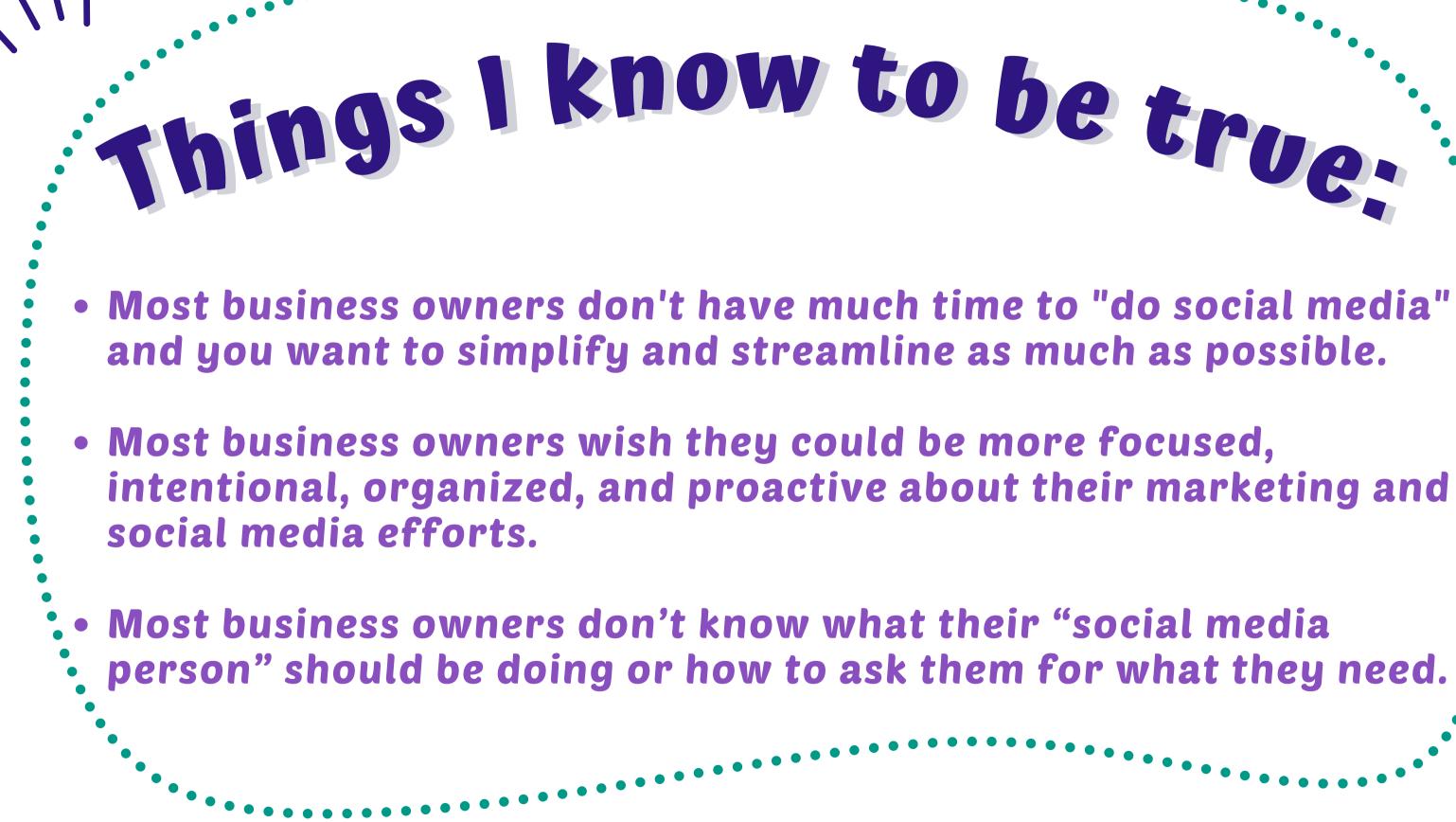


Making social Media Magic

WITH ABBIE MCGILVERY



Marketing Coach and Social Media Strategist





It takes a lot of courage to tell your story on social media channels, and even more courage to ask for help.

what if... amazing social media is really just about creating and collecting pieces of content that tell your stories and keep your audiences engaged?



How do I create a successful, manageable social media strategy?



Topics to Consider

- Goals and Vision
- Current Climate
- Audiences
- Brand
- Stories and Content
- Network
- Social Media Channels
- Content Calendar





robegin, ask yourself.

- What are you even DOING to market your business and communicate with customers?
- How effective are your current social media, marketing, and communication strategies?
- What's working well already?
- Where do you have the most communication with customers?
- What do you want to do/try that you haven't

done/tried yet?



quick Wins:

- Make signs displaying your active channels, your handle(s), and your branded hashtag
- Give out business cards with your social media info and hashtag
- Add your links and hashtag to your print marketing materials and email newsletters

 Include your social media links and hashtag in your email signature





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PROMO CODE

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Have questions? Drop me a line!



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