



Making Social Media Magic

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Things I know to be true:

- **Most business owners don't have much time to "do social media" and you want to simplify and streamline as much as possible.**
- **Most business owners wish they could be more focused, intentional, organized, and proactive about their marketing and social media efforts.**
- **Most business owners don't know what their "social media person" should be doing or how to ask them for what they need.**





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**





To begin, 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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Have questions? Drop me a line!



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