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Your Social Media Expert



Using Social Media to Reach Your Clients in the New Normal



A presentation for Score
January, 2021



Why are we doing this?

1. To be found in search
2. Reach your ideal clients where they hang out on the internet
3. Show your ideal clients that you are the one to solve their problems
4. Create professional connections
5. Confirmatory when someone hears your name
6. Stay top of mind when an ideal client needs you



Meet Jennifer Gardella, PhD

Provide monthly support to clients
in blogging and social media

I've done all of this for my own business
TEDx – Huffington Post

You can read more about me on my website
www.JenniferGardella.com





Big result I get:

I get my clients out of overwhelm

Social media accounts are active

Blog is building

Their digital presence is attracting the
right customers and clients into their
business.



I know you are overwhelmed

1. Not sure what to do
2. Who to trust
3. Too much information

I was overwhelmed as well.



I have sat where you are...

Overwhelmed

- Director of Marketing for a Law Firm
- Lost position in Google

Learned how to:

- Rewrite the website
- Blog
- Push out a strategic social media campaign

Within four months...phone was ringing off the hook

Earned the top spot on the first page.





Let's Get You Out of Overwhelm



Will This Work?

1. This is all a part of a strategy
2. This is a slow build — 6 months you start to see some traction
3. You need to be doing other things as well (networking, sales)
4. You need to be authentic — now more than ever



Your Digital Marketing Plan



1. SEO

2. Editorial Calendar

3. Website

4. Blog

5. Linking

6. Reviews

7. Social Media

8. Email Marketing

9. Link Building Plan

10. Video

11. PPC

12. Automation



#2 SEO



What is SEO?

1. Search engine optimization
2. Making sure your website is ready for people to find you.



What can influence SEO?

1. Having the right keywords written into your website
2. Adding new & fresh content (blogging)
3. Link Building
4. Page Speed
5. Visitors and their behaviors
6. Must be responsive
7. Reviews

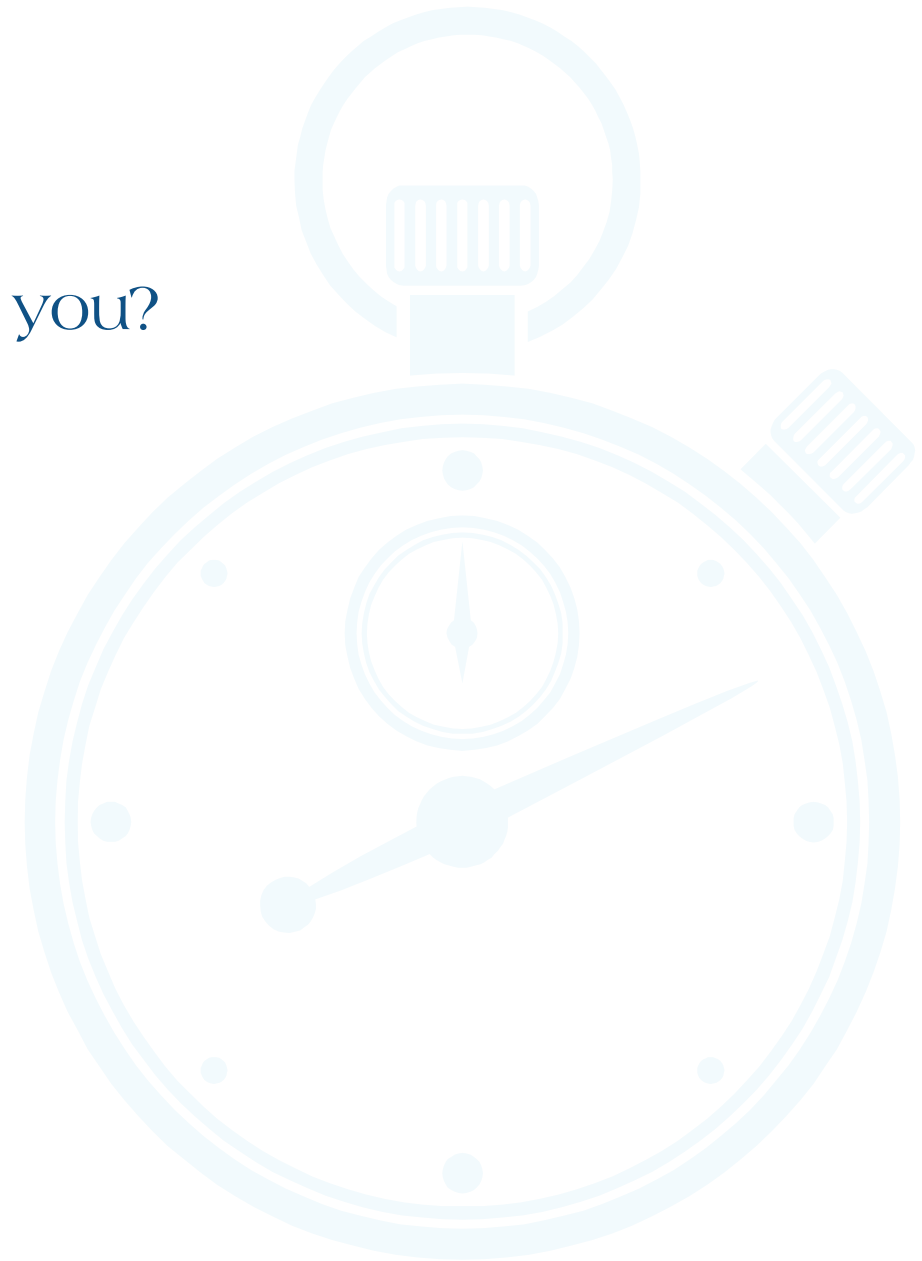


#2 Keyword Research



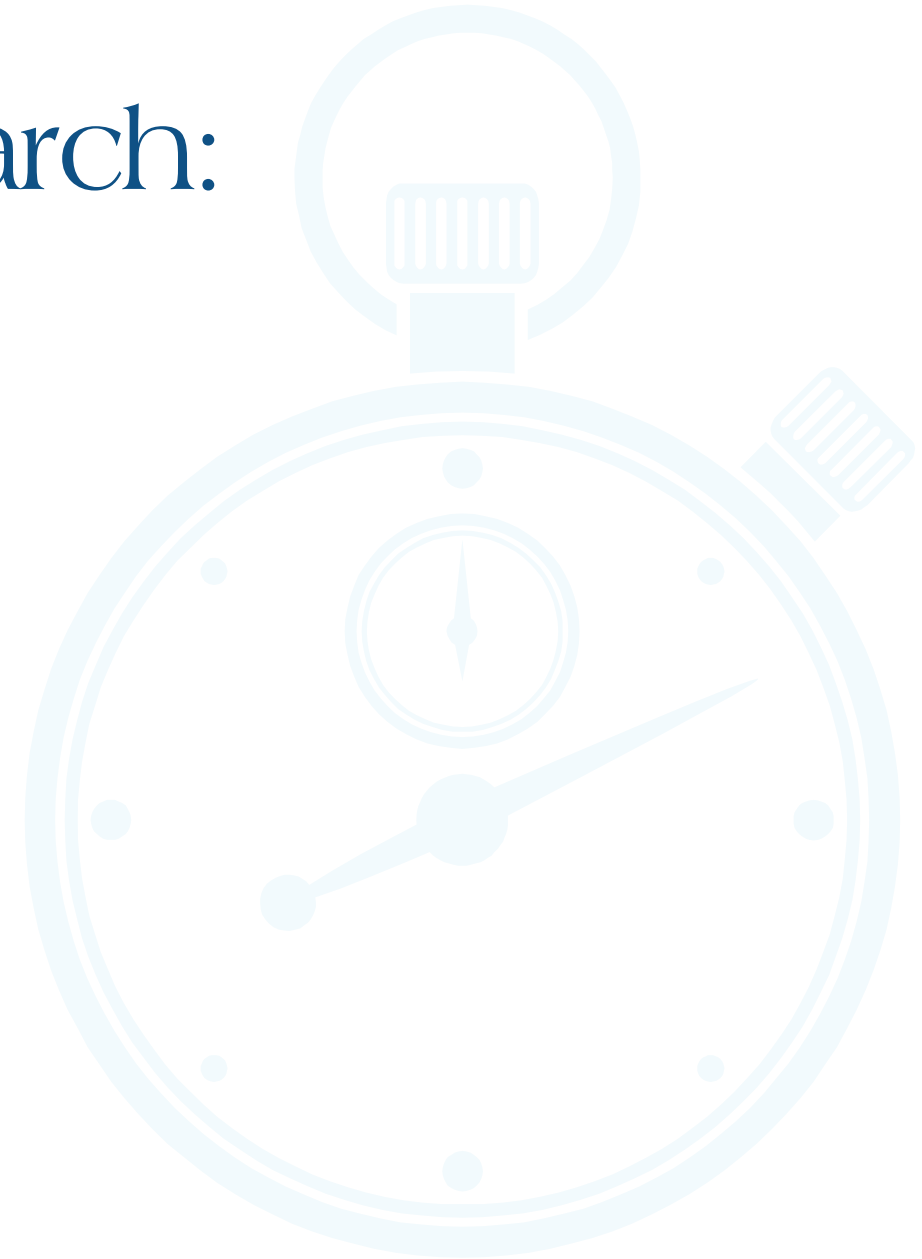
What are keywords?

1. How are your ideal clients searching for you?
2. Short tailed & long tailed
3. Question based
4. Geolocators & core business areas
5. Think like your ideal client
6. Google what you do
7. Google your name



Steps to keyword research:

1. What are your core practice areas?
2. What are your competitors writing about?
3. Who do you want to look like?
4. Top 5 questions asked and should ask
5. Yoast
6. Moz Keyword Explorer
7. Google Adwords
8. Answer the Public

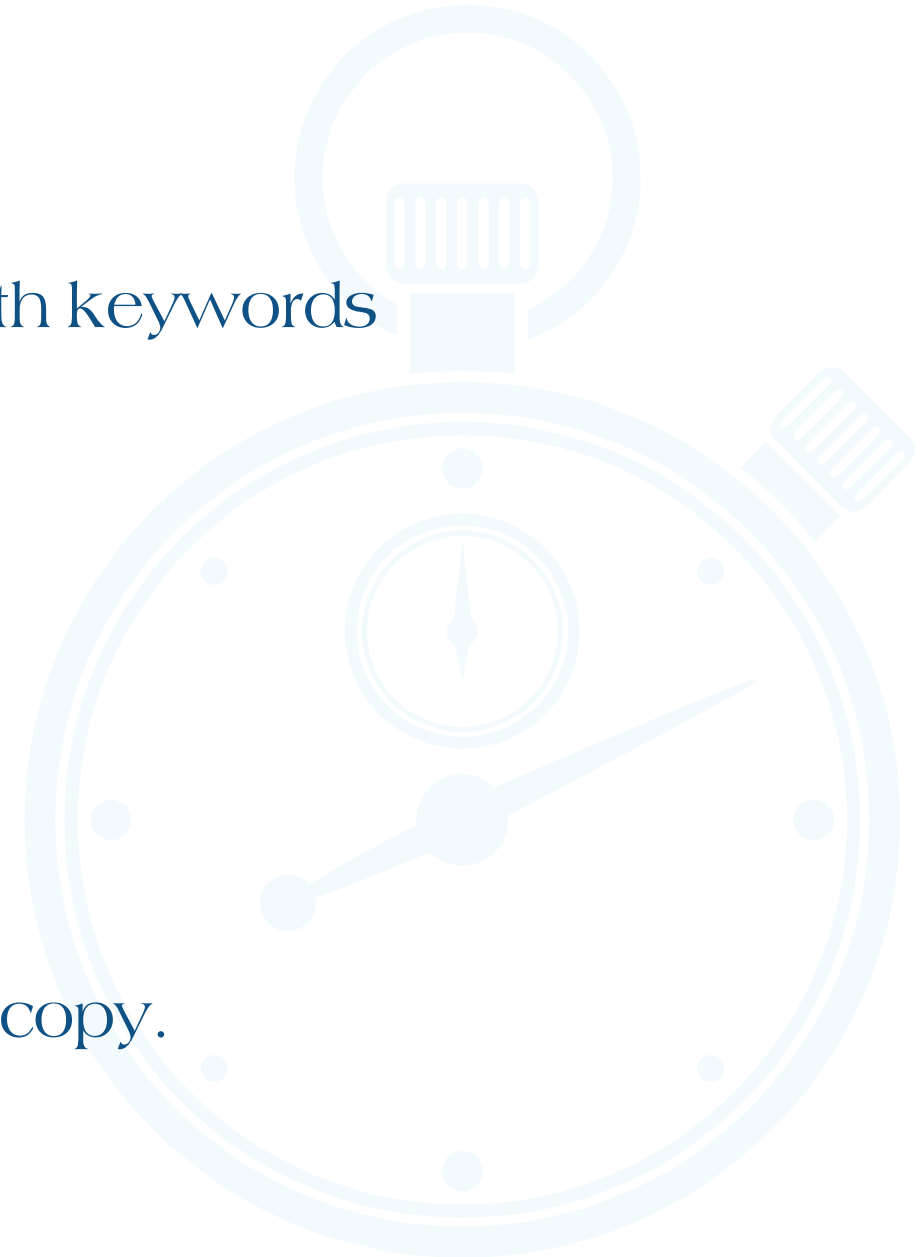


#3 Your Website



Your Website

1. Articles on your core business areas with keywords
2. Internal blog that is updated regularly
3. Well linked (internally and externally)
4. Responsive
5. SEO bells and whistles (technical)
6. Keywords naturally written into all your copy.
7. Social Media share and connect buttons



Core Business Areas: Articles

1. Articles on your core business areas
 1. Taxes for individuals
 2. Taxes for families
 3. Tax disputes
 4. Audit help
 5. Business taxes
 6. Bios (with keywords)

Not sure: Look at your files from this past tax season

Who do you want?

Tip: Freebee with an opt-in box — start collecting email addresses

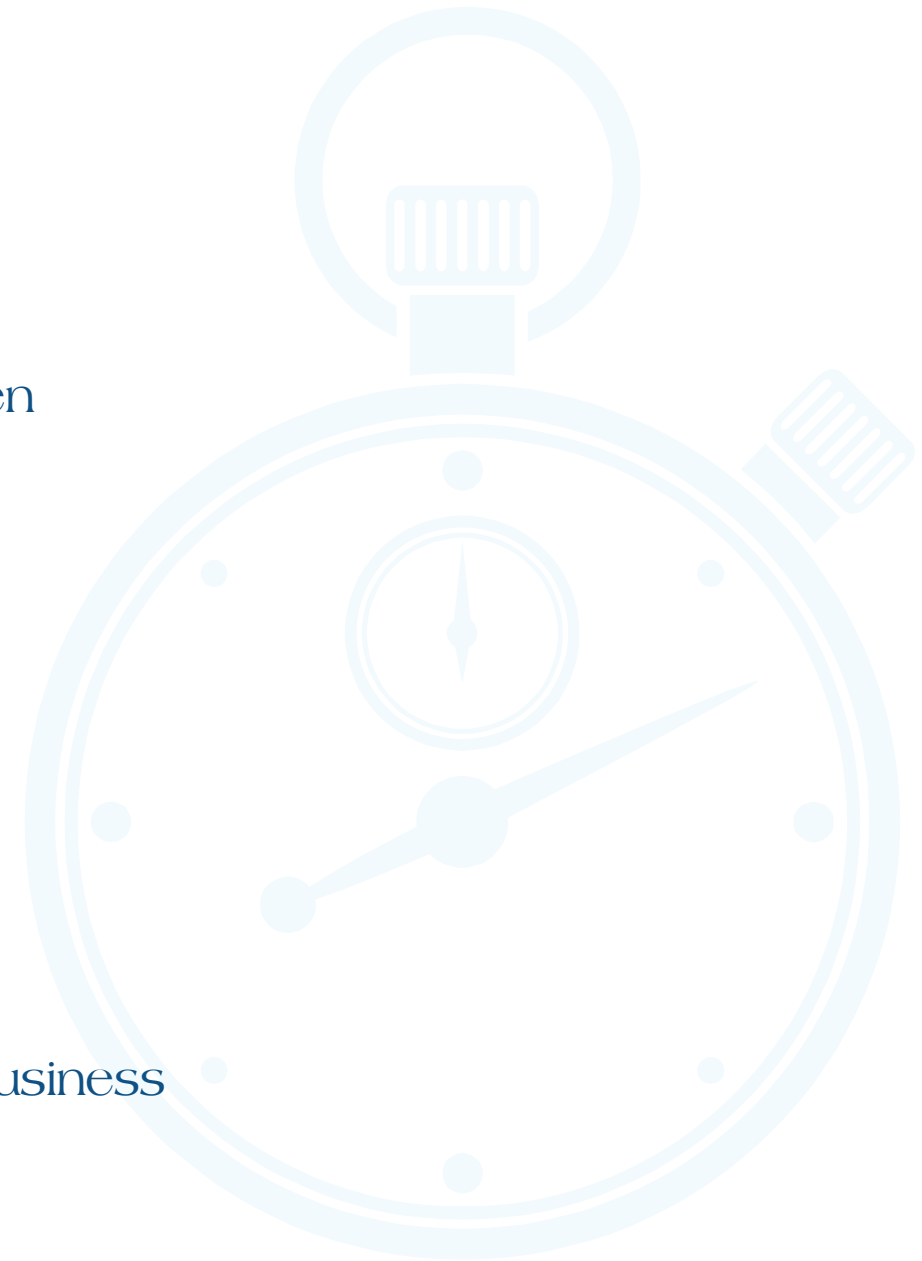


#4 Your Editorial Calendar



Your Editorial Calendar

1. A guide - what are you going to write about and when
2. Helps with writer's block
3. You don't miss opportunities
4. Plan out and coordinate your content
5. Add in important themes and dates related to your business



What are you going to create

1. Social Media Post themes
2. Website articles
3. Blog Posts
4. LinkedIn Long Posts
5. Newsletter
6. Pictures
7. Video
8. Power points



More ideas:

- News related
- Answer a question (5x5)
- Feature a client story or staff member
- Who, what, when, where, why & how
- How you help
- Solve their pain
- There is SOOOOO much pain in accounting and taxes



#5 Writing Blogs



Writing a blog

1. Once a week is ideal
2. Structure
3. Topics (well, what's in your editorial calendar?)
4. 350-500 words is ideal
5. Make sure it is optimized with keywords



A blog post

1. Title:
2. Opening Paragraph
3. Paragraph 1
4. Paragraph 2
5. Paragraph 3
6. Strong close

You can get creative: list, how-to, what not to do



Social Media

Set-up
Connect
Engage



Social Media

1. Know the culture of each site
2. Where are your ideal clients hanging out?
3. Correctly set-up each account (picture and copy)
4. Connect to the right people
5. Share great content
 - 1/2 yours
 - 1/2 content of others



What you need to get started

1. A blog internal to your website
2. Profile picture
3. Logo
4. Very clear outline of your ideal client
5. Keyword Research Done



Your Ideal Client

Get as specific as possible

- Profession
- Relationship status
- Kids?
- Age range
- Demographics
- Education level
- Hobbies
- Interests
- Professional Associations
- Fears
- Pains that you solve
- What have they tried before

What is their pain that you solve?



Passwords



Optimizing Your Accounts

- Great picture
- Logo
- Write your profiles carefully highlighting your core practice areas.
- Do not stuff your keywords into descriptions.
- Make sure to fill out every available section.
- Each profile should be unique from the others.



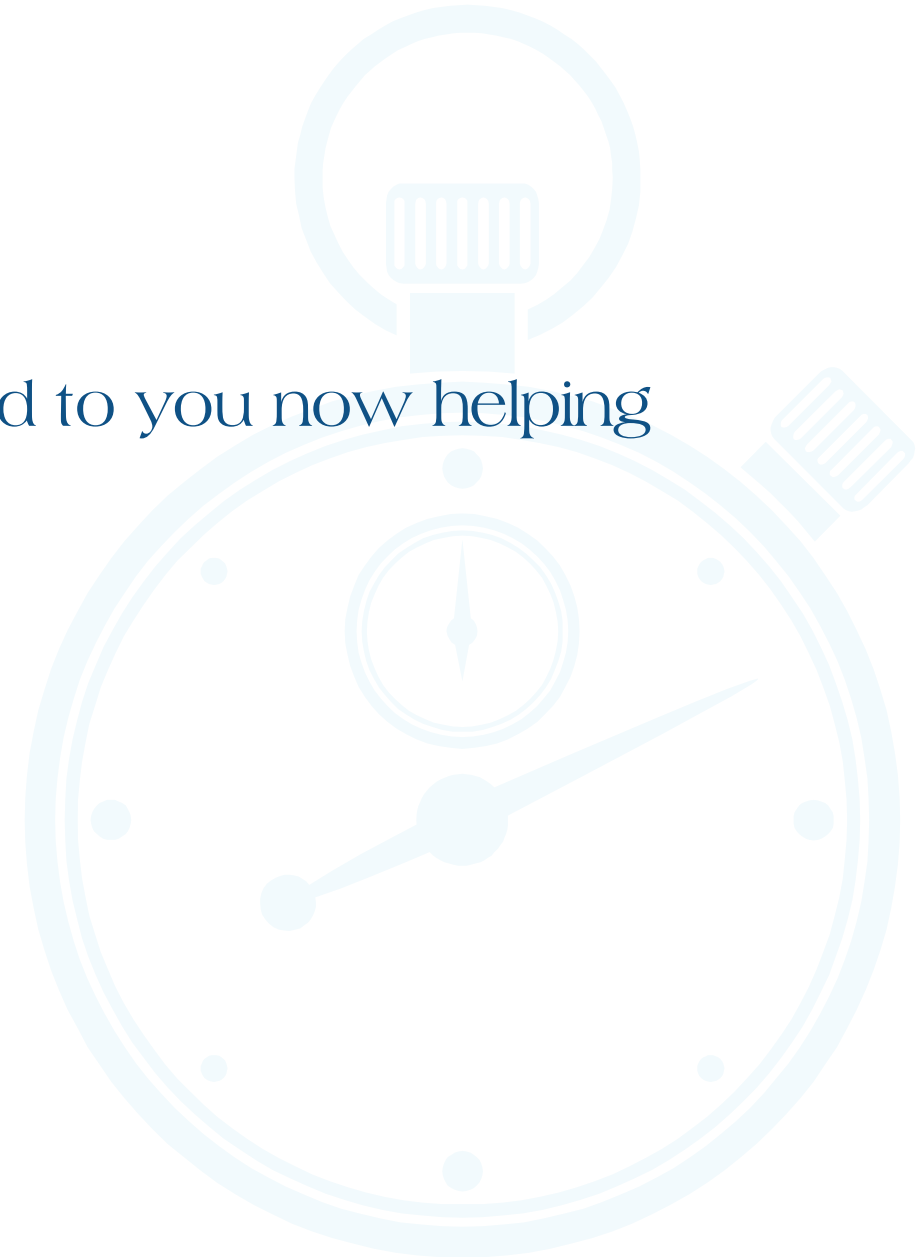
LinkedIn



Goals for LinkedIn

1. Complete Profile
2. Fill in every section and how they related to you now helping clients.
3. Great picture
4. The right connections (500+ is the goal)
5. Recommendations
6. Endorsements
7. A company page

Note: Professional — no cats or lunch



#2 Google My Business



Google My Business

1. Maps Listing
2. Completely fill this out.
3. Get if verified (mail or phone)
4. When Google gives us a toy....
5. Post to this regularly



#3 Facebook



Facebook

1. Let go of it as your go-to
2. Have a presence
3. Fill out all sections including services tabs
4. This is not the end all and be all.
5. Take reviews here.



#4 Twitter



Twitter: The Cocktail party

1. Quick
2. Must know how to use hashtags
3. Reach some audiences that are not elsewhere



#5 Instagram & Pinterest



Instagram and Pinterest

1. Heavily dominated by women
2. Heavy use of keywords
3. You need pictures



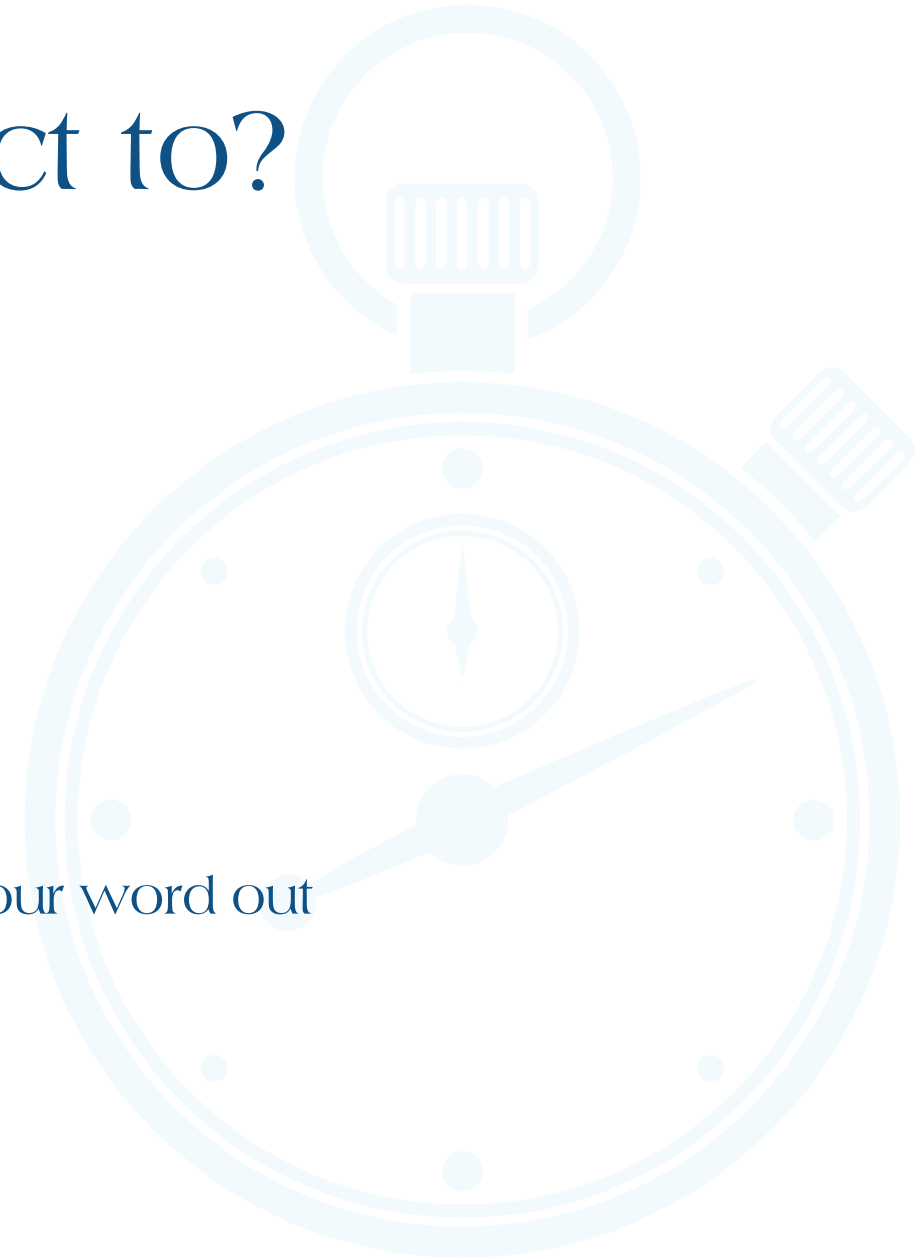
Connecting

1. Quality vs. Quantity
2. How Many?



Who should you connect to?

1. Each other!
2. Me!
3. Others you work with
4. Board members
5. Current customers and clients
6. Potential customers and clients
7. Well connected community members
8. Volunteers
9. Those who can help you connect and get your word out
10. Power Partners
11. The Press



Have a Plan to be Social

Entertain, Educate, Inform

Share a variety of information (your content and the content of others).

Send personal notes

Comment,

Tweet

Retweet

Like

Add Value

Pain Points and how you solve problems

Not sure what to do...stalk the competition



Reviews & Testimonials

Google, Yelp, Facebook

Have a simple set of directions to follow

- Watch the IP issue

LinkedIn Profile

Website

Then share them every once in a blue moon

Newsletters, create pics for social media posts

Blog Posts



Get Moving



Creating

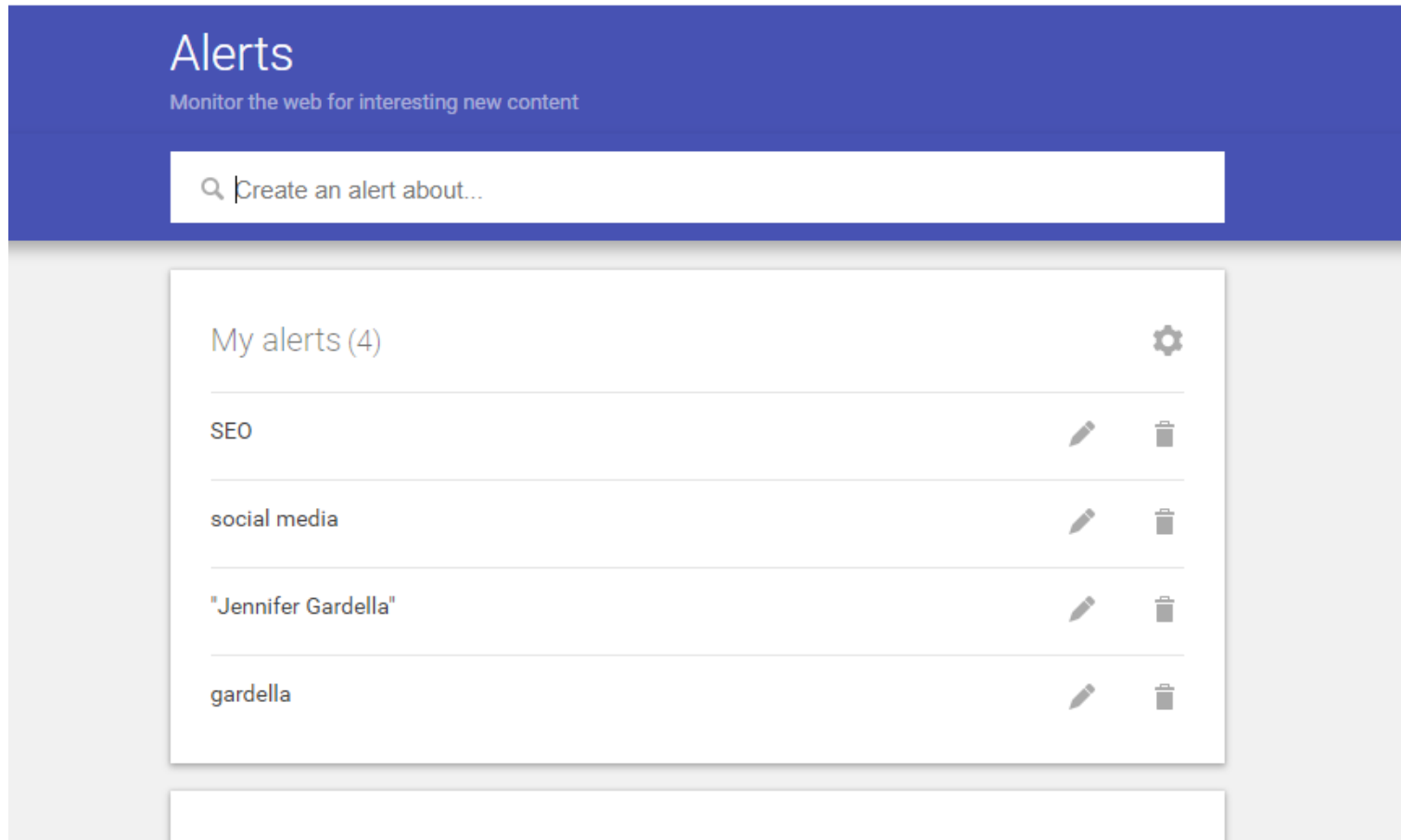
Posting

Coordinating



Google Alerts

<https://www.google.com/alerts#>



The screenshot shows the Google Alerts interface. At the top, there is a dark blue header with the word "Alerts" in white, followed by the subtitle "Monitor the web for interesting new content". Below the header is a white search bar with a magnifying glass icon and the placeholder text "Create an alert about...". Underneath the search bar is a white box titled "My alerts (4)" with a gear icon for settings. This box contains a list of four alerts, each with a name and two icons (a pencil for edit and a trash can for delete):

Alert Name	Edit	Delete
SEO		
social media		
"Jennifer Gardella"		
gardella		



Taking Pictures

1. Use an iphone
2. Get your people in the pictures
3. Get clients in pictures (permission?)
4. Have some professional pictures taken
5. What's going on in the office — your day.
6. Your dog at work



When to post...how often

1. Blogging 2-4x per month
2. Posting every day to LinkedIn, Facebook, Twitter and Google
3. Time — don't worry, just start moving
4. 10am, 2pm and 8pm



What to share

60% of content should be yours

All the content you create — pictures, blog posts, quotes, videos, your newsletter

40% of content should be others


- You do not want to sound like an advertisement only promoting your content
- This usually bothers business owners
- Share related content
- Not from your competitors
- How do you find related content?



Finding Good Content to Share

1. Blogs of non-competitors
2. Google Alerts
3. Pocket on your phone
4. Search Twitter on a hashtag
5. What are your competitor's posting
6. Entrepreneur.com
8. Be careful about sharing articles from subscription sites.
9. What's going on around town





Do not share the same content across multiple platforms on the same day.

Say you have a blog post:

Week one: LinkedIn

Week two: Tweet

Week three: Facebook

Week four: Google My Business

Change the copy of the social post for each site.



Have a Plan to Get this done

1. Editorial Calendar

2. Batch your work

3. Outsource what you can

4. Automate what you can

Remember: minimum of 6 months to take-off



Automation

❖ Hootsuite

❖ Buffer

1. Never have any auto-posting done for you — always make sure you approve it.
2. Do not set it and forget it

Should you let current events dictate your posting?



Getting it all done

Have a plan a few goals

Set-up Correctly

Create a strategy

Create a policy

Editorial Calendar

Automation





www.JenniferGardella.com

Connect with Jen

Twitter: @DrJennyLynn

LinkedIn: Search on name

Facebook: The Gardella Group

Instagram: @DrJennyLynn

A woman with long brown hair, wearing a dark blue dress, is sitting in a brown upholstered chair. She is smiling and talking on a pink mobile phone held to her ear. A black laptop is open on her lap. The background is a large window with a view of tall green grasses. A dark blue semi-transparent banner is overlaid across the middle of the image, containing white text.

BOOK A CALL WITH JEN





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