

Zero Cost Social Media

THE BASICS OF USING SOCIAL MEDIA TO BUILD YOUR BUSINESS

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The plan ...

What we're discussing here today is ORGANIC or Unpaid Social Media (vs paid marketing on social media)

What we're discussing here today is using Social Media for BUSINESS.

The Goal:

Understand what social media is, why it is important to your business development.

Explore the channels and mediums that would be a good fit for you and your business.

Learn the steps needed to start and grow your business' social media presence.

Social Media is PART of your business!

- ❖ Create a WOW EXPERIENCE for your customers.
- ❖ ENCOURAGE those customers to stay in contact with you via social and email.
- ❖ ENGAGE them with good, relevant content.
- ❖ EQUIP them with the ability to provide social proof by reviews, shares, and comments.
- ❖ Do it all over again with their referrals & connections.

The purpose of Social Media in Marketing

1. to connect you with your customers (Warm)
2. to connect consumers to you (Cold)

Almost all ORGANIC social media is #1.

PAID social media is a MIX of #1 and #2.

A good marketing program will have BOTH.

Social Media is not the **ONLY** marketing avenue

— IT MAYBE ISN'T EVEN THE BEST MARKETING AVENUE FOR
YOUR BUSINESS.

Your business is participating in Social Media

EVEN IF YOU CHOOSE NOT TO PARTICIPATE BY ACTIVELY
POSTING OR HAVING A DESIGNATED PRESENCE.

Social Media utilizes what we call “Content Marketing”

WHICH IS EXCHANGING YOUR BUSINESS KNOWLEDGE, EXPERTISE, INFORMATION AND INSPIRATION (CONTENT) FOR THE CUSTOMER’S ATTENTION, CONSIDERATION, USE AND LOYALTY (MARKETING).

Yes, AI can be a big HELP for social media marketing.

IF YOU USE IT CORRECTLY.

The Four Parts of Organic Social Media

1. The content, comments, shares you put out onto a platform.
2. Your likes, follows, tags, and subscribes.
3. Your customers' likes, follows, reviews, and subscribes.
4. Your customers' posts, tags, comments and shares about YOUR business.

Social Proof

You want to create content that **CONNECTS** with your customers.

You want your customers to create content that **PROMOTES** your business.

This is what generates **SOCIAL PROOF** which is the currency of organic social media.

Social Proof is important in four ways:

1. Presence
2. Activity (yours and theirs)
3. Reviews
4. Authority

Examples of Online Social Proof

Testimonials

Reviews

Follows, likes, comments, shares

Case Studies

Expert Commentary

Analytics/Search

Screenshots

Types of Social Proof

Provided (most impactful in customer research)

Gathered (most impactful in sales)

Wild (most impactful of all)

Authority & PR (most impactful for new leads)

Some more vocabulary you'll need:

Insights

Metrics

Reach

Engagement/Interaction

Audience

Business Name vs Personal Name on Social Media

SOME NETWORKS ASK YOU TO SHOW UP AS YOU AND OTHERS
ASK YOU TO SHOW UP AS YOUR BUSINESS



What channels are right for you?

Find the perfect channel – the one where your customer is present and you like the format of communication!

Facebook

THE WORLD'S MOST POWERFUL
SOCIAL PLATFORM



YouTube

THE POWER OF VIDEO IN THE PALM OF YOUR HAND (AND ON YOUR TV, XBOX, COMPUTERS, PLAYSTATION, IPAD, ANDROID ...)



Instagram

CREATIVITY IS A POWERFUL SALES OPPORTUNITY

Tik Tok



SHORT VIDEO CONVERSATIONS

TikTok

LinkedIn

BUILDING ON YOUR CONNECTIONS





Pinterest

THERE'S MORE HERE THAN JUST DREAMING



Twitter, now X

THE FAST MOVING CONVERSATION OF LIFE

Nextdoor

GETTING LOCAL



nextdoor

Choosing the Social Media channels for your business

Pick ONE Channel as a primary.

Choose this channel based on 1) YOUR medium preference and 2) Your Target Market

Choose Secondary channels.

Repurpose content from your primary channel to your secondary channels

Content Strategy

REVIEW: Social Media utilizes what we call “Content Marketing” – which is exchanging your business knowledge, expertise, information and inspiration (Content) for the customer’s attention, consideration, use and loyalty (Marketing).

Step One: Look at your business and set a goal and an objective.

GOAL: AWARENESS OR CONSIDERATION?
OBJECTIVE: HOW MUCH
CHECK YOUR CALENDAR!

Step Two: Develop a piece of High Value Content

SOURCES: FRESH (PLATFORM SPECIFIC)

BLOGS, PODCASTS, VIDEOS, COURSES/CLASSES/SEMINARS, FREEBIES, LEAD MAGNETS

USE AI TO HELP YOU.

Step Three: Make Social Media out of your High Value Content

SHARES, POSTS, QUOTES, BITES, PICTURES, LINKS, TAGS, ETC.

AI CAN HELP HERE, TOO!

Step Four: ENGAGE with people as they respond.

COMMENTS, LIKES, SHARES

Where should you start?

Claim your name and profiles first.

Build energy and followers.

Launch your content strategy.

How do I get followers?

ASK!

Should I hire someone to do my social media?

MAYBE ... BUT YOU STILL NEED TO HAVE THE REINS OF YOUR SOCIAL MEDIA DIRECTION.

How do I do social media AND run a business?

BATCH

USE TOOLS, USE AI

SET ASIDE TIME ON YOUR CALENDAR

Resources ...

The Business Animal Podcast <http://thebusinessanimal.com>

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