

# Organic Sources of Social Media

THE BASICS OF USING SOCIAL MEDIA TO BUILD YOUR BUSINESS

Join my VIP List:



# Kimberly Beer

Entrepreneurial Wise Woman  
Cohost of The Business Animal &  
Cowgirls with Cameras Podcasts

BeMoreBusiness.com  
Midnight Productions, Inc.  
The Beer Ranch  
Cowgirls with Cameras  
Kim Beer Photography

Author of The Little Book of Big Sales  
Moves & The Gift of Gravel

kim@bemorebusiness.com  
816-738-3222

BeMoreBusiness.com

# BE **MORE** Business

# 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 marketing is, how 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)

# 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

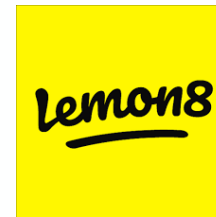
---

GETTING LOCAL



nextdoor

## SOME EMERGING CHANNELS TO CONSIDER



Private Channels (some of these cost \$\$)



# 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>

Subscribe to me on YouTube [YouTube.com/kimberlybeer](https://www.youtube.com/kimberlybeer)

Join my VIP List:

