

social media 2018

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why is social important?

Regardless of how you primarily work your business, you can't ignore Facebook any longer! Perfect for marketing, follow-up, lead generation & more.

1

PUBLIC PERSONAL PAGE

Your customers will see your personal page most often!

2

CONTENT HEAVY BIZ PAGE

Under 6% of your fans will see your content, so you better make it good!

3

ACTIVE VIP GROUP

Still the sweet spot on Facebook in 2018! It's time to kick it up a notch here.

4

FACEBOOK LIVE

Facebook wants video! Use Facebook Live to build solid relationships with your audience.

5

SOCIAL KNOWLEDGE

staying informed on the algorithm will help you increase your reach and plan more wisely

personal page

Keep it Public

Even if you only work the business part-time, you're a business owner all the time!

Post Daily

Your Personal Page is where you want to make solid friendships & lead them where they can find out more.

business page

Stay Consistent

Even though under 6% see your content, Facebook still yields the highest conversion rates.

Share Only the Best

The content on your page has to be the best of the best. What do your customers want?

VIP Group

2-3x per week

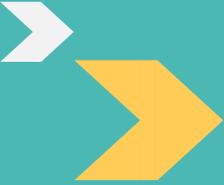
You don't have to share as often in your group! But when you do, you need to make your members feel special.

Conversations

The bigger your sense of community in your Group the more successful it will be.



3 TIPS FOR



facebook live

MARKET

When you plan your lives in advance, you have more time to market them to your followers & list.

TITLE

Content and your title is important! Use magazines and blogs and swap words in their headline to make it your own.

OPENING

You MUST have a strong opening talk for Facebook Lives. Remember, you have TWO audiences!





Do you keep up to
date with the new
changes of the
algorithm?

**the
algorithm**





“
**If you fail to plan,
you plan to fail.**
”

M

MONDAY MOTIVATION

On your personal page & business page share a quote & inspirational story

T

TIP/TUTORIAL ON LIVE

Go LIVE on your business page and teach your audience something of value

W

POST TO VIP GROUP

Go deeper into your topic from yesterday in your group. The more you can give (video, files, etc) the better!

T

REVIEW

Do a quick review of the last week. If reach & engagement is down, make some changes to your plan.

F

POST TO VIP GROUP

Tips/Goals/Questions for the weekend



WHAT TO DO



daily

CHECK POST

Did your scheduled content make it up okay? Have a Facebook Live to do? Make sure it gets done!



RESPOND TO MESSAGES

Respond to comments & messages! Don't forget to check your 'Others' folder

ENGAGE WITH OTHERS

Comment on other people's posts and follow-up with customers.

