



Presented by:
Patty Ross

SOCIAL MEDIA MARKETING STRATEGIES FOR YOUR SMALL BUSINESS

About SCORE

As a resource partner of the SBA, we help small businesses by:



Providing free
business advice
and mentoring



Offering low or
no-cost business
training



Sharing free business
templates and
resources

Request a SCORE mentor at www.score.org/find-mentor

**First E-Commerce position in 1998 in gourmet gift industry.
21 years in wine industry in technology and marketing**

Other industry experience includes motorcycle, aromatherapy, legal, activism, landscape design, financial, Non Profit, fitness, CBD/Cannabis, restaurants, tattoo, medical spa, education, transportation & logistics, coaching, consultants, health and wellness, food products, beauty, etc

Teach Marketing/Branding Classes for:

SCORE (Multiple in and out of state chapters, SBDC's, Business Source Centers, Women Business Centers, Chambers of Commerce, Trade Associations, and private organizations.

Current Board Member-Venice Chamber of Commerce

Current Board Member-NAWBO Los Angeles (Membership Director)

Small Business, Labor & Employment Comm- BizFed Los Angeles







BEFORE YOU GO ANY FURTHER....
KNOW EXACTLY WHERE YOU NEED TO GO...



MEASURE/OPTIMIZE

Measure how marketing is performing against KPI's and benchmarks. Then, optimize to improve results and performance.

SET S.M.A.R.T. GOALS

Clearly articulate what you want to achieve, how and when. How much of a commitment it will take-time, money and people?

BUYER PERSONAS

Focus on who matters to you? Is it more than one type of buyer? Can you look at past customers to find buyer personas? Who are they? Where are they? What do they need? What do they want?

S.W.O.T. AND U.S.P.

Analyze your Strengths, Weaknesses, Opportunities and Threats to improve your business and better compete in your space. What is your Unique Selling Proposition?

YOUR STORY

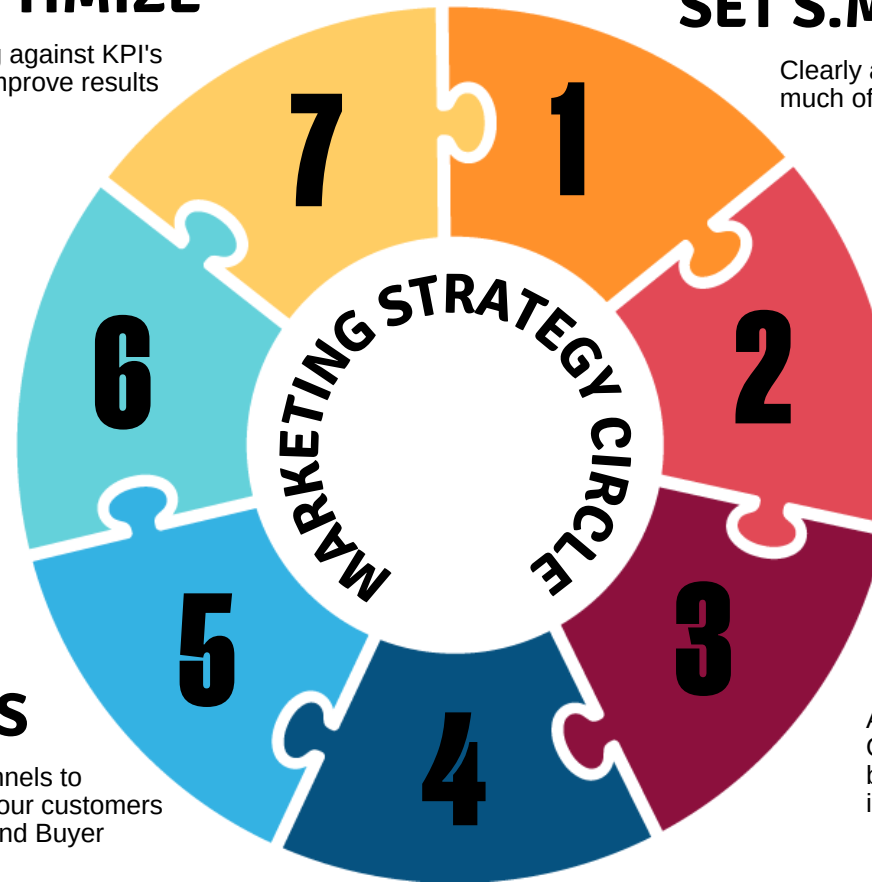
Your story is your messaging, visuals, people. What is your brand story saying about you to your ideal customers?

CHANNELS

Focus on the most effective channels to engage, educate and entertain your customers based on your SWOT, GOALS and Buyer Personas.

TACTICAL PLAN

Develop a tactical implementation plan to guide who does what, when and how, as well as tools processes, budgets and best practices.



Do You Have A Marketing Plan?



"'Build it, and they will come' only works in the movies. Social Media is a 'build it, nurture it, engage them and they may come and stay.'" — Seth Godin



Top 10 Social Media Marketing Mistakes

**1. No plan in place.
Where to focus first.**

2. Not being consistent!

3. Not being clear about the short term AND long term goals

4. Expecting too much in a too short time then give up!

5. Picking Platforms based on what YOU like. Not where your customers are

6. No idea which platforms your ideal customers hang out.

7. Not measuring the right numbers

8. Not having quality content in place. Images, video, etc.

9. Trying to do it yourself when you don't like social media

10. Thinking everybody can do Social Media



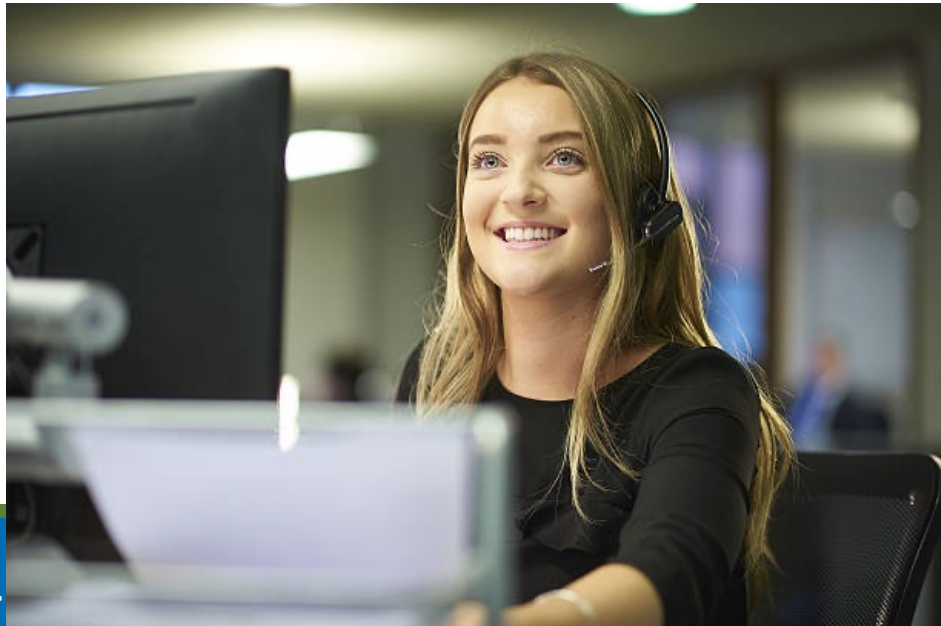


**Yes...teenagers know how to post on social media...
but should they be running your business' social
media?**

They are great with people! Let's make them the HR Manager?



Straight A's in math. Let's make them the accountant?

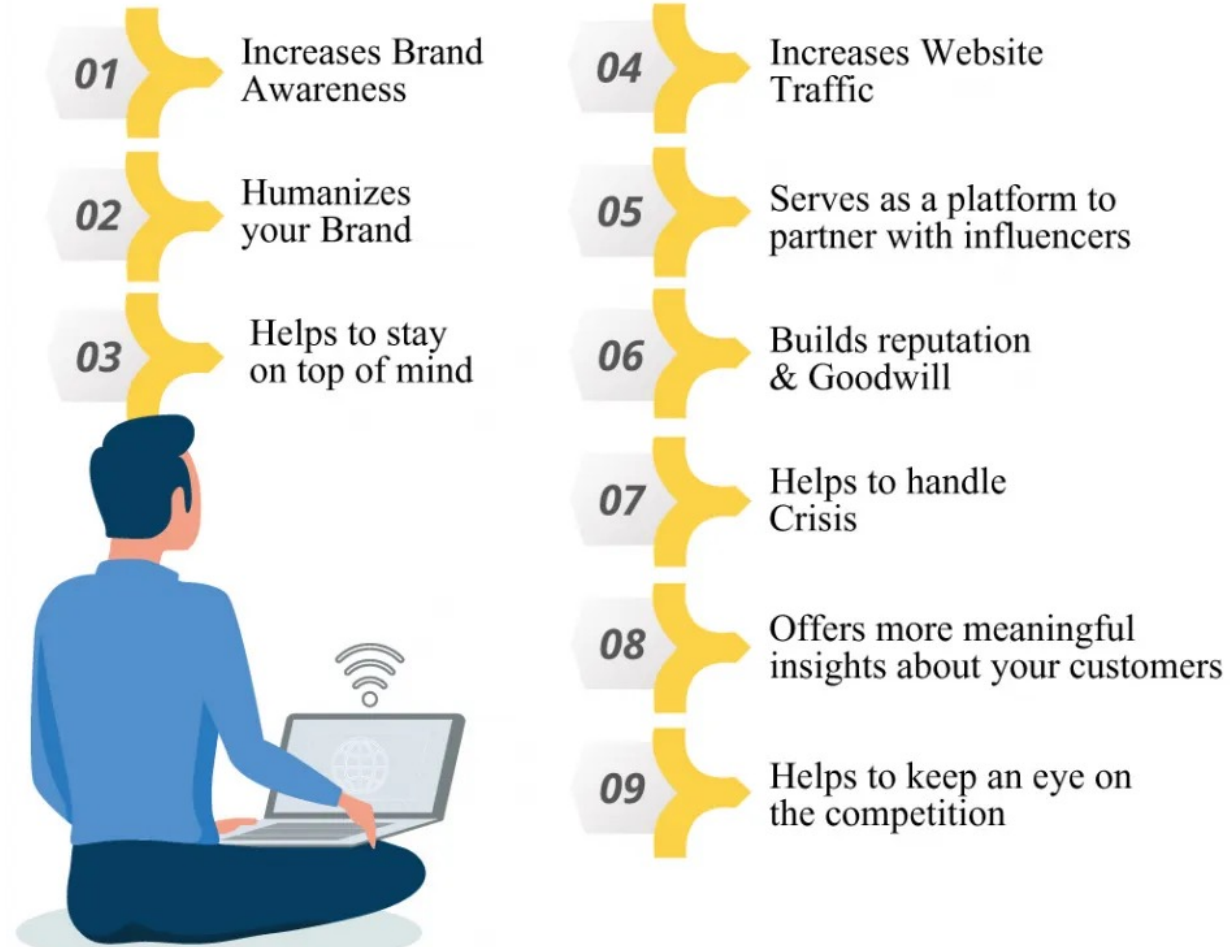


POWERED BY



9 REASONS WHY BUSINESSES CAN'T IGNORE SOCIAL MEDIA

proschool
An **ims**

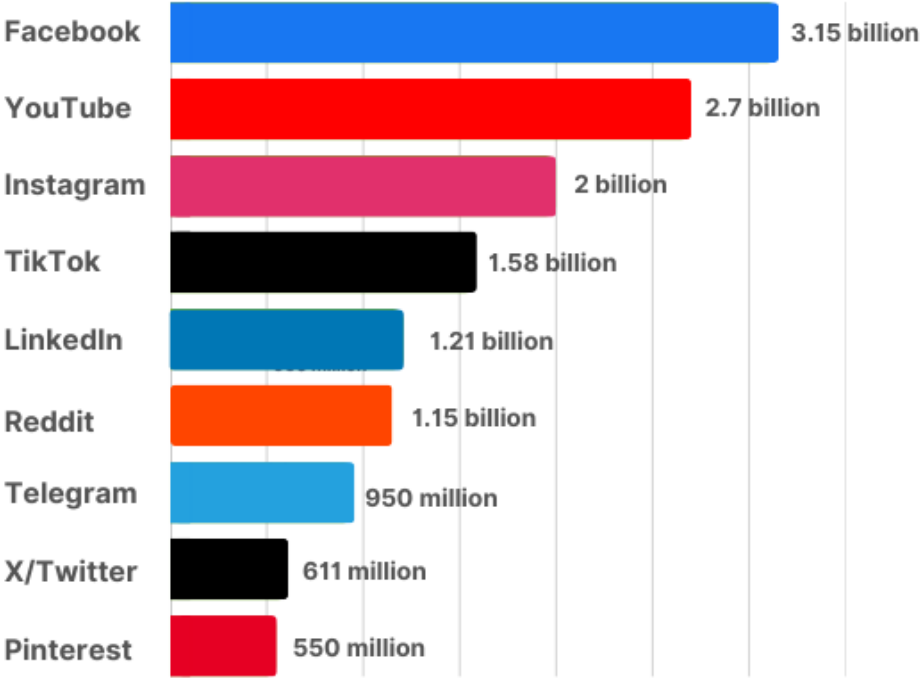


Social Media

Who, Where, What and When



Social Media User Worldwide 2025



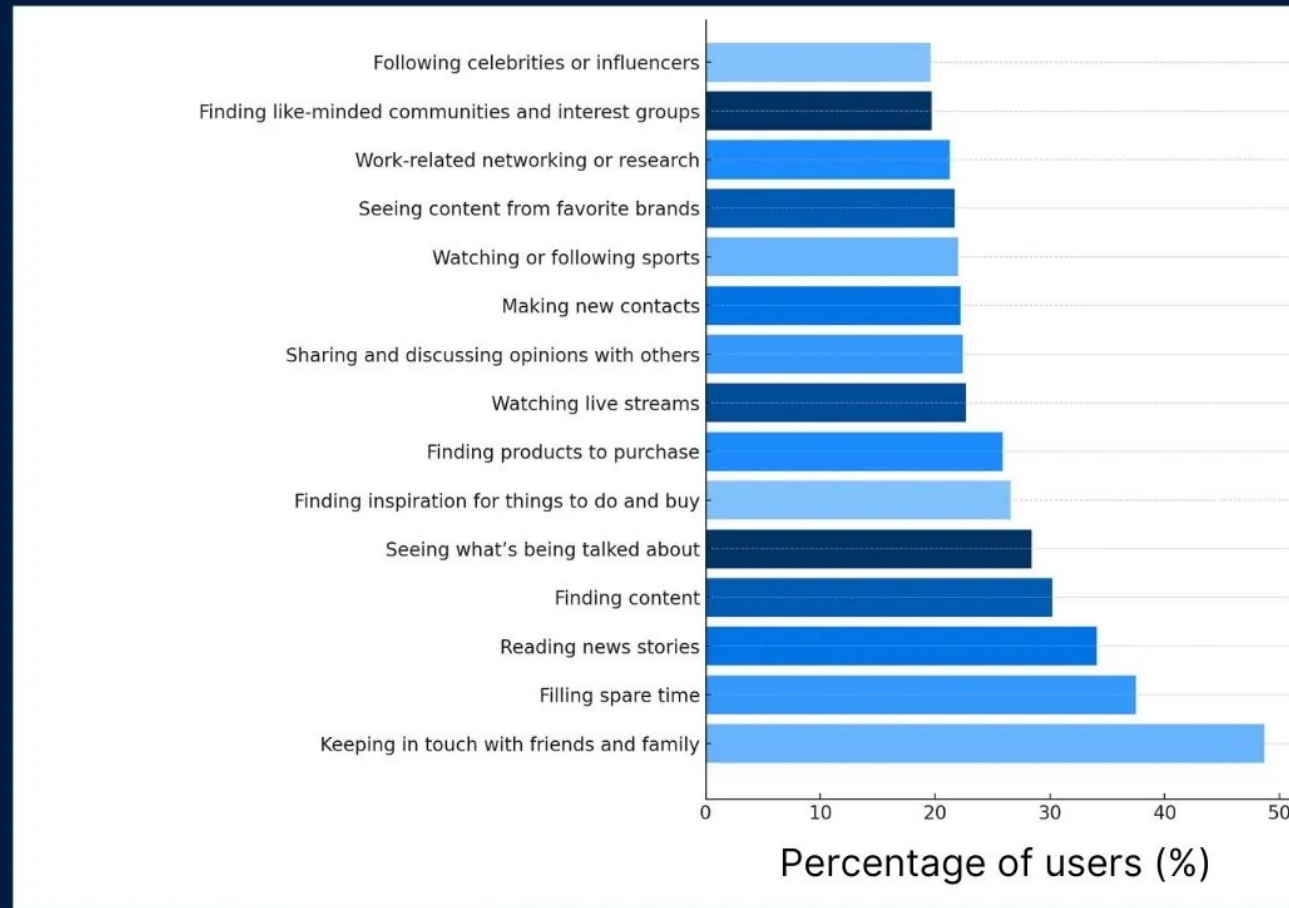
The user numbers refer to monthly active users (MAU).



© Adenion GmbH, Blog2Social Social Media Report 2025



Reasons for Social Media Usage



Sonary

Source: Exploding Topics



Social Media Statistics 2025 For Businesses



93.79% of businesses use social media platforms for various purposes



77% of U.S. small businesses rely on social media for sales, marketing, and customer service



71% use social media primarily for marketing purposes



59% focus on customer service and communication through social platforms



44% aim to boost brand awareness via social media



41% use social media to drive revenue



81% of small businesses incorporate Facebook into their strategies



83% of small businesses post content several times per week



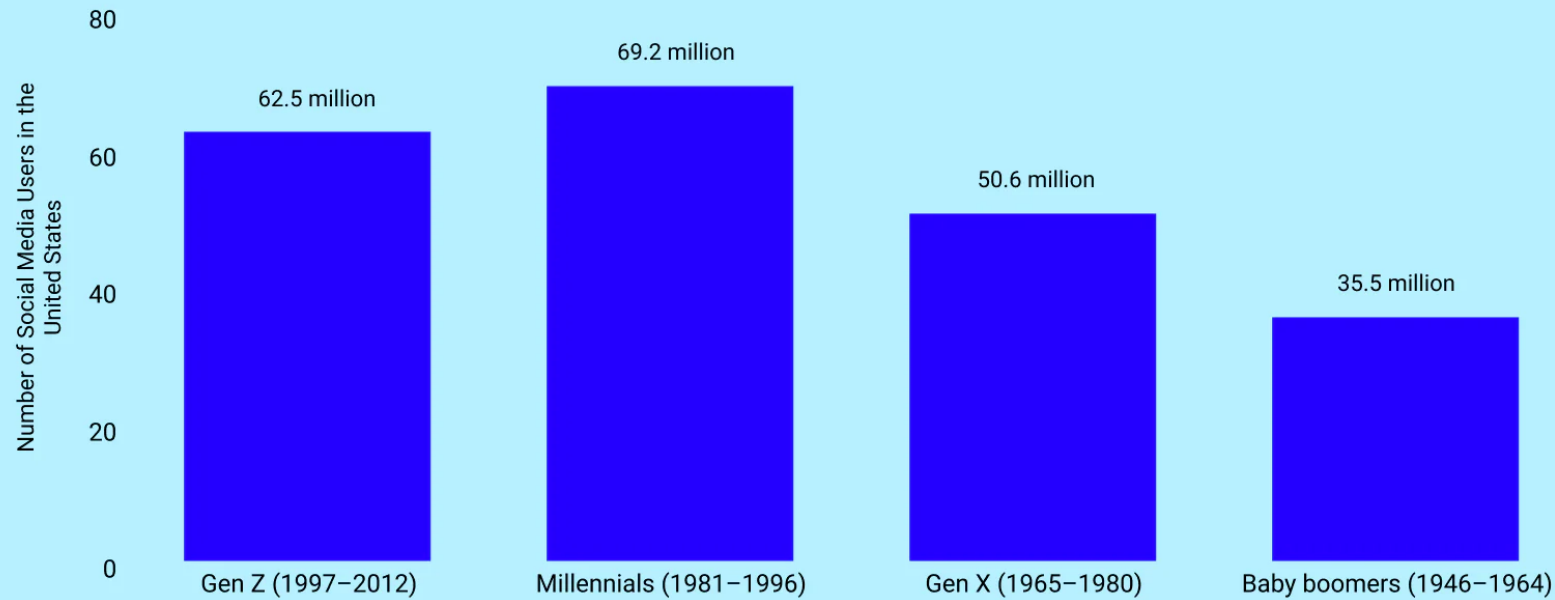
48% of small and medium-sized enterprises (SMEs) consider social media important to their survival



87% of small business owners agree that social media has positively impacted their business



Social Media Users by Generation (2025)



Source: eMarketer

OBERLO

In 2025:

Gen Z=13-28

Gen Y= 29-44

Gen X= 45-60

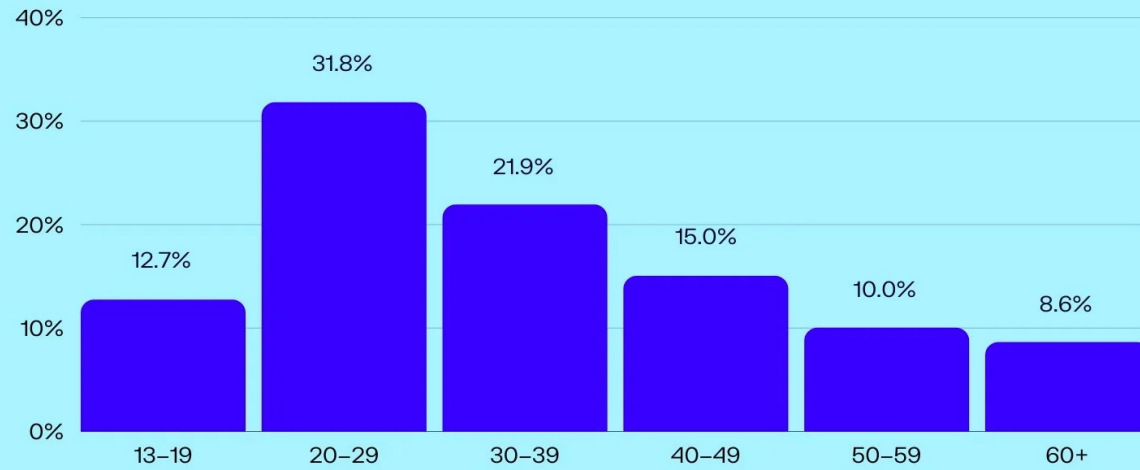
Baby Boomer = 61-79

Silent = 79+

- The Greatest Generation – born 1901-1927.
- The Silent Generation – born 1928-1945.
- The Baby Boomer Generation – born 1946-1964.
- Generation X – born 1965-1980.
- Millennials – born 1981-1996.
- Generation Z – born 1996-2012.
- Gen Alpha – born 2013 – 2025.

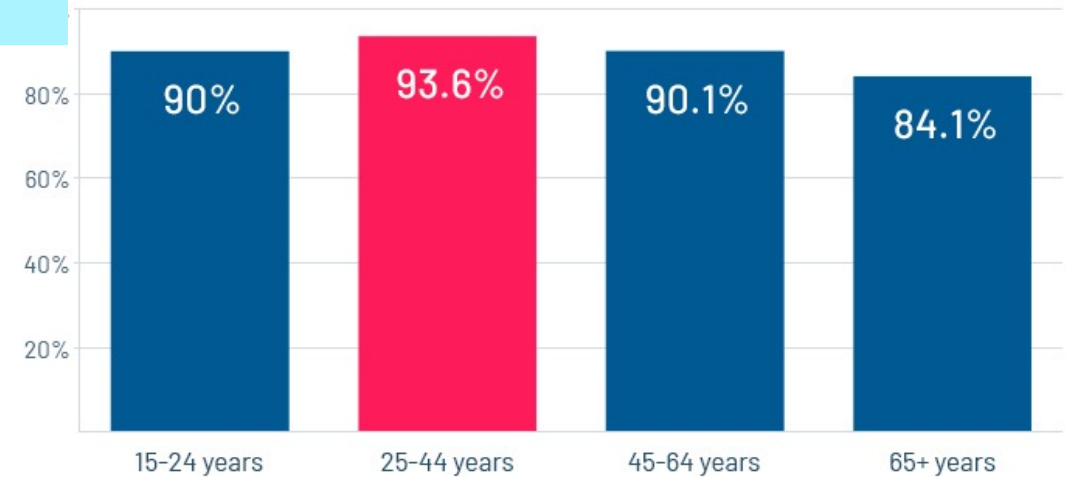


Social Media Age Demographics

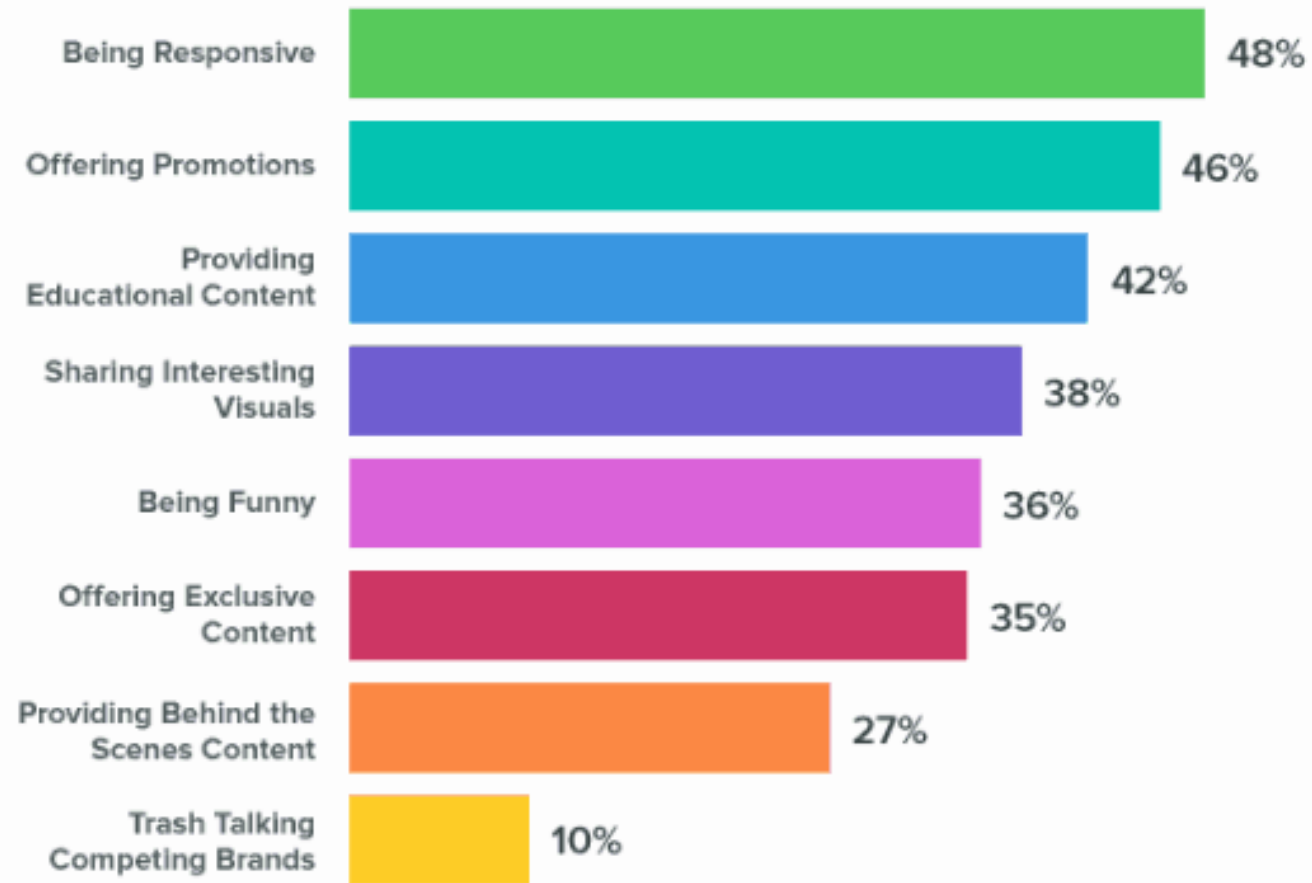


Social Media vs Email Usage

Age Demographics of Email Users in the US



Brand Actions on Social That Prompt Consumers to Purchase





Facebook Statistics 2025



Facebook is 2024's
most used social platform



India tops with
378 M Facebook users



Over **2 billion people**
use Facebook daily



31.1% of users
are aged **25-34**



Users spend
~20 hours per month



30% of adults access
news via Facebook.



74% of non-skippable
ads are fully watched



50% of user time is
spent watching videos



64.6M customers
reached via Facebook Shop



200M+ businesses use
Meta apps monthly to
reach customers



19% of US shoppers
begin product searches
on Facebook



81.8% access Facebook
via smartphones; only
1.5% use desktops

STATUS}REW

Engage with customers on social at scale
Start today: <https://statusbrew.com/>



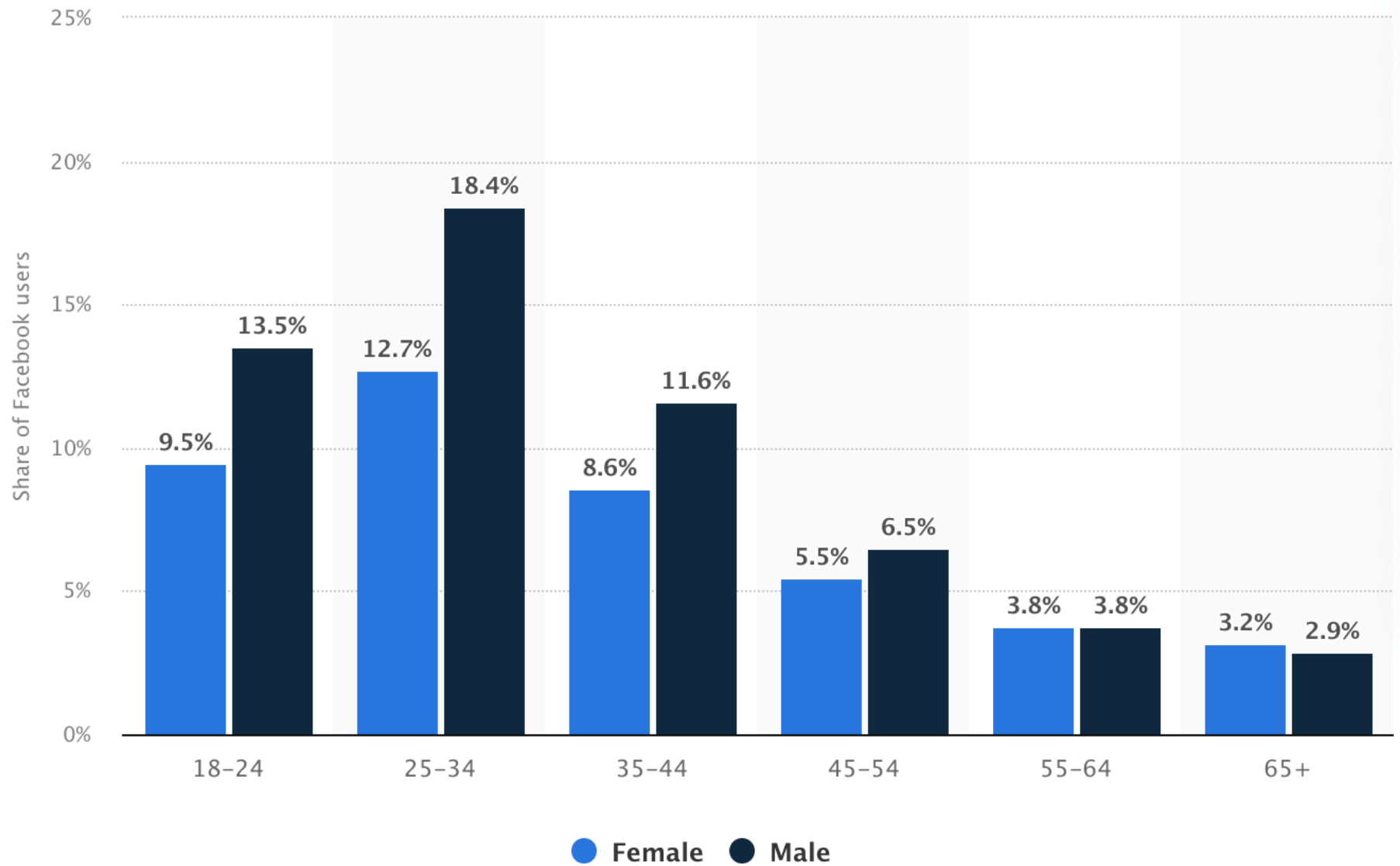
Facebook user distribution by gender

54%
Women

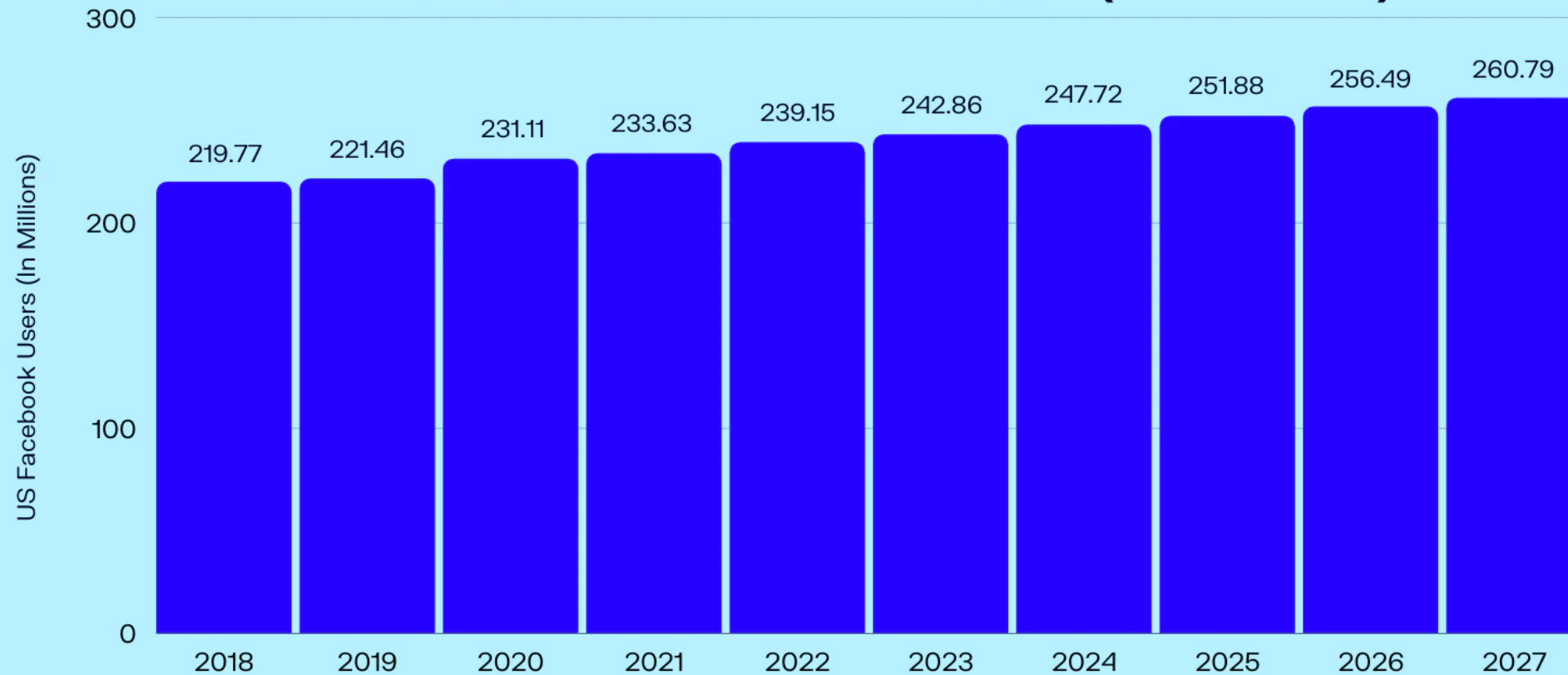
46%
Men

passport-photo
online





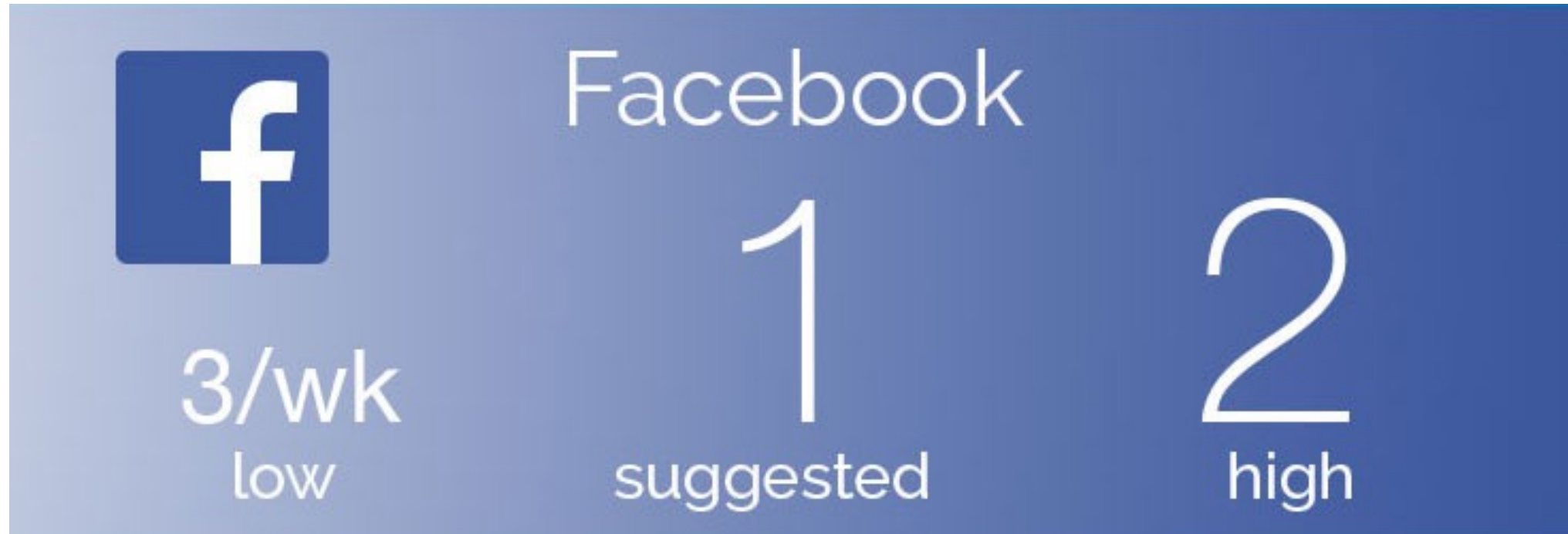
Number of Facebook Users in the US (2018–2027)



Source: Statista



How often should I post per day?



Bare minimum: 3 times a week. Optimal: once or twice a day.

Avoid: Sharing a bunch of posts in quick succession, or disappearing for weeks at a time.

[Hubspot](#) found that pages under 10,000 fans experienced a 50% drop in engagement *per post* if they posted more than once per day.



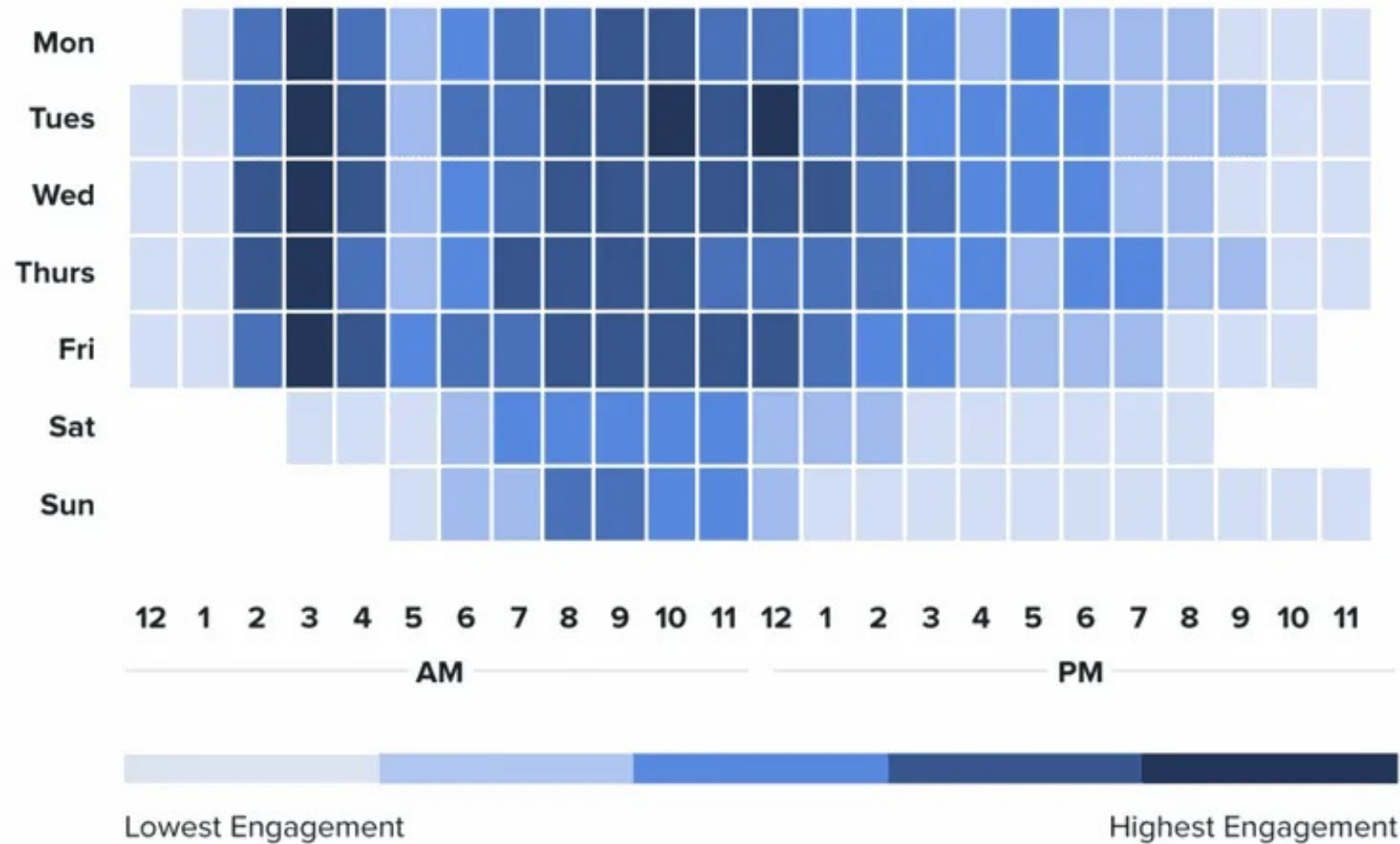
DON'T BE A KLINGON!!

**STAR
TREK**

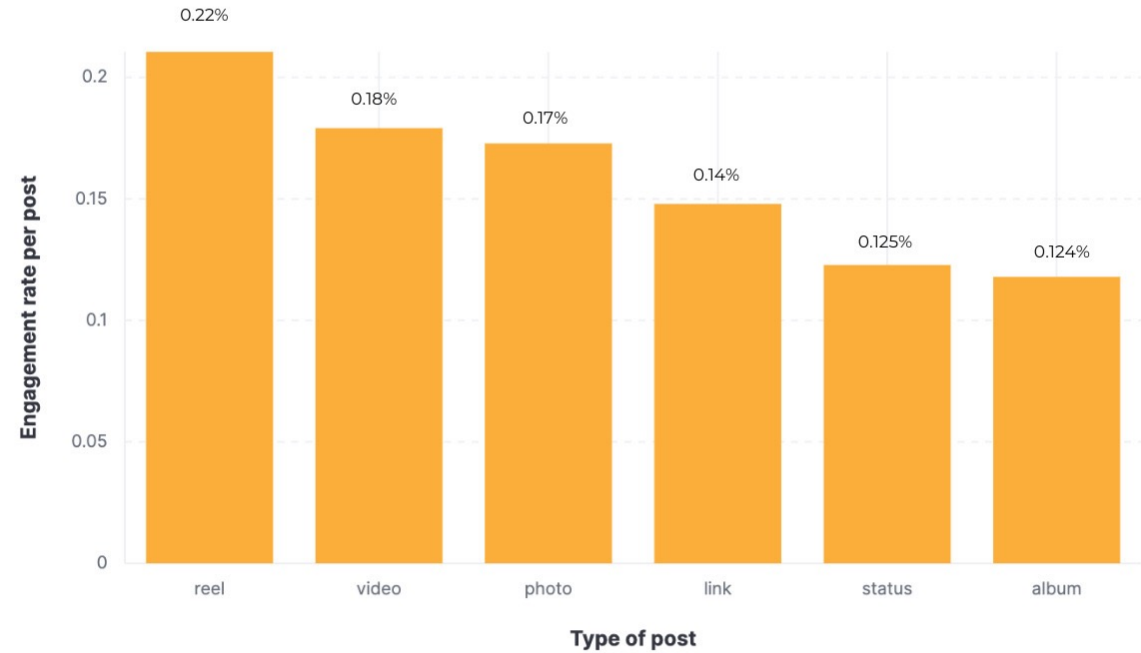


Facebook Global Engagement

sproutsocial



Facebook - Average engagement rate per post by post type (including Reels)



Source: Socialinsider data
Data range: January 2023 - November 2023
This chart doesn't include data for lives due to API limitations.





Instagram Statistics 2025



Instagram currently has
2 billion monthly active users



Instagram is **3rd most-used**
social platform worldwide



Instagram drives trends
among users aged **16-64**



"Instagram" ranks **6th** in
global searches with
414M+ monthly hits



Majority of users on
Instagram fall between the
ages of **18-24 (31.7%)**



Most of the Instagram
users are from India
(362.9 million)



50.6% Male users and
49.4% are Female users



51.5% of US teens
(12-17) are on Instagram



Average US user daily
spends **16 minutes**
on Instagram



86% of US users
use Instagram for
entertainment



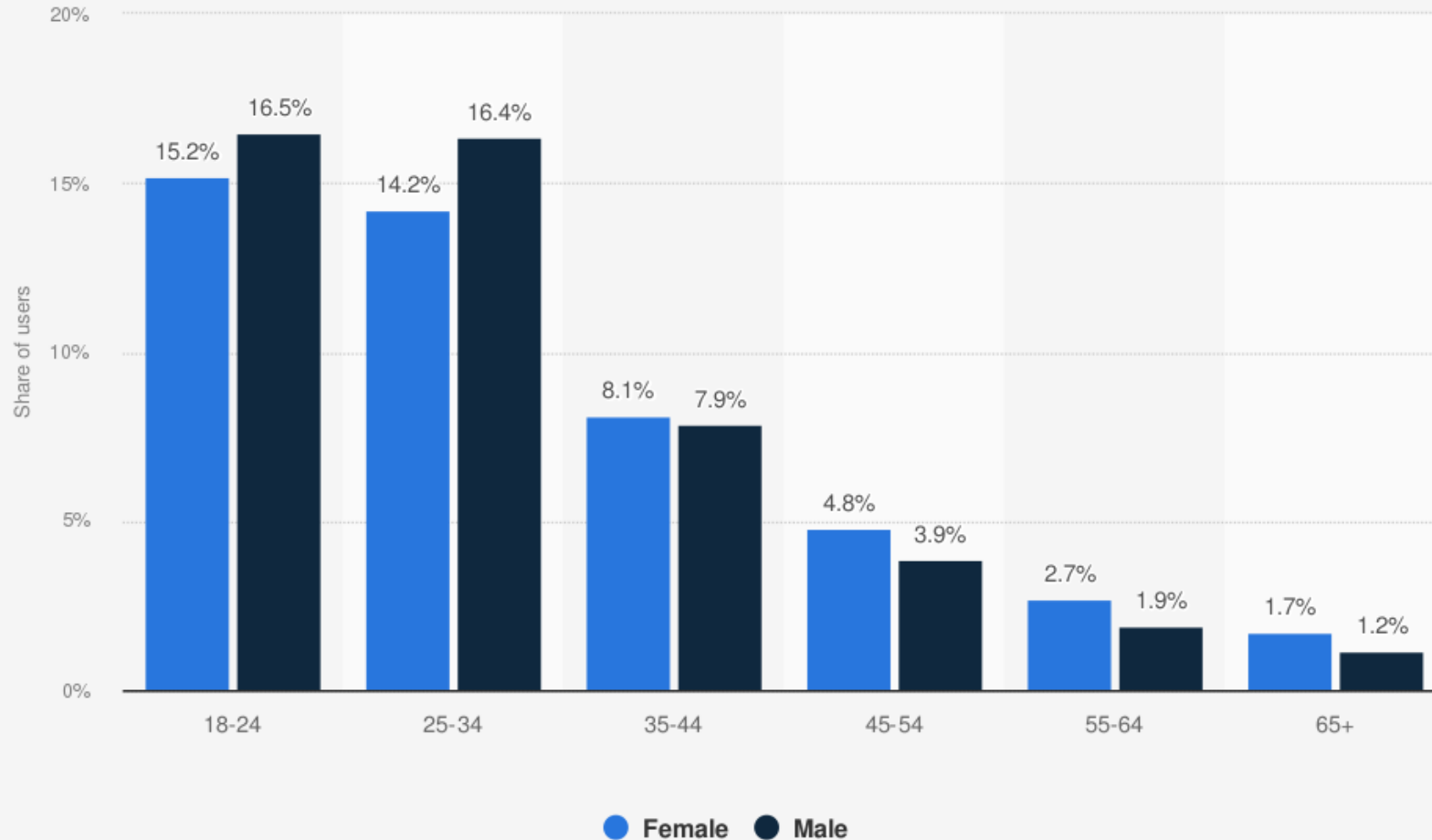
Top brands have a
1% average conversion rate



7% of US shoppers
start their journey
on Instagram



Distribution of Instagram users worldwide as of April 2024, by age and gender



Sources

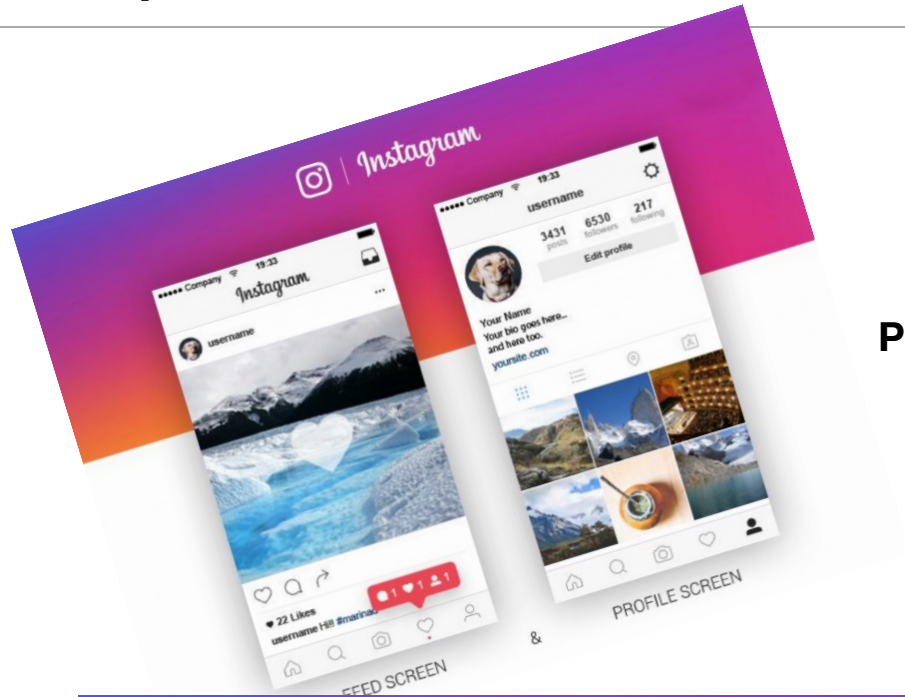
DataReportal; Instagram; Meta Platforms; We Are Social; Meltwater
© Statista 2024

Additional Information:

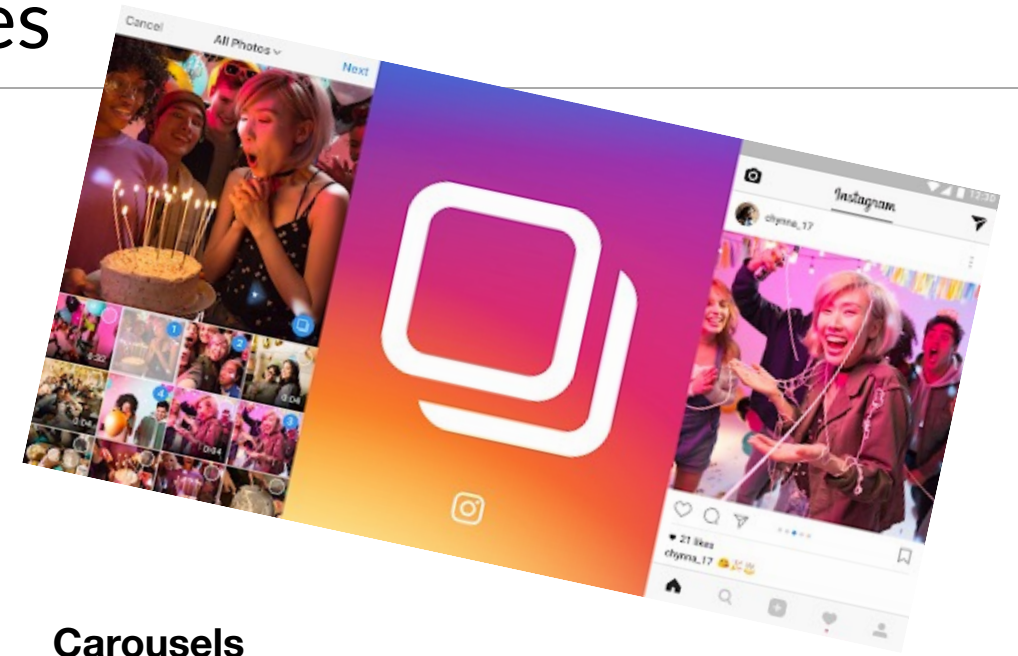
Worldwide; DataReportal; Meta Platforms; April 2024; 18 years and older; based on addressable ad audience



Experiment with different content types



Posts



Carousels



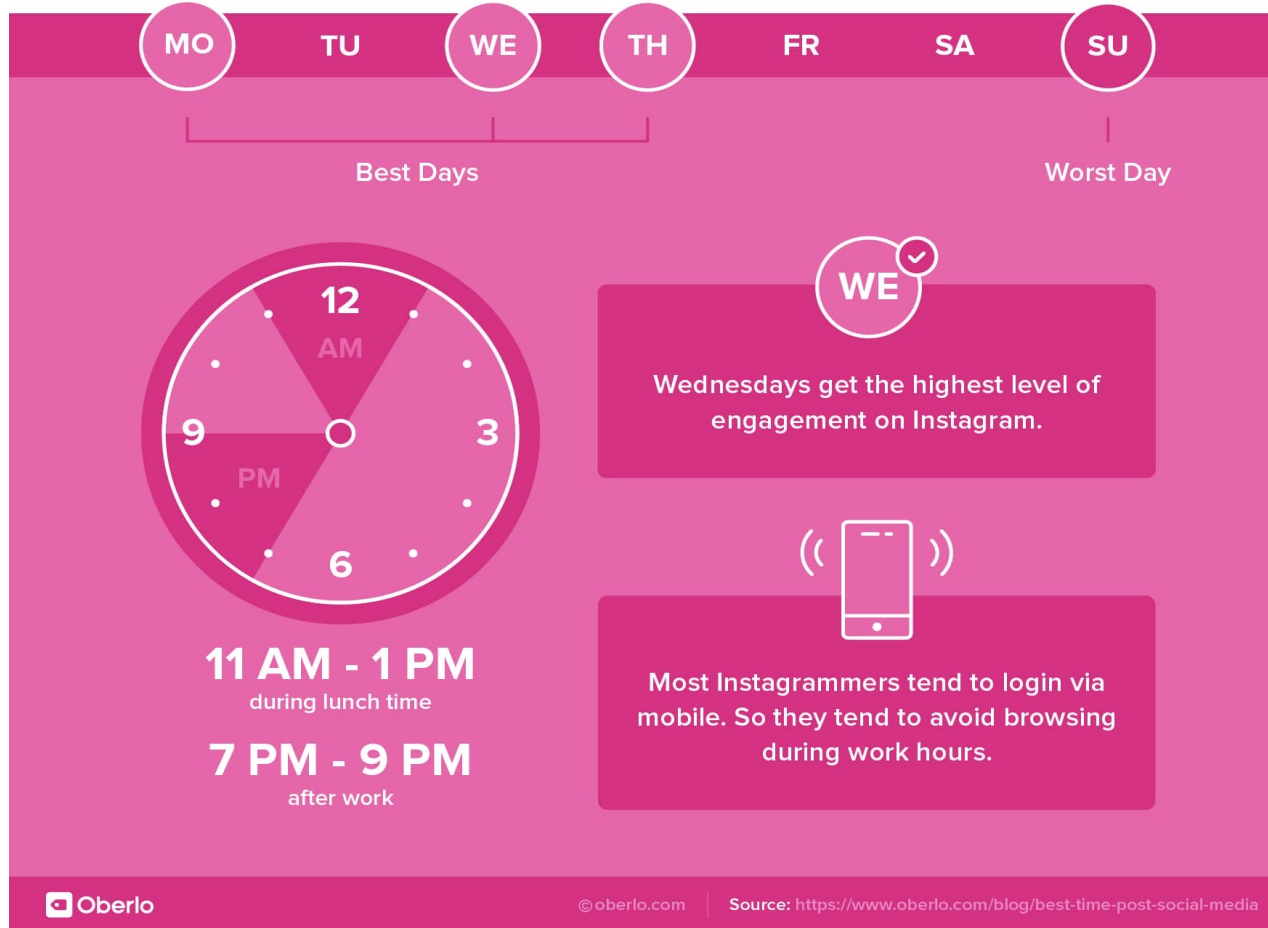
Stories



Reels

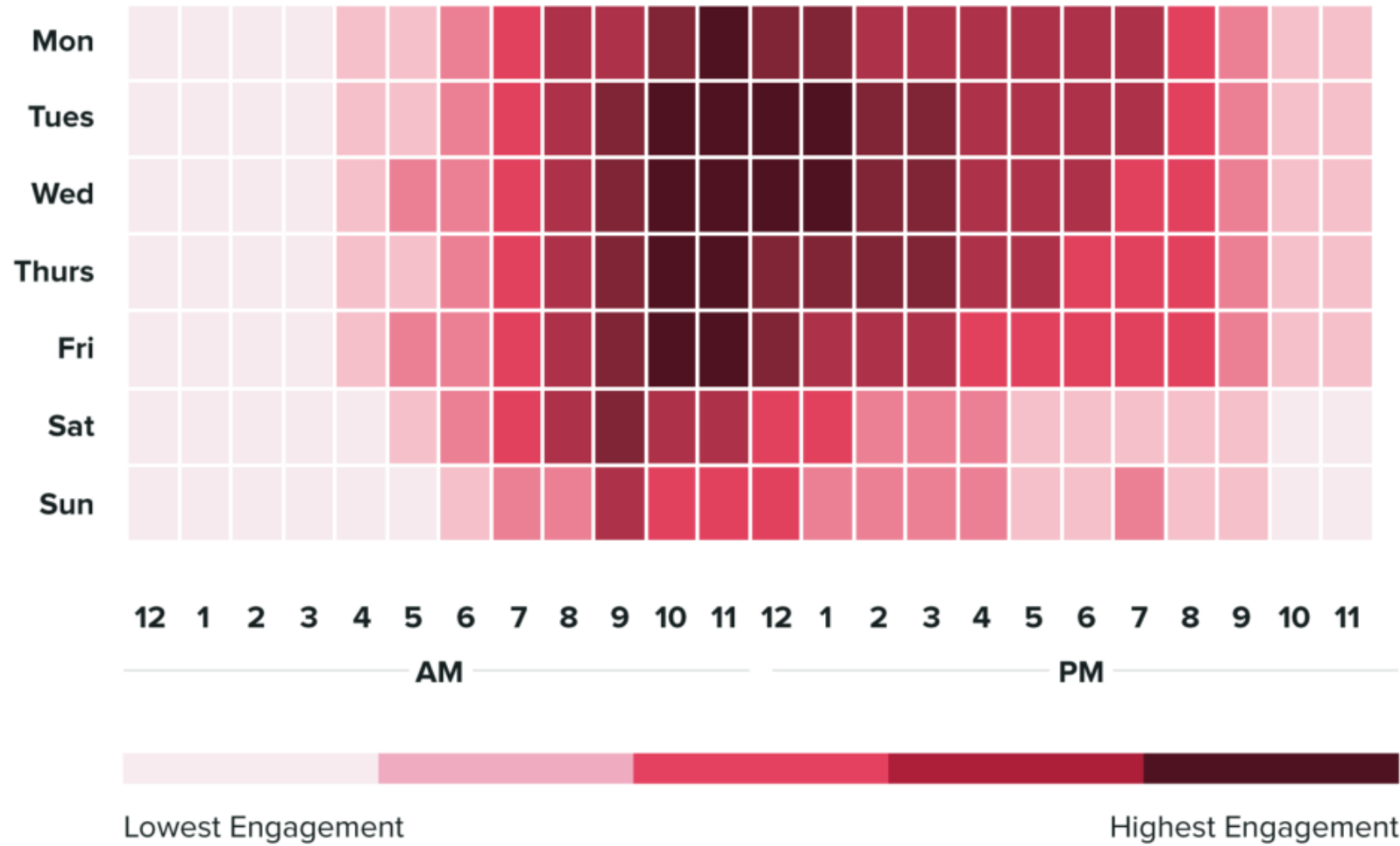


Best Time to Post on Instagram



Instagram Global Engagement

sproutsocial



How often should I post per day?



Bare minimum: 3 times a week. Optimal: once or twice a day.

Avoid: Sharing a bunch of posts in quick succession, or disappearing for weeks at a time.

The average Instagram business account posts once a day



Learn how the Instagram algorithm works

1. Interest: How much Instagram thinks a person will like the post based on previous activity
2. Timeliness: How recent the post is
3. Relationship: Accounts a person engages with on a regular basis
4. Frequency: How often a person uses the Instagram app
5. Following: Posts from the accounts a person follows
6. Usage: How much time a person spends on Instagram



Two New Chronological views- Following and Favorites

How many Hashtags

- Up To 30 hashtags posts- 5-15 is average..less these days than previous years



Best Instagram Hashtags

#follow (675.8M posts)
#love (2.1B posts)
#instagood (1.5B posts)
#fashion (1B posts)
#photooftheday (972.4M posts)
#art (863.8M posts)
#photography (836.6M posts)
#instagram (785.2M posts)
#beautiful (779.7M posts)
#picoftheday (682.5M posts)
#nature (681.5M posts)
#happy (661.6M posts)
#cute (651.7M posts)
#travel (600.4M posts)
#style (595.3M posts)
#followme (587.5M posts)
#tbt (584.4M posts)
#instadaily (570.8M posts)
#repost (550.7M posts)
#like4like (536.3M posts)
#summer (521.1M posts)
#beauty (482.8M posts)
#fitness (476.7M posts)
#food (467.4M posts)
#selfie (460.7M posts)
#me (459.9M posts)
#instalike (454.5M posts)
#girl (441.6M posts)
#friends (429.7M posts)

#fun (427.5M posts)
#photo (427.4M posts)
#smile (421.7M posts)
#family (405.5M posts)
#life (402.2M posts)
#music (390.3M posts)
#ootd (388M posts)
#makeup (361.4M posts)
#likeforlike (358.1M posts)
#likeforlikes (335.4M posts)
#model (328.7M posts)
#dog (325.8M posts)
#design (302.1M posts)
#follow4follow (300.1M posts)
#amazing (299.1M posts)
#lifestyle (297.2M posts)
#motivation (297.1M posts)
#sunset (295.1M posts)
#igers (294.3M posts)
#explore (290.4M posts)
#handmade (290.2M posts)
#nofilter (285.7M posts)
#beach (279.2M posts)
#foodporn (275.4M posts)
#instamood (266.3M posts)
#sun (264.6M posts)
#artist (262.7M posts)

#dogsofinstagram (260.3M posts)
#일상 (255.8M posts)
#cat (253.6M posts)
#drawing (250M posts)
#sky (248.5M posts)
#followforfollow (245.3M posts)
#f4f (243.8M posts)
#l4l (241M posts)
#hair (233.4M posts)
#flowers (229.9M posts)
#followforfollowback (227.8M posts)
#funny (227.4M posts)
#gym (222.4M posts)
#moda (221.7M posts)
#photographer (219.4M posts)
#likeforfollow (218.4M posts)
#tagsforlikes (218.4M posts)
#wedding (218.2M posts)
#bestoftheday (215.2M posts)
#baby (214.1M posts)
#memes (213.8M posts)
#inspiration (213.4M posts)
#instafood (211.2M posts)
#vsco (205.9M posts)
#foodie (203.6M posts)
#vscocam (203M posts)
#instapic (200.3M posts)

#girls (200.2M posts)
#workout (194.2M posts)
#pretty (189.3M posts)
#yummy (184.3M posts)
#home (183.8M posts)
#fit (182.8M posts)
#party (180.5M posts)
#lol (180.1M posts)
#healthy (179.6M posts)
#naturephotography (179.6M posts)
#nails (178.9M posts)
#illustration (178.3M posts)
#landscape (175.7M posts)
#blackandwhite (175.1M posts)
#catsofinstagram (173.6M posts)
#cool (172.9M posts)
#puppy (172M posts)
#night (135.4M posts)
#catsofinstagram (133.2M posts)
#nails (132.9M posts)
#tattoo (132.4M posts)
#happiness (132.1M posts)
#instafashion (132.0M posts)
#work (130.6M posts)
#architecture (128.9M posts)
#japan (128.5M posts)
#weekend (127.5M posts)

The Different Types of Instagram Hashtags

#1: Community Hashtags

Community hashtags are hashtags that connect like-minded users around a specific subject. They're a great way to connect with others, improve the searchability of your posts, gain followers, and [grow your own community](#).

- Here are 9 different types of community hashtags you can use for your business:
- Hashtags indicating your product or service, like #sweater or #coffeeshop
- Hashtags indicating your niche in your industry, like #weddingphotographer or #travelphotographer
- Hashtags for Instagram communities in your industry, like #bakersofinstagram or #foodiesofinstagram
- Hashtags for special events or seasons, like #whiteday or #nationaldonutday
- Hashtags using locations, like #pastry NYC, #madeintoronto, or #sydneysweets
- Daily hashtags, like #mondaymotivation, #tuesdaytip, or #wellnesswednesday
- Hashtags with phrases relevant to what you do, like #becreative or #bakerylove
- Hashtags with acronyms, like #qotd (quote of the day) or #ootd (outfit of the day)

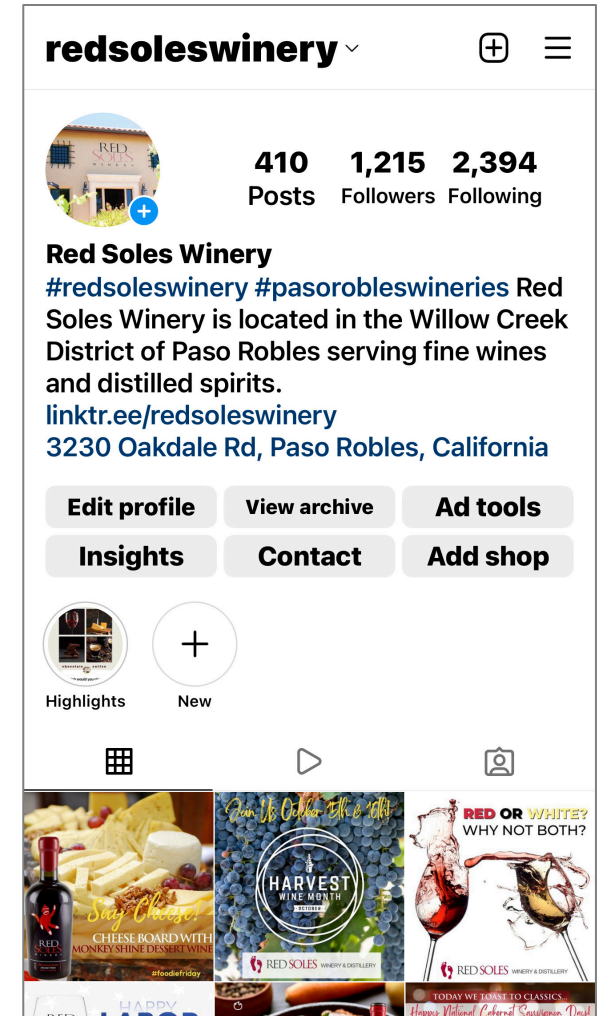


The Different Types of Instagram Hashtags

#2: Branded Hashtags

A branded hashtag is a hashtag that's unique to your company when using Instagram for business.

It can be as simple as your company name, tagline, or the name of one of your products or campaigns. Or it can be a hashtag that has nothing to do with your brand name but everything to do with your brand identity!



The Different Types of Instagram Hashtags

#3: Campaign Hashtags

While branded and community hashtags are meant to last, campaign hashtags are usually shorter-term and run for just a few days, a season, or a year. The reason campaign hashtags are shorter-term is because they're usually tied to specific campaigns, like new product launches, special events, or partnerships. So they're great for building a lot of engagement in a short period of time!



www.score.sba.gov

SCORE

POWERED BY

SBA

3x3 Hashtag Rule

The 3×3 hashtag strategy is associated with what your product or service is, who it is for, and what problem it solves.

In other words, it focuses on the what, who, and why.

For example, let us assume that you sell t-shirts for larger men.

- For the audience, your hashtags could be #largemen, #bigman, #dadbod, etc.
- For the product or service, your hashtags could be #tshirts, #vests, #summerclothes, etc.
- For the problem it solves, your hashtags could be #staycool, #findtheperfecttshirt, #cheaptshirt, etc.

Hashtag Generator:

<https://planable.io/instagram-hashtag-generator/>





YouTube Statistics 2025



With **2.5 billion** active users, YouTube is the **2nd largest** social platform worldwide



YouTube engages **46%** of all internet users, **30.86%** of the global population



YouTube Premium and Music combined has **100 million+** users



Average user spends **19 minutes** on YouTube daily



Over **1 billion hours** of YouTube content watched on TVs daily



500+ hours of video uploaded every minute on YouTube



"Baby Shark" holds **13.93 billion** views globally



46% of internet users access YouTube at least once a month



54.3% male users, **45.7% female** users

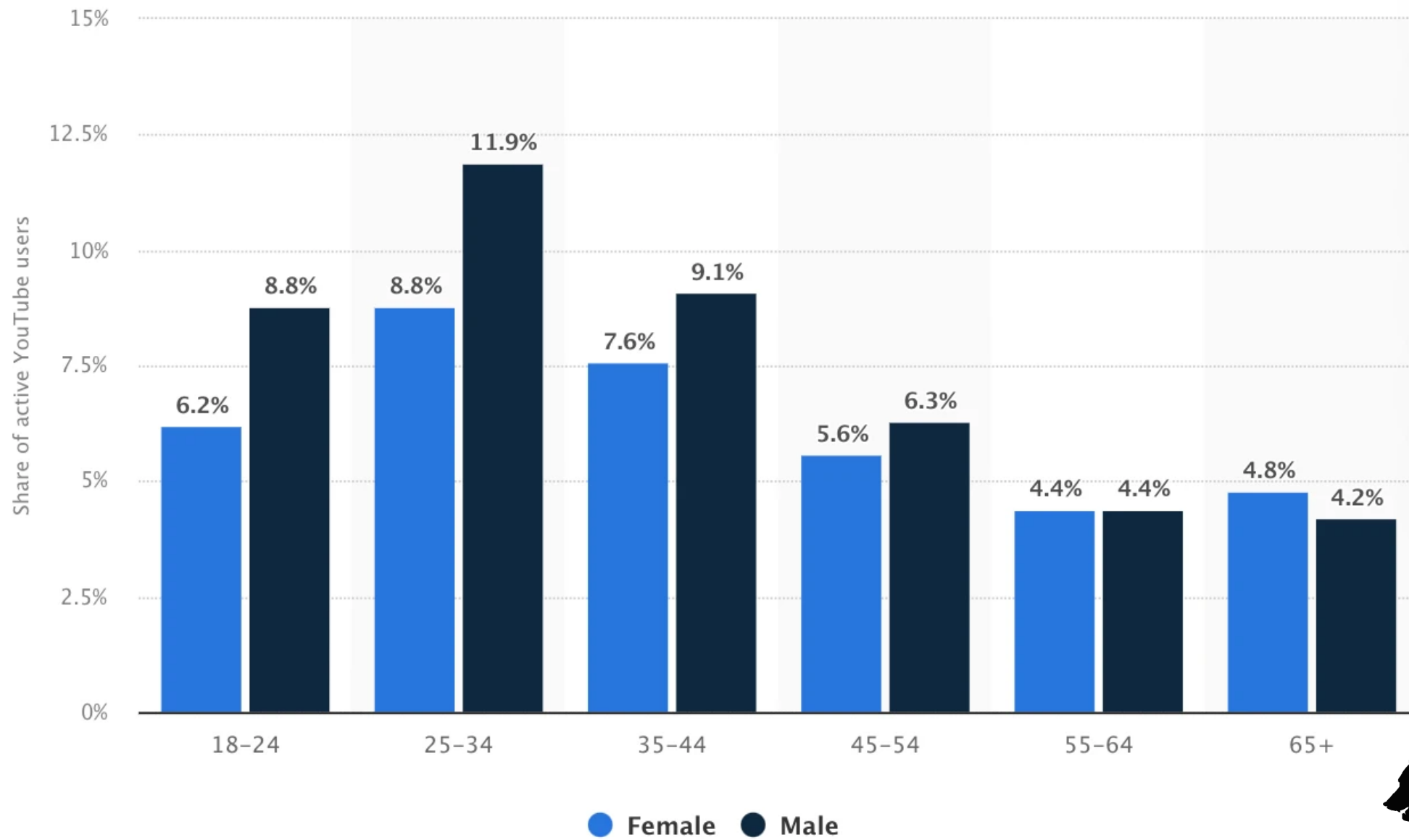


India has the highest number of YouTube users (**476 million**)



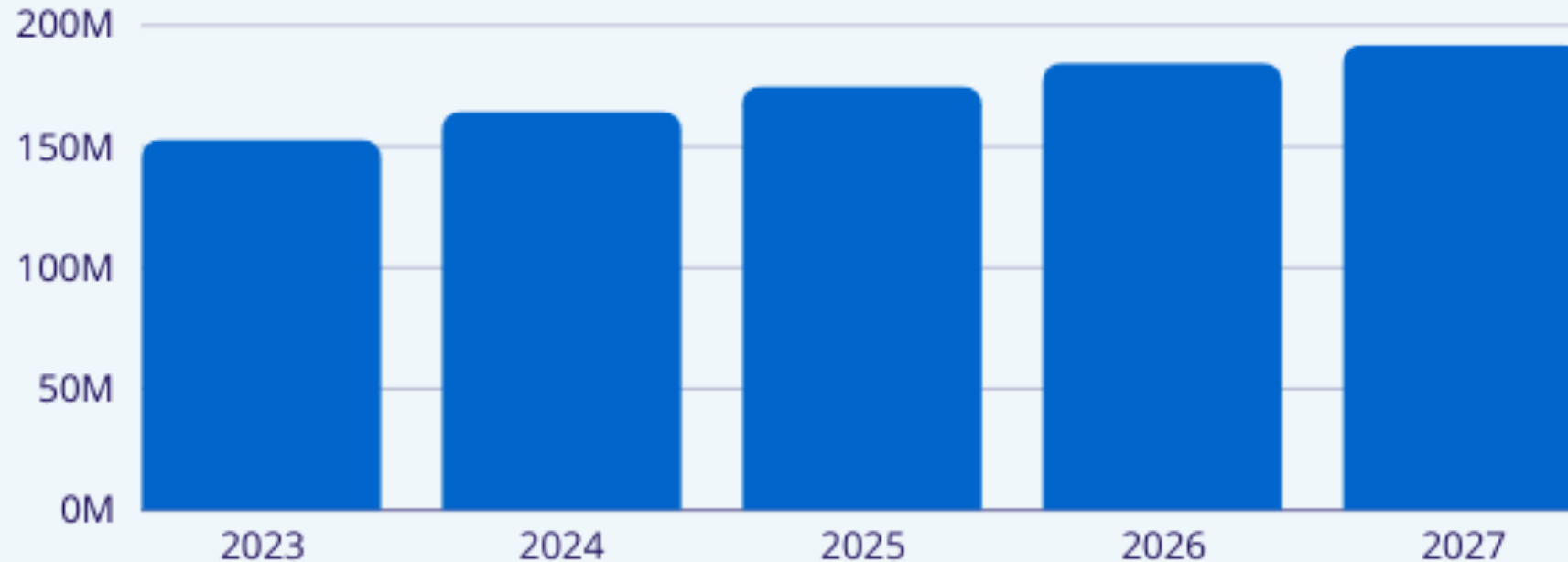
Users spend an average of **48 minutes and 42 seconds** daily on YouTube





Number of YouTube Short users in the United States from 2023 to 2027

in millions



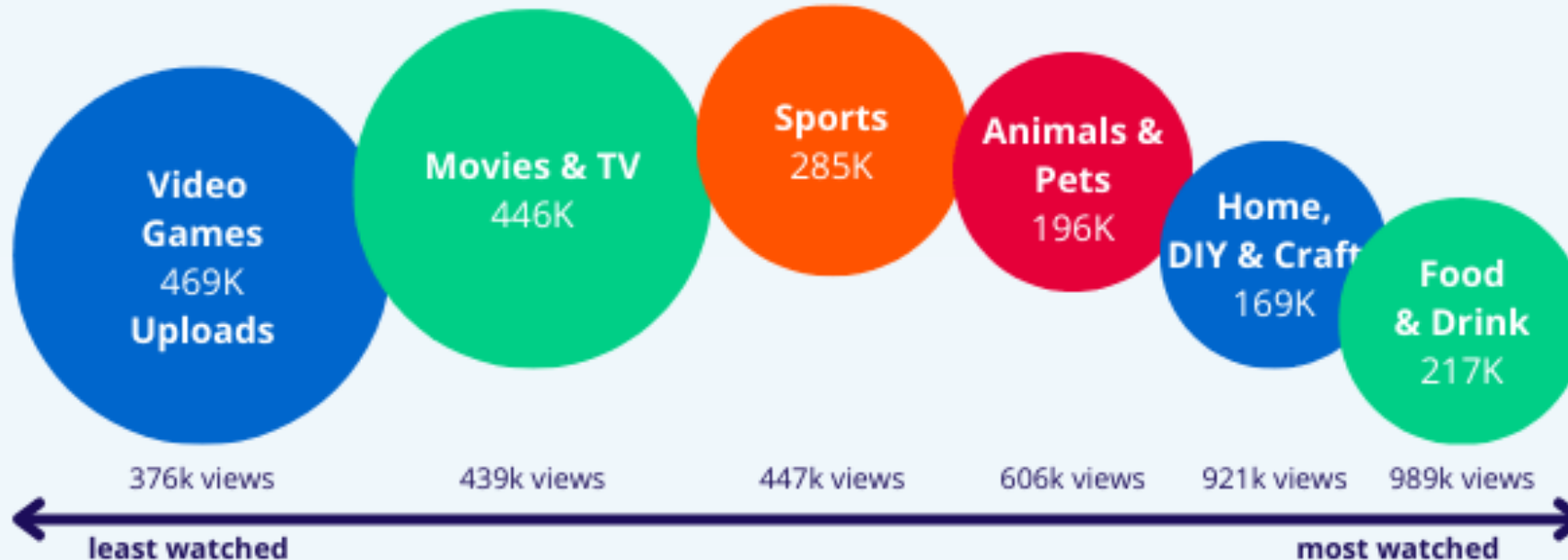
adam
connell

Source: Statista



Top categories for YouTube Shorts

average views per video



adam
connell

Source: Tubular Labs



Some statistics...

- YouTube Shorts are viewed over 70 billion times every day
- 2 billion people use YouTube Shorts monthly
- Over 910 million Shorts have been posted to YouTube to date
- The average YouTube Shorts engagement rate is 5.91%

YouTube Shorts is higher than all of its rival platforms: TikTok (5.75%) Instagram Reels (5.53%), and Facebook Reels (2.07%)

To calculate your engagement rate, take the sum of your posts' likes and comments and divide them by your follower count, then multiply by 100.

- YouTube Shorts between 50 and 60 seconds long earn the most views
- The best time to post YouTube Shorts is 6-10 pm, and the best days are Mondays & Tuesdays.
- The average creator posts 7 YouTube Shorts each month





X Statistics 2025



X **12th** most popular social platform



X has **535 million** monetizable active users (mMAU)



X's ad spend revenue is projected to drop **2%** this year and **4%** in 2025



106.23 million X users are from US



43% think rebranding to "X" was a mistake



250 million people use X every day



19% of those aged 12+ use X (down **30%** from 2023)



Americans spend **35 minutes** per day on X



60.9% of users are male
39.1% user are female



42% of people have positive opinion about X, **32%** dislike the platform, **22%** have a neutral take



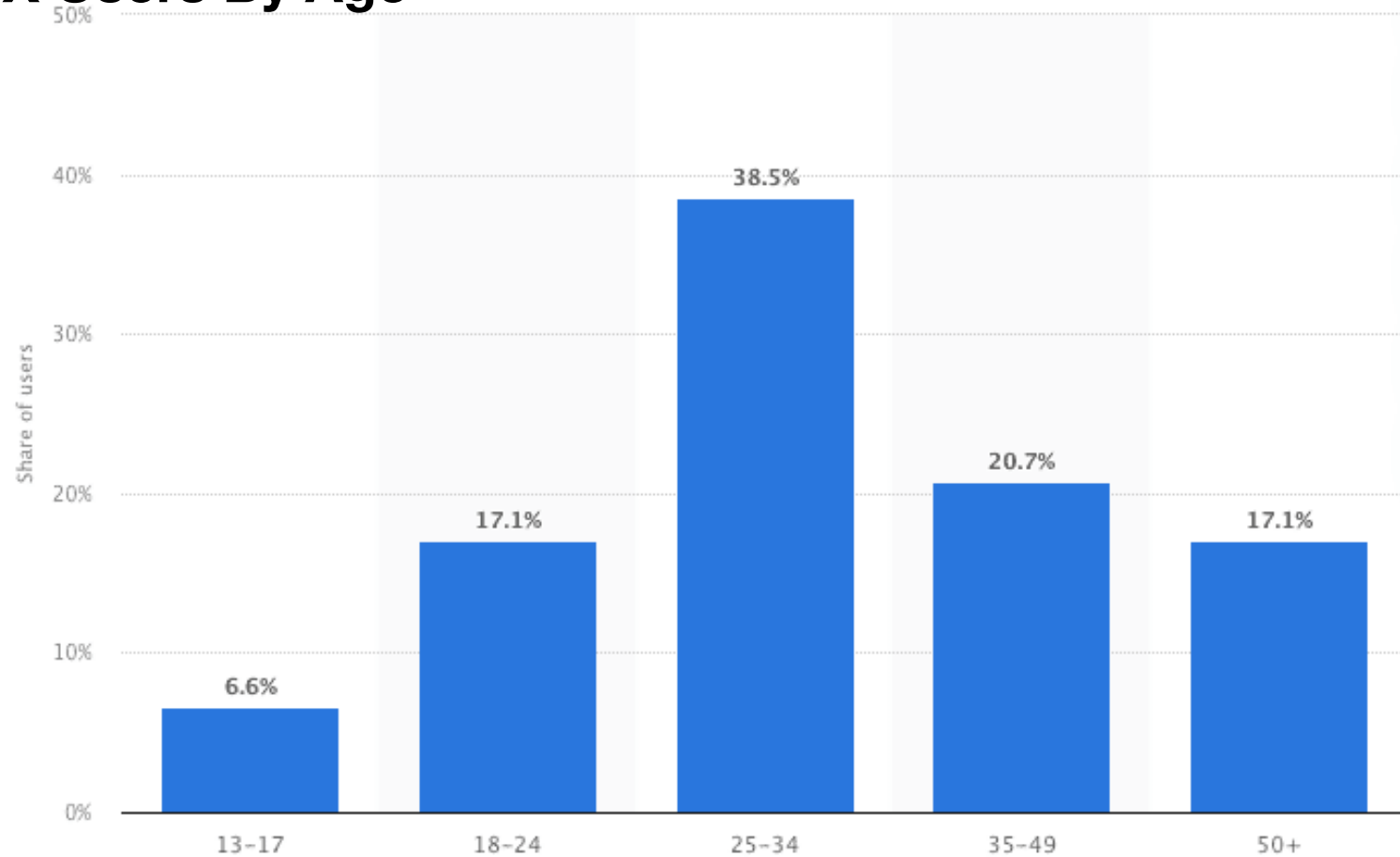
Video views on X are growing at an average rate of **35%** year over year.



X users are **7X** more likely to engage with an ad in vertical video



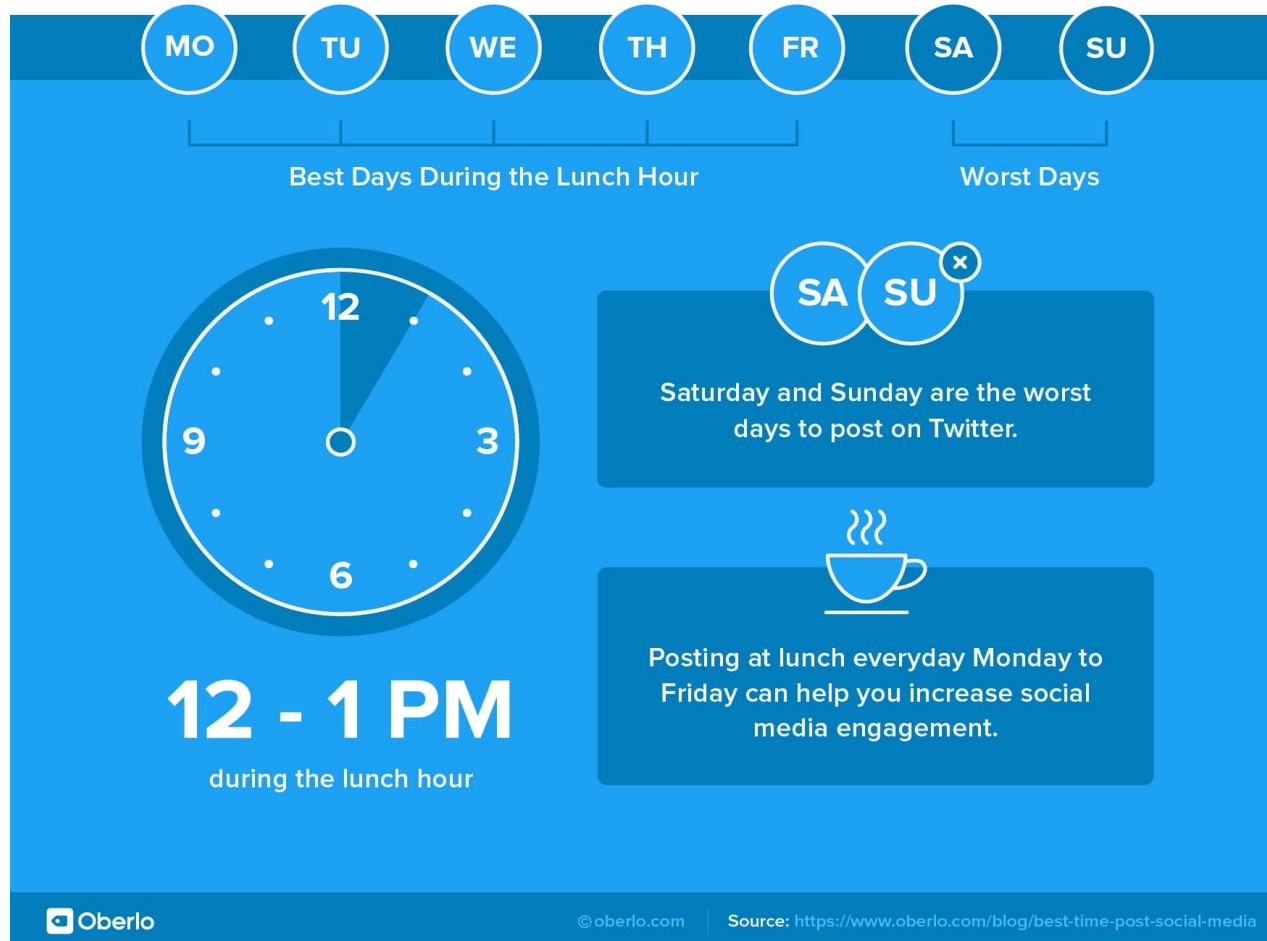
X Users By Age



Best Time to Post on



Twitter



Scott Harvey

Follow

6,870 Tweets

Scott Harvey @ScottHarveyWine · Dec 3, 2017

Large format [#wine](#) bottles are perfect for your [#holiday](#) parties. Four bottles in one. Scott... [instagram.com/p/BcPe54zgcXi/](https://www.instagram.com/p/BcPe54zgcXi/)

1

 1

Scott Harvey @ScottHarveyWine · Dec 2, 2017

Give [#Barbera](#) for the [#holidays](#). Scott Harvey has [#magnums](#) and library verticals also... [instagram.com/p/BcNRxCrAbRk/](https://www.instagram.com/p/BcNRxCrAbRk/)

1

Scott Harvey @ScottHarveyWine · Dec 1, 2017

Give a unique gift of a port-style wine from [#Amador](#) County. Scott Harvey Forte. [#bestwinegifts](#) [instagram.com/p/BcLflN3gWwZ/](https://www.instagram.com/p/BcLflN3gWwZ/)

1
 2

Scott Harvey @ScottHarveyWine · Dec 1, 2017

Charming Sutter Creek makes great weekend getaway [pressdemocrat.com/lifestyle/7644...](https://www.pressdemocrat.com/lifestyle/7644...)

1
 1

Scott Harvey @ScottHarveyWine · Nov 29, 2017

Sutter Creek throws open the shutters [calaverasenterprise.com/sierra_lodesta...](https://www.calaverasenterprise.com/sierra_lodesta...) via [@Cal Enterprise](#)

Don't Do This!

Scott Harvey

Follow

6,870 Tweets

Scott Harvey @ScottHarveyWine · Feb 23

Dinner is served! We recently hosted our Ultimate Chef's Table at our home, and this [#rackoflamb](#) with Moroccan spice was paired with our 2016 Cathedral [#CabernetSauvignon](#) for a mouthwatering combination.

1
 3

Do This!





SnapChat

Snapchat Statistics 2025



89% of Snapchat users also use Instagram



Snapchat has **850 million** monthly active users, with over half (**432 million**) logging in daily



443 million DAUs in Q3 2024, a 9% year-over-year increase



Snapchat+ subscribers reached **12 million** in Q3 2024, more than doubling year-over-year



Total time spent watching content on Snapchat grew by **25%** year-over-year



Over a **billion Snaps** are shared publicly every month during Q3 2024



500 million monthly active users on Snapchat's video feature, showing a **21%** year-over-year increase

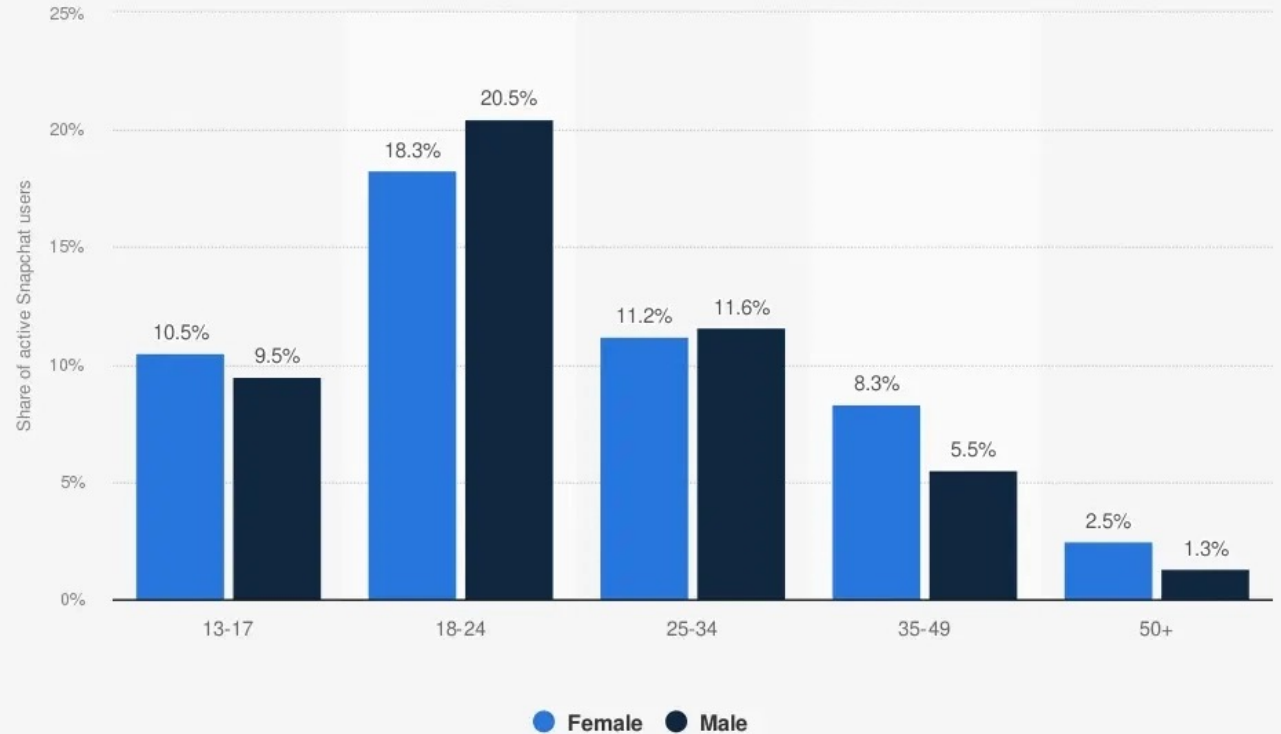


Over **225 million** Snapchatters engaged with Olympic-related AR experiences during the Paris 2024 Games

STATUS}REW

Engage with customers on social at scale
Start today: <https://statusbrew.com/>

Distribution of Snapchat users worldwide as of January 2023, by age and gender



Sources

We Are Social; Snap Inc.; DataReportal; Meltwater
© Statista 2023

Additional Information:

Worldwide; Snap Inc.; DataReportal; January 2023; 13 years and older; based on addressable ad audience



Best Times To Post: 10pm-1am

but users are generally on all day!

ANY day of the week



Pinterest Statistics 2025



Pinterest has **537 million** monthly active users



80% of weekly Pinners feel inspired to shop on Pinterest



42% of global Pinterest users are Gen Z



69.4% of Pinterest users are female and **30.6%** user are male



50% of U.S. millennials, **30%** in Germany, and **40%** in France/Australia use Pinterest



44% of Millennial Pinners (**25-34**) make purchases after seeing branded content



The top reason people use Pinterest is to discover new products and brands



9 out of 10 users get inspired to buy, with **8** going on to make a purchase



Users have saved over **240 billion** Pins and created **5 billion+** boards



Pinners are **3x** more likely to click through to a retailer's site than on other social media



Users are **60%** more likely to watch videos to find products to purchase



85% of weekly Pinners have made a purchase based on Pins from brands

STATUS}REW

Engage with customers on social at scale
Start today: <https://statusbrew.com/>



OBERLO

Main Reason People Use Pinterest



Most Pinterest users are on
the platform to seek

HOME DESIGN

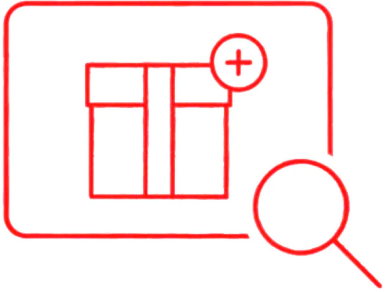
inspiration.

(GlobalWebIndex, 2021)



OBERLO

Product Discovery on Pinterest



More than three
out of four, or

77%

of weekly Pinners have
discovered a new brand
or product on Pinterest.

(Pinterest, 2019)

Discovery Phase



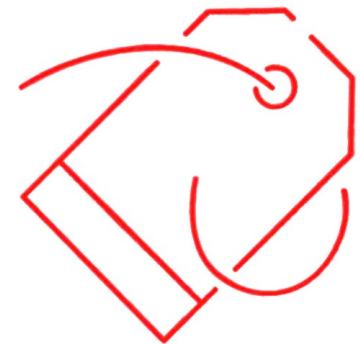
OBERLO

Pinterest Is a Place for Every Brand

97%

of searches carries
out on Pinterest are
unbranded.

(Pinterest, 2019)



TOP Pin Categories

- 1.Home Design
- 2.Women's Fashion
3. Health & Fitness

Weddings

Party

Travel

Food and Drink

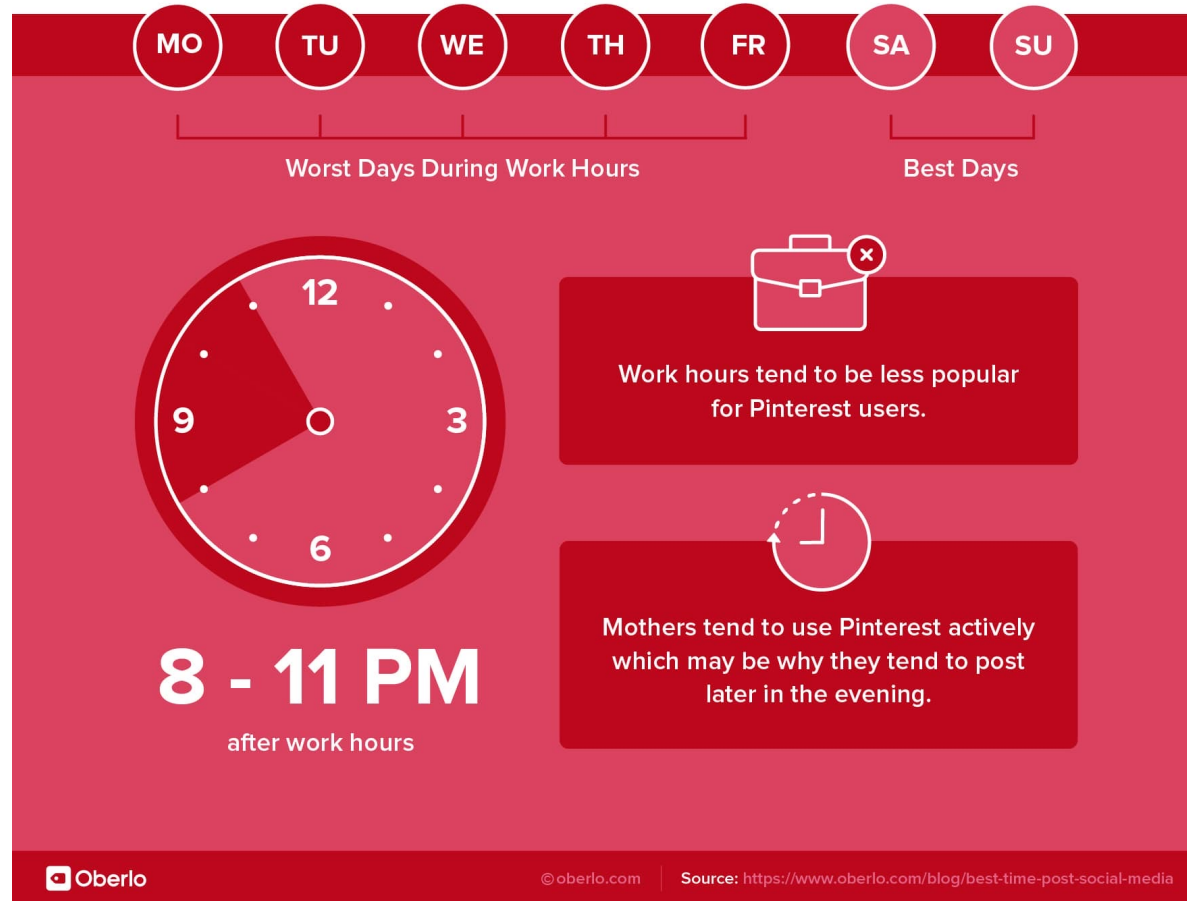
DIY & Crafts

Technology

Quotes/Humor



Best Time to Post on





TikTok Statistics 2025



The percentage of Americans using TikTok weekly has increased from **5% in 2021** to **21% in 2024**



50% use TikTok for fun/entertaining content, **38%** share interesting finds, and **31%** follow celebrities



37% more weekly TikTok users aged 18-24 are posting or commenting compared to 2022



47% of users trust product recommendations from celebrities or influencers



55% of weekly TikTok users are female, **45%** are male



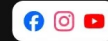
64% of weekly TikTok users agree that advertising helps them decide what to buy



59% of weekly TikTok users admit to making impulsive purchases



86% are aware of TikTok Shop, but trust in its sellers is lower



80% of weekly TikTok users also use Facebook, **74%** use YouTube, and **71%** use Instagram



Users aged **35-44** have grown by 3 percentage points, while users aged 18-24 have decreased by 10 percentage points since 2022



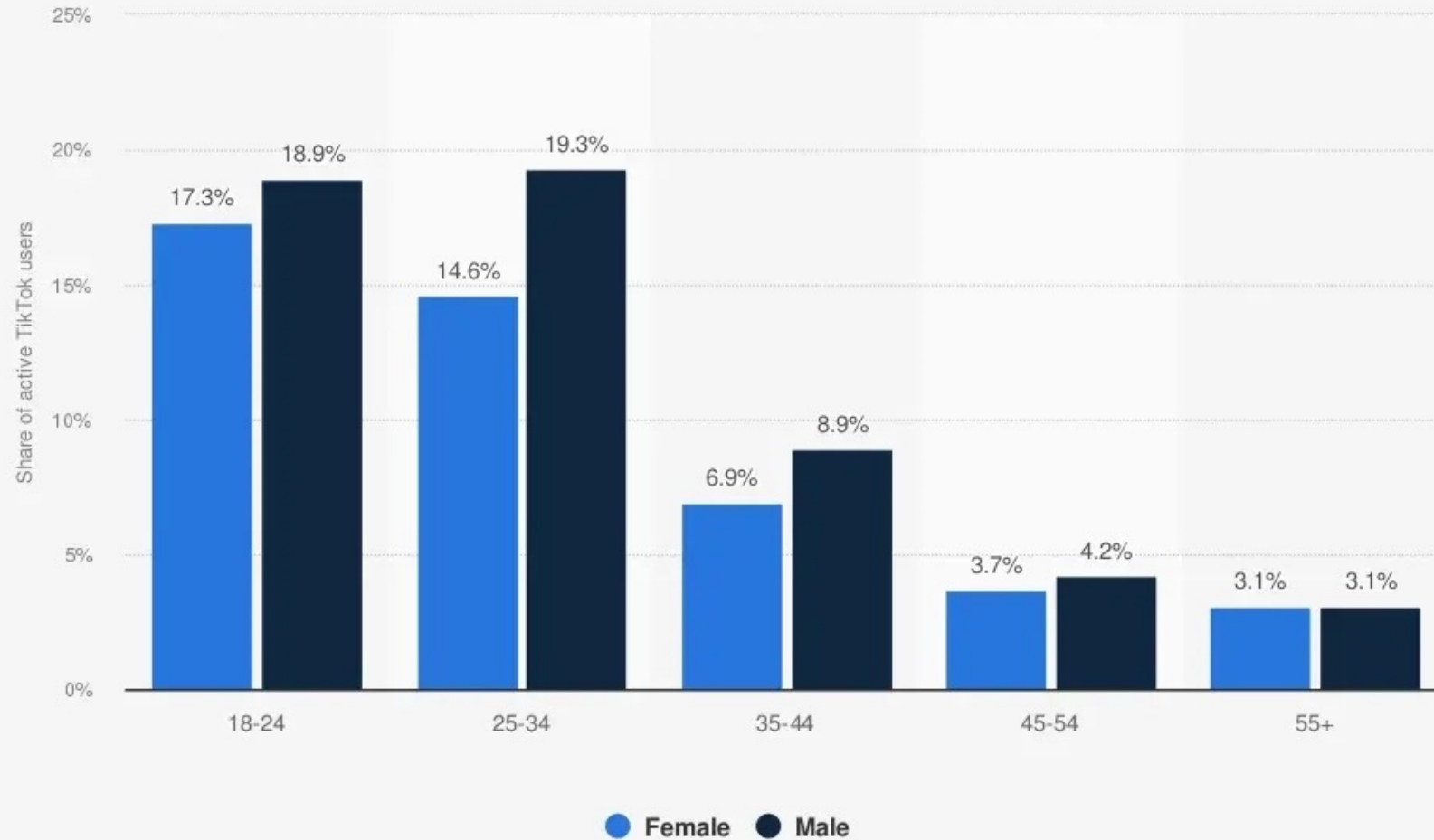
43% of users are likely to purchase clothing/fashion. Other popular categories include home decor (**33%**), beauty products (**32%**), and art supplies (**31%**)

STATUS}REW

Engage with customers on social at scale
Start today: <https://statusbrew.com/>



Distribution of TikTok users worldwide as of April 2024, by age and gender



Sources

We Are Social; DataReportal; TikTok; Kepios;
Meltwater
© Statista 2024

Additional Information:

DataReportal; TikTok; April 2024; 18 years and older; based on addressable ad audience



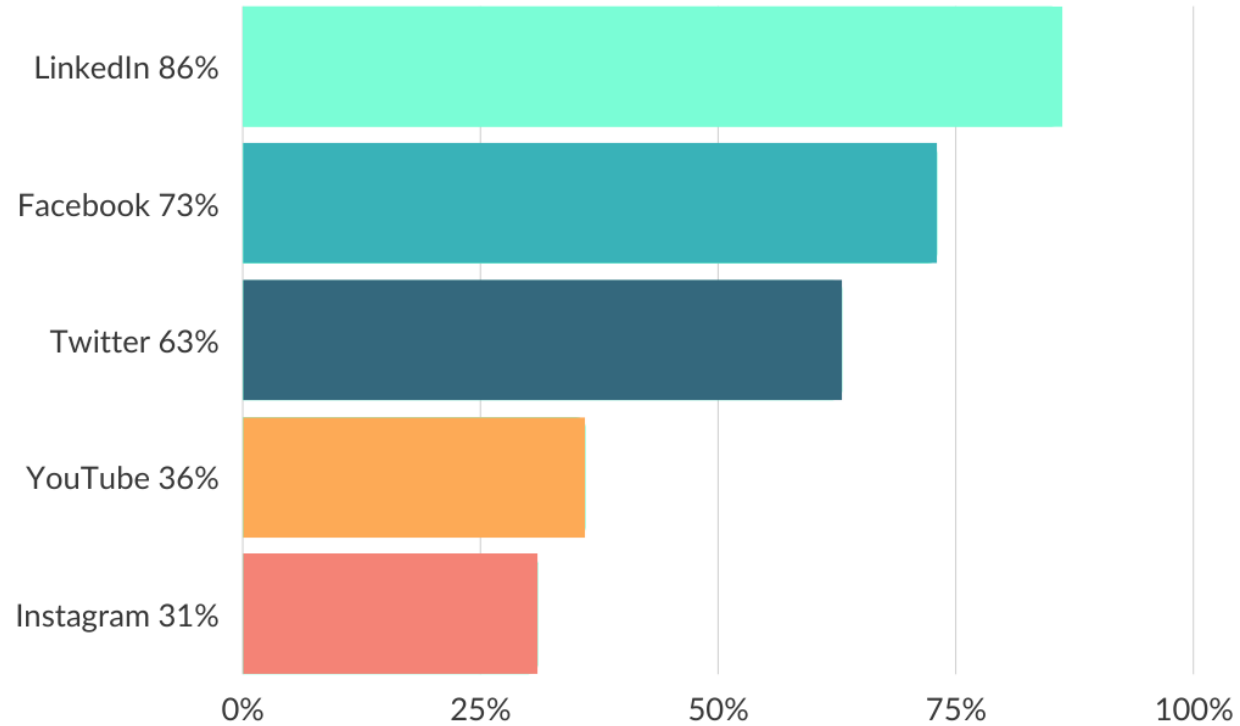


According to LinkedIn, 80% of B2B social media leads are generated through LinkedIn. This means that 4 out of every 5 leads come from LinkedIn.

How many of these lead opportunities are you capturing?
If you are not...would you like to??



TOP 5 MOST USED SOCIAL MEDIA CHANNELS FOR B2B



Source: Sagefrog Marketing Group



LinkedIn Statistics 2025



LinkedIn has over **1 billion** users worldwide



LinkedIn has **220+ million** active users in the US



1 person is hired every minute on LinkedIn



Video viewership up **36%** from last year on LinkedIn



1.6M feed updates viewed every minute on LinkedIn



13K+ connections made every minute on LinkedIn



138 hours of learning content consumed every minute on LinkedIn



9K+ job applications submitted every minute on LinkedIn



Weekly immersive video views increased sixfold over the last quarter



20-30% YoY increase in ROI for marketing customers



67.1 million+ companies have a LinkedIn Page



LinkedIn is rated **#1** for B2B lead generation

STATUS}REW

Engage with customers on social at scale
Start today: <https://statusbrew.com/>

56.3% males
43.7% females



LinkedIn users by age:

Age	Share of LinkedIn Users
18 to 24	20.4%
25 to 34	59.1%
35 to 54	17.7%
55+	2.9%



PEOPLE:

- More than **58.4 million companies** are listed on LinkedIn.
- **4 out of 5** people on LinkedIn are decision drivers.
- **73%** of buyers are more interested in salespeople who reach out to them via LinkedIn
- According to **40%** of B2B marketers polled, LinkedIn is the most powerful channel for generating high-quality leads.
- LinkedIn has **65 million** decision-makers on LinkedIn as of 2023.



CONTENT:

- LinkedIn is used by 93% of B2B content marketers for organic social marketing.
- According to 77% of content marketers, LinkedIn delivers the highest organic results.
- 75% of B2B content marketers make use of LinkedIn ads.
- According to 79% of content marketers, LinkedIn Ads deliver the highest results.
- LinkedIn Posts with 1900-2000 words have the best performance and engagement rate.
This means that long-form content is the king on LinkedIn.
- Posts with Titles of 40-50 characters have the best performance rate.
- 60% of LinkedIn users actively seek industry insights.
- Every year, LinkedIn users view 280 billion feed updates
- Businesses with an active LinkedIn Page receive 5 times more page views, 7 times more impressions, and 11 times more clicks per follower.
- Businesses that post weekly on LinkedIn see a 2 times growth in engagement.
- LinkedIn is responsible for 50% of the social media traffic that B2B blogs and websites receive.



Advertising

- A LinkedIn ad can reach **14.6%** of the world's population.
- As a result of LinkedIn ad exposure, businesses' purchase intent increased by **33%**.
- LinkedIn's cost per lead is **28% less** than Google Ads.
- In Q1 2022, LinkedIn's ad reach increased by **22 million** people.
- In comparison to other social media platforms, LinkedIn is the most successful for **82%** of B2B marketers.
- Users on LinkedIn who are exposed to business and acquisition messages are **6 times** more likely to convert.
- Over **50%** of LinkedIn marketers claim they want to run product and demand campaigns simultaneously.
- LinkedIn says if the B2B marketing budget is invested **46%** in the product and **54%** in demand marketing. There is a high chance of effectively creating, capturing, and converting demand into revenue.
- According to **69%** of marketers, hyper-targeting is more successful than a wider approach.
- **54%** of marketers are already using Account-Based Marketing, and 80% of marketers plan to increase their budget in it.
- Adding a Lead Generation form to your messaging ads will result in **4 times** more leads.
- Higher resolution images generate **38%** higher CTR.
- Images with the size of **1200×627 pixels** are ideal for LinkedIn posts.



HOW TO PARTICIPATE ON LINKEDIN

- **Connect with people.**
- **Follow Company pages**
- **Post quality content**
- **Engage! Like, Comment, Repost**
- **Create a Newsletter**
- **Participate in Groups**
- **Collaborative Articles**

IN OTHER WORDS...NETWORK!



Why is Networking Important?



DON'T BE AFRAID TO NETWORK!!



In Person



Or Online

It's NOT Spamming!!!

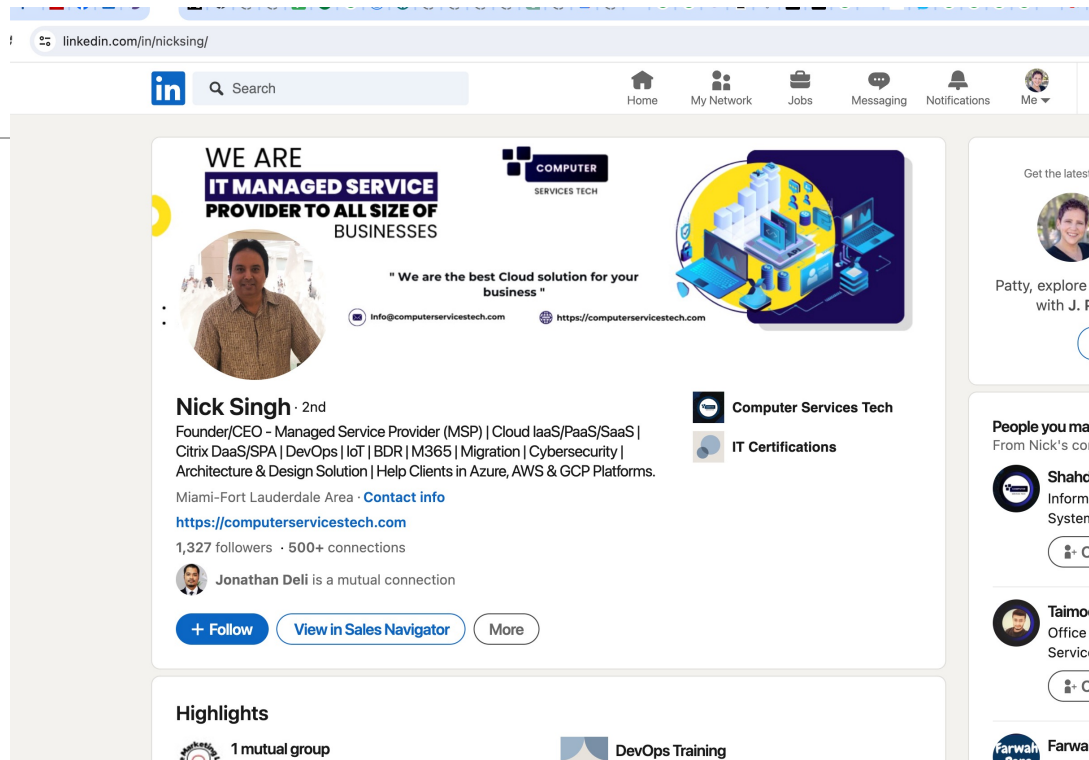


"Your network is your net worth." - Porter Gale

Why Network?

- Find New Clients (of course)
- Find New Hires
- Expand Opportunities/Collaborations
- Learn From Others





Your Profile



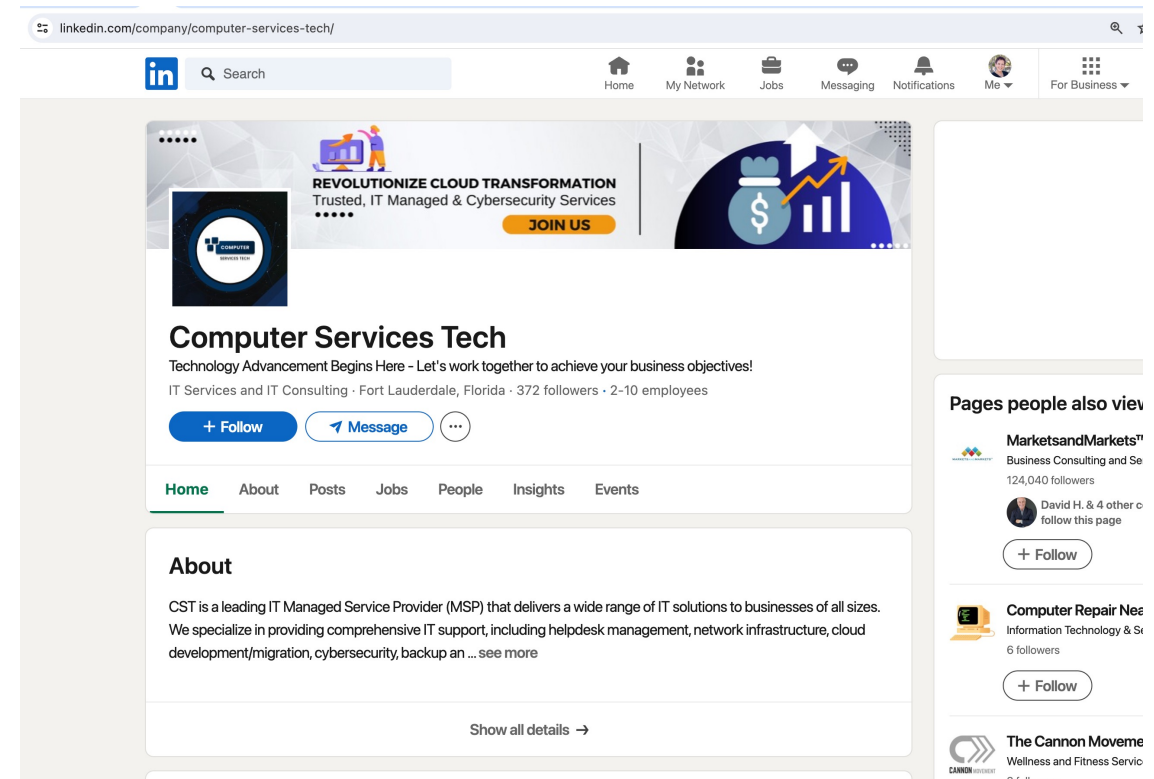
ONLY ONE!



More than one!

Your LinkedIn Presence

Your Company Page

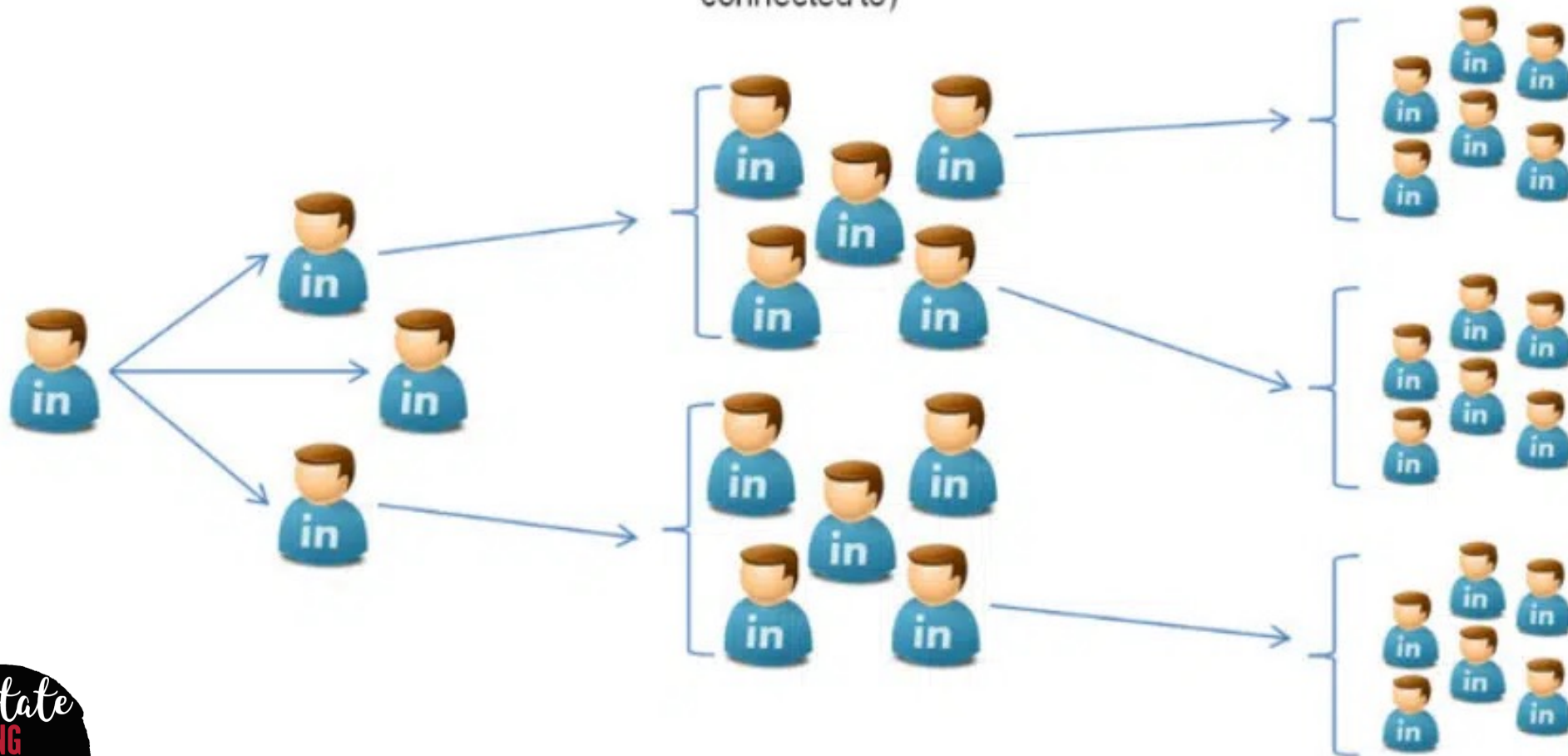


You

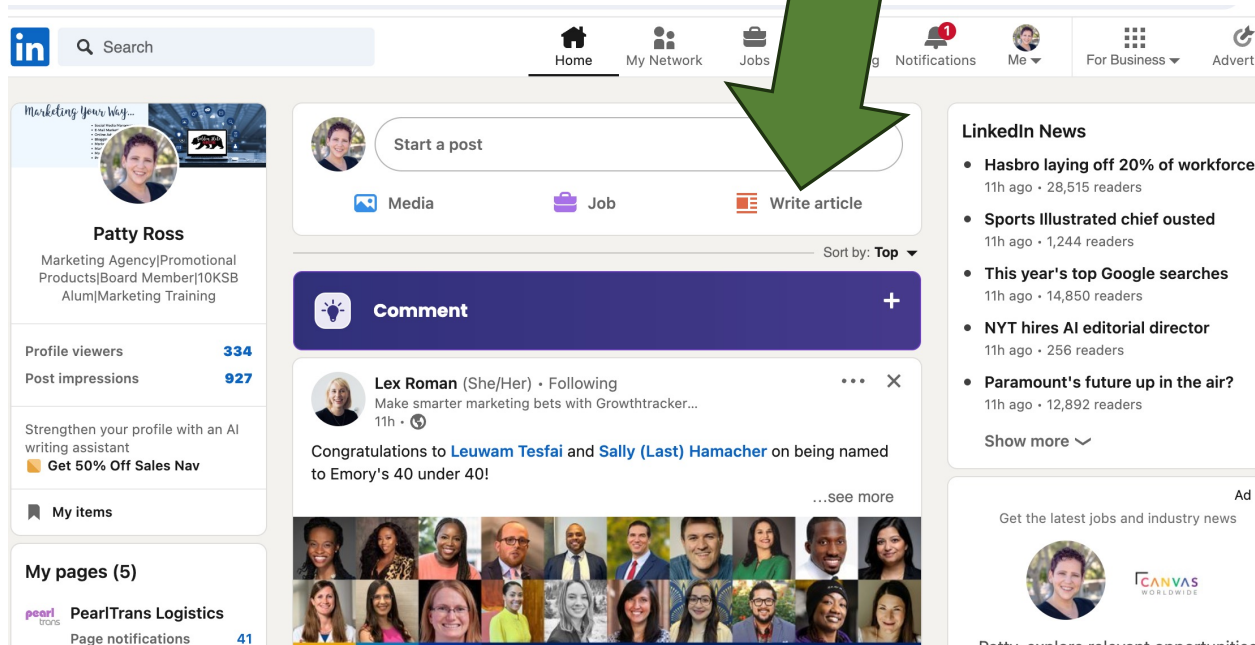
Your 1st level connections
(People you are connected to)

Your 2nd level connections
(People your connections are connected to)

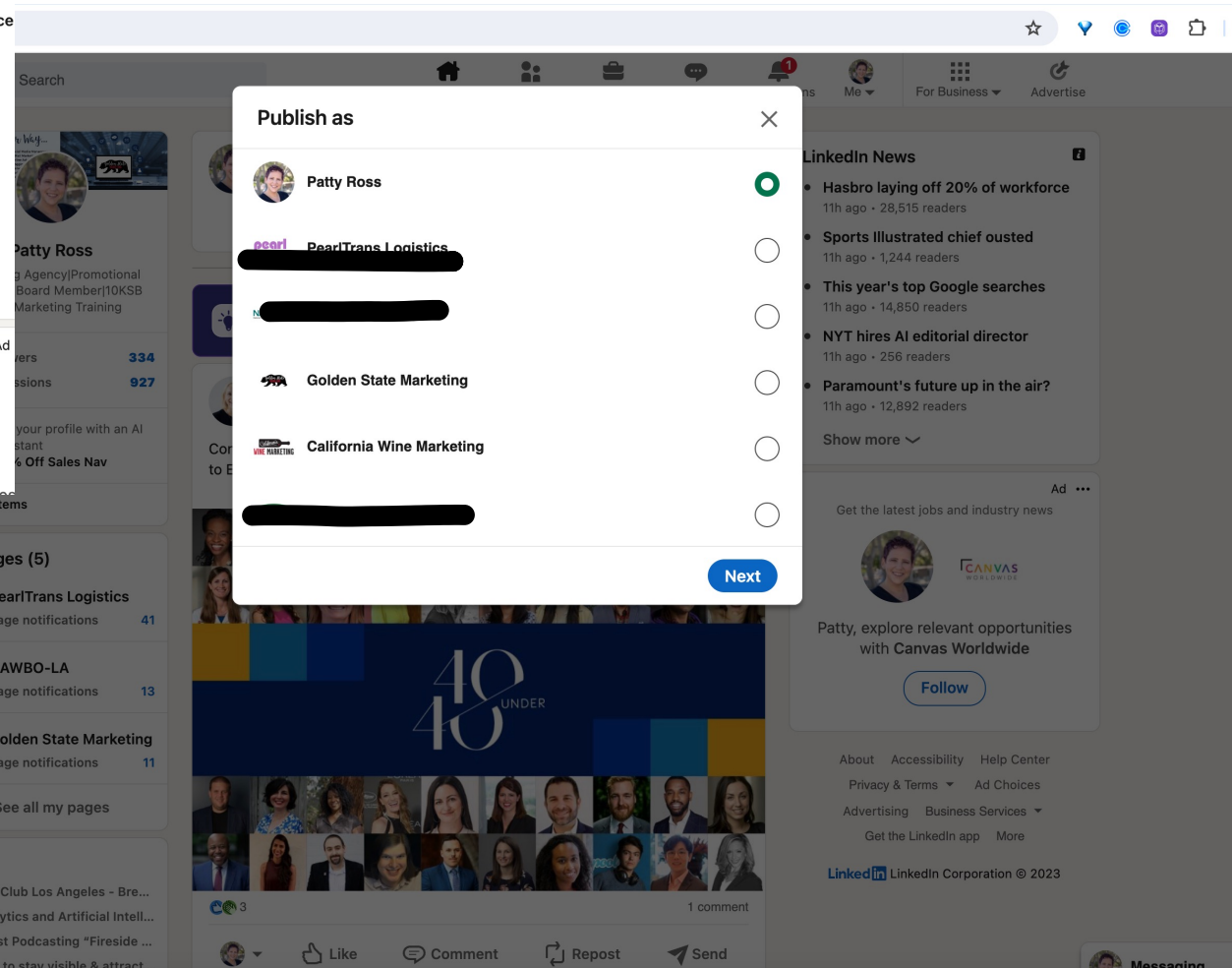
Your 3rd level connections



Did you know about Articles and Newsletters?



LinkedIn profile page for Patty Ross. The page shows the profile picture, name, and various sections including 'Start a post', 'Media', 'Job', and 'Write article'. A green arrow points to the 'Write article' button. The 'Write article' button is located in the 'Start a post' section, below the 'Media' and 'Job' buttons. The 'Start a post' section also includes a 'Comment' button and a 'Sort by: Top' dropdown menu. The 'Write article' button is highlighted with a green arrow.



LinkedIn 'Publish as' modal. The modal shows the user's name 'Patty Ross' and a list of organizations to publish the article as, including 'PearlTrans Logistics', 'Golden State Marketing', and 'California Wine Marketing'. The modal also includes a 'Next' button at the bottom right.





Search



Home



My Network



Jobs



Messaging



Notifications



Me



For Business



Advertise



Patty Ross

Marketing News, Tip...

Style

B

I

☰

☰

“”

{ }

—

🔗

</>

🖼️

Manage

Next



We recommend uploading or dragging in an image that is **1920x1080 pixels**

📁 Upload from computer

SEO settings

Drafts

Scheduled

Published

Create article

Newsletter

📁 Marketing News, Tips & Hacks

+ Create a newsletter

Help

Give feedback

Title

Write here. You can also include @mentions.



Access Criteria for LinkedIn Newsletters

- **Audience Base:** More than 150 followers on company page or connections (profile-may be less now)
- **Content Sharing:** Recent shares on LinkedIn of any type of original content (including short form posts, images, videos, events, polls, and articles).
- **Good Standing:** A history of abiding by LinkedIn's Professional Community Policies and maintaining a good standing record.



 **Michael Kennedy** and others have added 17 comments
on **Rose Huie's** post in **Social Media Marketing Group** by **Connect365.io** ...

Great Post!

How to find clients Based on the survey that was done, it seems that how to find clients is the top challenge for new...

197 Reactions • 61 Comments

New from **Kalika Yap** in Kalika Yap Newsletter: The Thief of Joy

 **Sanjay Chaturvedi** commented on **Valerie Gilchrist's** post:
Agree. In addition each season serves it's purpose too.👍😊

New from **Daniel Robbins** in Impact TV: Founder's Story with Stephen Byrd & Fernando Correa

Trending post from **Foundation for Women Warriors**: We would like to wish Mrs. Lena King, one of the last living members of the 6888th Central Postal Directory Battalion, a...

120 Reactions • 10 Comments

 New from **Razz Professional Services, Inc.** in Razz Pro Tech
Tips: Privacy and Search: Options Beyond Google

 Joe Apfelbaum answered the question: **What are the best** 3d

Get the latest jobs and



Patty, explore relevant
with **Mindl**

Follow

[About](#) [Accessibility](#)

[Privacy & Terms](#) ▼

Advertising Busine

Get the LinkedIn &

LinkedIn LinkedIn Cor





NEWSLETTER

Marketing News, Tips & Hacks

Learn the latest tips and tricks of marketing strategy and content



By **Patty Ross**

Digital Marketing Maestro 🚀 | Marketing Coach|Ma...

Published monthly

1,302 subscribers

Edit

Share

16 editions

Create new edition

Published 1 week ago





CMP,
CRP, ISD • 2nd

Chief Executive Officer | Avo Solutions |
Delivering Strategic Initiatives |
Achieving Value Through People,
Processes and Results

+ Follow



3rd
Software Test Engineer

➔ Message



1st
Entrepreneur | Expertise in Business
Development and Headset
Technology | Specializing in
innovative Business Solutions and
Unified Communications as a
Service (UCaaS) technology.

➔ Message



3rd+
Student at California State
University, Los Angeles

+ Connect



1st
Top 25 Up-n-Coming Quickbooks
ProAdvisor 2024, Tax Practitioner,
Speaker, Small Business Accounting

➔ Message



BEST TIMES TO POST EACH DAY

Day of the week	Time
Monday	11:00 AM
Tuesday	6:00-8:00 AM
Wednesday	12:00 PM
Thursday	2:00 PM
Friday	8:00 AM
Saturday	4:00-5:00 AM
Sunday	6:00 AM





How to find leads on LinkedIn

Growing Your Network Do's

1. **Keep your profile updated**
2. Add connections to your network
 - a. Look at who viewed you
 - b. Former clients
 - c. Connections of your 1st connections
 - d. Do searches for specific people or companies
3. Follow your current clients and prospects
4. Write recommendations
5. Ask for recommendations
6. Join groups
7. Use LinkedIn to celebrate the accomplishments of others
8. Share your link on website, social, email signature, email campaigns etc





mechanical engineer



Home



My Network



Jobs



Messaging



Notifications



Me

People

Connections

Locations

Current company

All filters



Phillip Fuelling • 2nd

Mechanical Engineer

Reno, NV

Current: **Mechanical Engineer** at RHP **Mechanical** Systems dba Ray Heating Products, Inc.

John Compisi is a mutual connection

Connect



Dorde S. • 2nd

Mechanical Engineer

Irvine, CA

Current: **Mechanical Engineer** at Green MEP Engineering Consulting

Kellie Shevlin, CEM, John Vizslay, and **12 other mutual connections**

Connect

Add a note to your invitation

LinkedIn members are more likely to accept invitations that include a personal note.

Hey Julia!

It was great meeting you at the conference last week. Let me know how your project goes!

Henri

193

Cancel

Done

Messaging

Search messages



Clark Whitwell 11:00 AM
Clark: Hey Henri, I was wondering if you could take a...



Scott Bradbury 9:12 AM
Scott: It's my pleasure



Kate at LinkedIn Mar 20
LinkedIn Offer • Find the right person for your role



Clark Whitwell • 1st
Chef. Blogger. Taste Creator.

TODAY



Clark Whitwell • 11:00 AM
Hey Henri, I was wondering if you could take a look at my profile and see if you could spot any errors. Just need another set of eyes on it. Thanks!

Absolutely

Of course

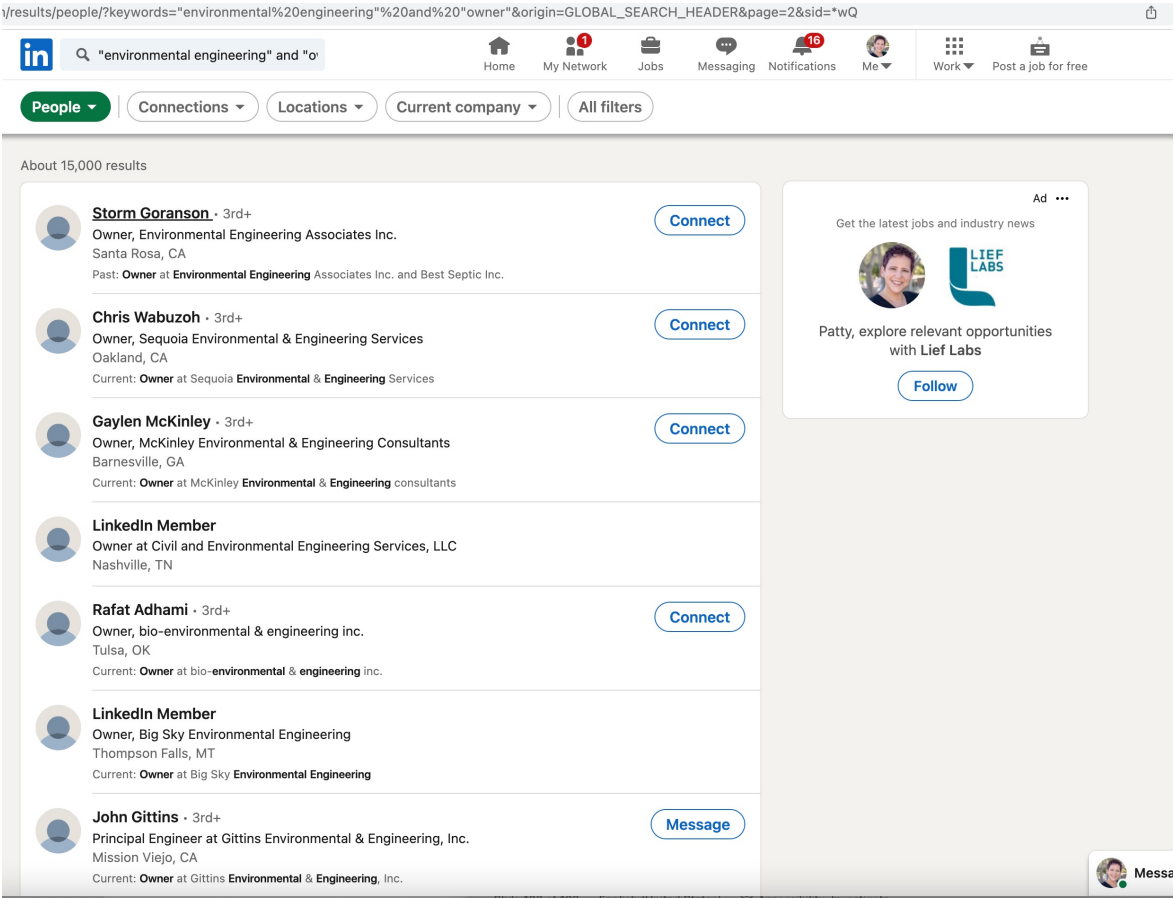
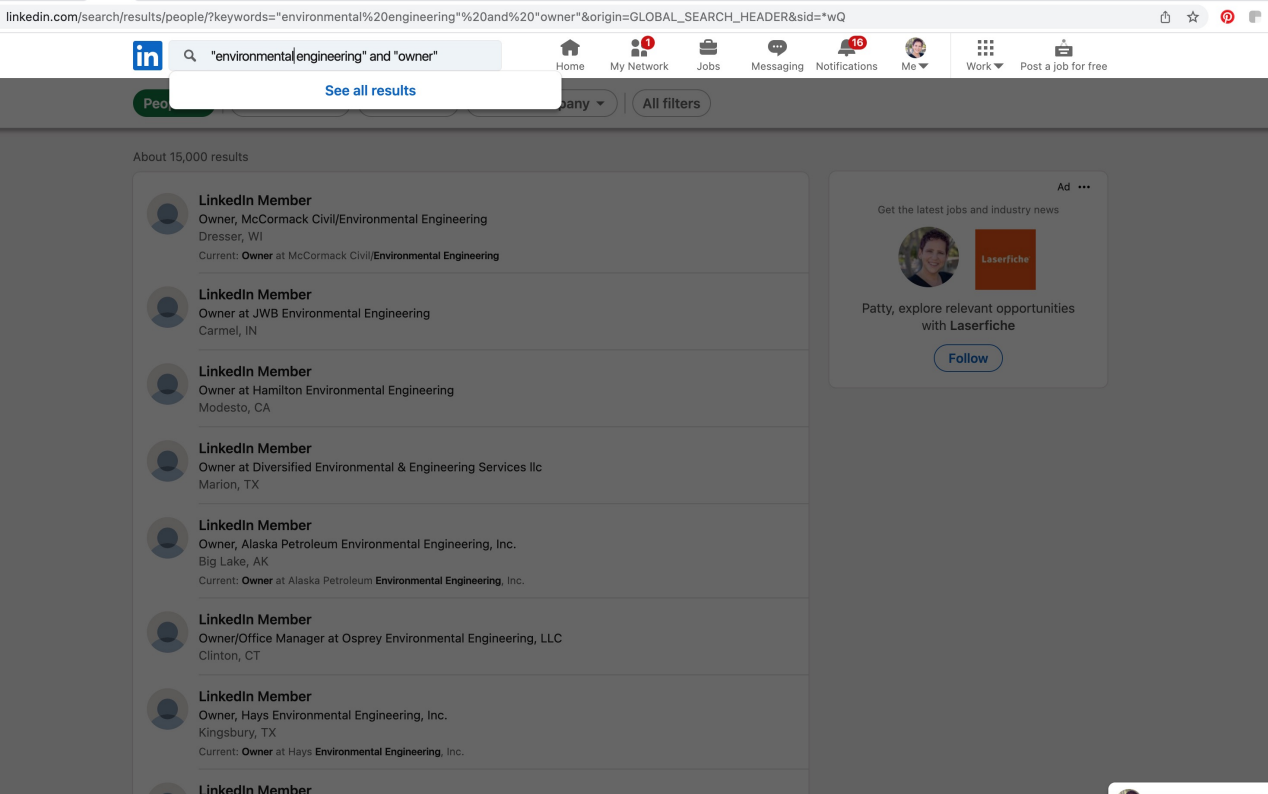
Sure thing

Sure thing, I'll get right on it.

📎 📎 GIF 😊

Send





Try Different Boolean Searches

“English Teacher” and “LAUSD”

“English Teacher” and “LA Unified School District”

“English Teacher” and “Los Angeles Unified School District”

“Senior Partner” and “law firm”

“President” and “law firm”

“Executive Director” and “law firm”



Note: Without the “ ” around two words, ie. “account manager”, it will show results for everything with “account” or “manager”

So How Do I Grow My Social Media Following?



So How Do I Grow My Social Media Following?

- Be Regular and Consistent
- Speak to Your Market
- Have a clear brand “voice” and brand identity
- QUALITY CONTENT
- Include Social Media Follow Buttons Everywhere Possible (check links!)
- Follow Influencers and Share Their Content
- Remind Your Email Subscribers About Your Social Accounts
- Respond to Your Followers
- Use Hashtags Where Appropriate
- Make It Easy for Others to Share Your Content
- Use Your Stats to Identify Popular Posts and Topics



CONTENT




```

graph LR
    BP[Blog Post] --> TT[YouTube video on the topic]
    BP --> TGE[TikTok w/ general explanation]
    BP --> E[E-mail]
    BP --> LP[LinkedIn post leading to the blog]

    TGE --> TT1[TikTok explaining point 1]
    TGE --> TT2[TikTok explaining point 2]
    TGE --> TT3[TikTok explaining point 3]
    TGE --> SI1[Shared to Instagram]
    TGE --> SI2[Shared to YouTube Shorts]

    TT1 --> SInsta1[Shared to Insta]
    TT2 --> SInsta2[Shared to Insta]
    TT3 --> SInsta3[Shared to Insta]

    SInsta1 --> FB1[Facebook post]
    SInsta1 --> SP1[Shared to Pinterest]
    SInsta2 --> FB2[Facebook post]
    SInsta2 --> SP2[Shared to Pinterest]
    SInsta3 --> FB3[Facebook post]
    SInsta3 --> SP3[Shared to Pinterest]

    SP1 --> YTS1[Shared to YouTube Shorts]
    SP2 --> YTS2[Shared to YouTube Shorts]
    SP3 --> YTS3[Shared to YouTube Shorts]

    TT --> TTH1[YouTube Short on video highlight 1]
    TT --> TTH2[YouTube Short on video highlight 2]
    TT --> TTH3[YouTube Short on video highlight 3]

    TTH1 --> SPin1[Shared to Pinterest]
    TTH2 --> SPin2[Shared to Pinterest]
    TTH3 --> SPin3[Shared to Pinterest]

    E --> IC[Instagram Carousel]
    IC --> SF[Shared to Facebook]
    IC --> SPin4[Shared to Pinterest]

    LP --> SPP[Shared on personal page]
  
```

What would your map look like?



Content Pillars

Content pillars are the key topics or themes that your brand's content will revolve around. They provide structure to your content strategy and ensure consistency in your messaging.

The 4 Main Types of Content



Educational Content:

This type of content seeks to inform and educate your audience. It's designed to provide value, build trust, and position your business as an expert in its field. Examples include how-to guides, FAQs, tutorials, and industry insights.

Inspirational Content:

This type of content aims to inspire your audience and create an emotional connection with your brand. It often includes success stories, motivational quotes, customer testimonials, and behind-the-scenes stories.

Interactive Content:

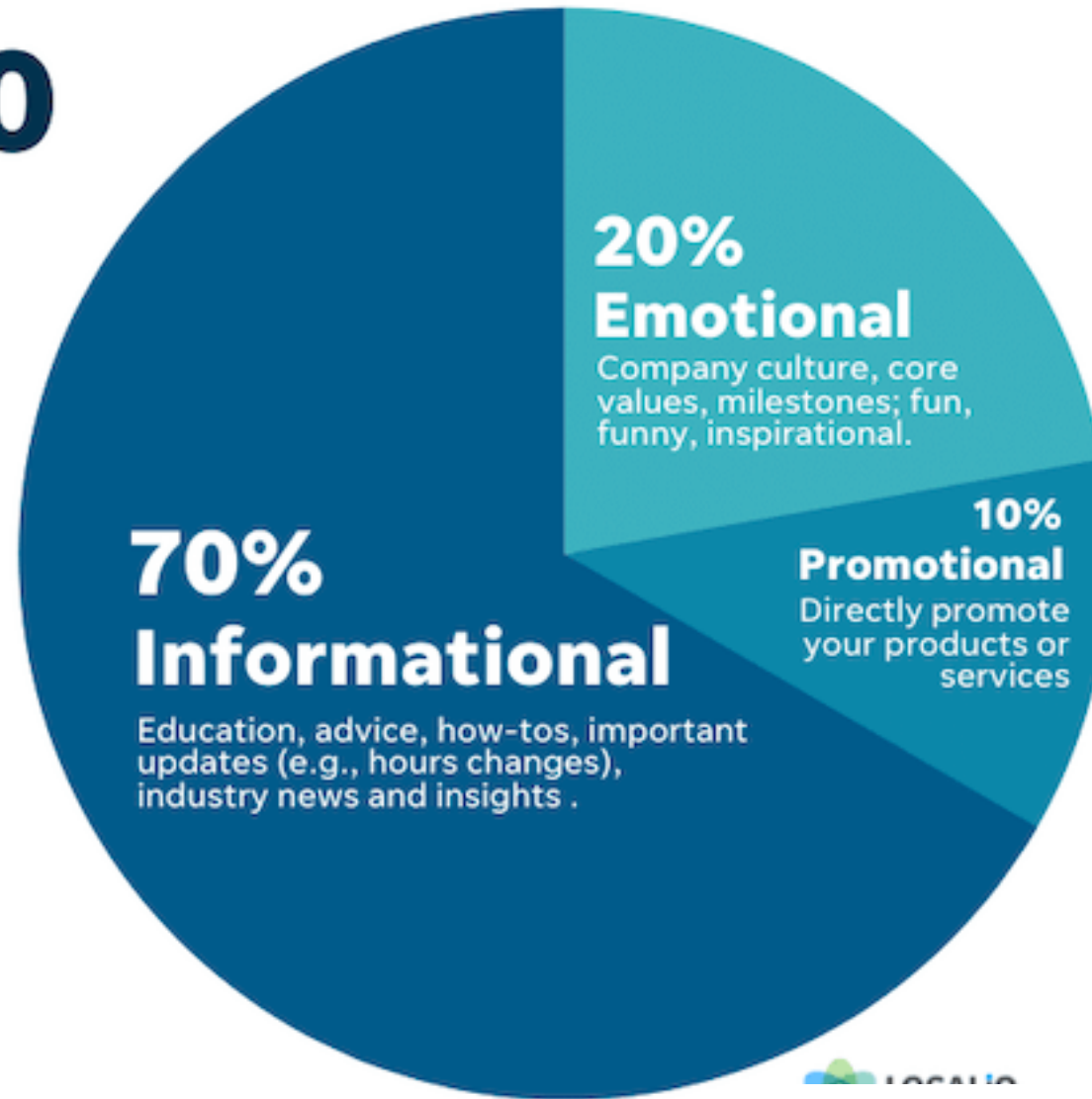
This content engages your audience in active participation. It's designed to boost engagement and foster a sense of community around your brand. Examples include quizzes, polls, contests, user-generated content, and Q&A sessions.

Promotional Content:

This type of content directly promotes your products or services. While it's important to not overuse this type of content (as it can come off as salesy), it's crucial for driving conversions. Examples include product spotlights, sales announcements, special offers, and case studies.

70-20-10 RULE

YOUR POSTS SHOULD BE:



Content Pillar Examples For business that helps business with company culture, leadership building skills, employee retention plans and more.

1. **Leadership Development:** Share content around effective leadership techniques, leadership workshops, coaching sessions, and success stories of leaders who made a difference. Highlight your company's involvement in these areas. Discuss topics like "What makes a great leader?", "How to lead remote teams effectively?", or "Leadership styles and their impacts".
2. **Company Culture Enhancement:** Discuss why company culture matters, ways to improve it, and the role it plays in business growth. Share tips and tricks, your company's success stories and case studies related to culture improvements. You can also discuss the role of diversity and inclusion in building a vibrant company culture.
3. **Employee Retention:** Content can revolve around strategies for retaining employees, the cost of turnover, and benefits of having a low turnover rate. Case studies and evidence-based approaches can form a big part of this pillar. Talk about "Why employees leave and how to prevent it?", "Role of rewards and recognition in employee retention", etc.
4. **Skill Development & Training:** This could include content about the various training programs that you offer, why they are important, how businesses can implement them, and the results they can achieve. Talk about "The role of continuous learning in the workplace", "How to develop a learning culture?", and so on.
5. **Team Building:** Share about different team building activities, their benefits, how to implement them and success stories. Posts can include "Why team building activities are important?", "Virtual team building activities in the era of remote work", etc.
6. **Industry Insights & Trends:** This is where you could share industry-related news, trends, and statistics. This pillar helps to position your business as a thought leader. You could discuss changes in HR practices, impacts of the digital transformation on company culture, and so forth.
7. **Testimonials & Success Stories:** Share stories of businesses that have seen improvements in company culture, leadership, and employee retention after working with your company. These could be testimonials, case studies, or simple quotes from satisfied clients. This pillar serves as a trust builder.
8. **Company Updates:** This can include news about your company, team introductions, behind the scenes, or company events. This helps followers to connect on a deeper level with your brand.

Content Pillar Examples For A Winery

Pick up to 4

1.Vineyard Life: Posts under this pillar could include behind-the-scenes glimpses of daily life at the vineyard, such as harvesting grapes, the wine making process, or photos and videos of the beautiful landscape. This helps audiences feel more connected to the product and the people who make it.

2.Wine Education: This could be a series of posts that educate your audience on different wine varietals, how to taste wine, the process of winemaking, wine pairing suggestions, and more. This pillar can position your brand as an authority in the wine industry and can also provide value to your followers.

3.Events and Tastings: Share information about upcoming events, tastings, or tours at the winery. This could include photos and videos from past events to entice followers to attend future ones.

4.Promotions/Special Offers: Share posts about wine releases, special promotions, or discounts. This can drive sales and also keep your audience informed about new products.

5.Community Engagement: Highlight local partnerships, charity events, or community initiatives your winery is involved with. This helps to build a sense of community and shows your commitment to local causes.

6.Sustainability Practices: If your winery employs sustainable farming or winemaking practices, sharing posts about this can resonate with eco-conscious consumers.

7.Testimonials and Reviews: Share positive reviews and testimonials from customers. This can build trust with potential customers and foster a sense of community among your followers.

8.Pairings and Recipes: Share food and wine pairing suggestions or recipes. This not only educates your audience on how to best enjoy your wines but also provides them with practical value they can use in their daily lives.

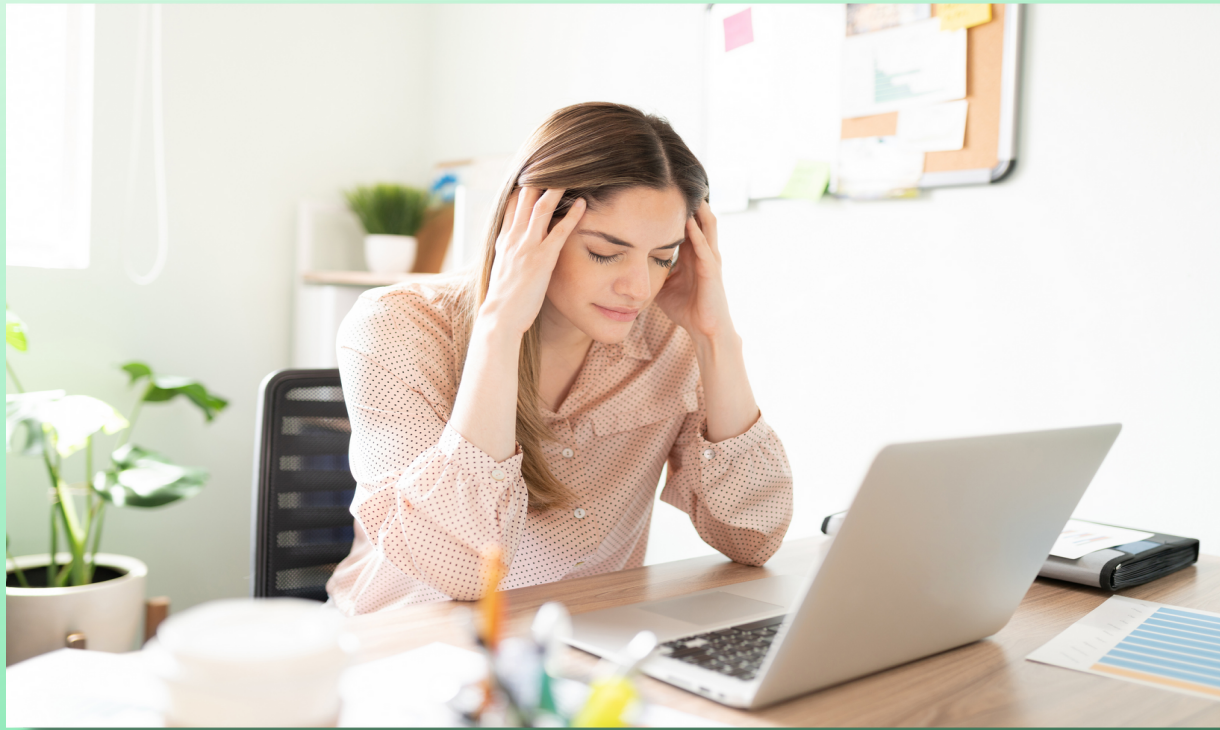
Remember, the key with any content pillar is to create engaging and valuable content that resonates with your target audience. Tailor these suggestions to fit your specific brand and audience.

Content Pillar Examples For A Travel Agency

1. **Destination Spotlights:** Highlight different destinations, providing information about culture, local attractions, cuisine, and unique experiences. This can inspire customers and give them ideas for their future travels.
2. **Travel Tips and Advice:** Share practical advice and tips for traveling, such as packing lists, best times to visit certain places, or how to navigate local customs. This can help establish your agency as a helpful resource for travelers.
3. **Customer Testimonials and Stories:** Share stories and testimonials from customers who have enjoyed trips organized by your agency. This can provide social proof and inspire other customers to book trips.
4. **Behind-the-Scenes:** Show your audience how your agency works, including how you choose and plan for destinations. This can help customers understand the value of using a travel agency.
5. **Travel Deals and Promotions:** Regularly share current deals, special packages, or promotions your agency is offering. This can drive bookings and keep your audience informed about potential travel opportunities.
6. **Educational Content:** Create content that educates your audience on various aspects of travel, such as understanding travel insurance, visa requirements, or sustainable travel practices.
7. **Local Culture and Traditions:** Share content that highlights the culture and traditions of various destinations. This can provide a more in-depth understanding of the destinations and make them more appealing to travelers.
8. **Travel-related News and Updates:** Share updates and news related to travel, such as changes in travel regulations, new flight routes, or new accommodations. This can help keep your audience informed and prepared for their travels.

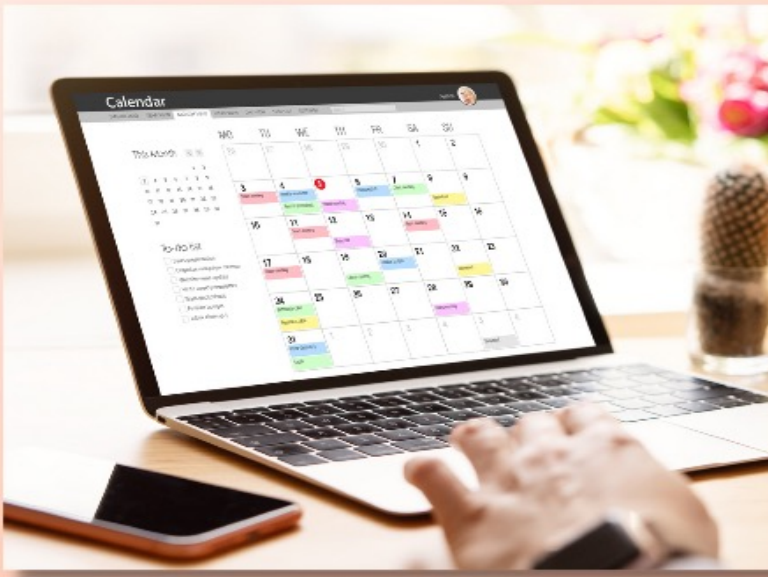
Content Pillar Examples For A Non-Profit

- 1.Impact Stories:** Share stories that demonstrate the impact of your organization's work. This could include success stories, testimonials, or before-and-after scenarios.
- 2.Educational Content:** Educate your audience about the issue your organization is addressing. This could include statistics, research, infographics, or articles about the issue.
- 3.Volunteer Highlights:** Showcase the work of your volunteers. This could include volunteer profiles, stories of their experiences, or posts thanking them for their contributions.
- 4.Donor Spotlights:** Highlight stories from donors or fundraisers, why they support your organization, and what giving means to them. This can encourage others to donate as well.
- 5.Behind-the-Scenes:** Share what goes on behind the scenes at your organization. This could include posts about your team, the day-to-day operations, or how projects are managed.
- 6.Events and Fundraisers:** Promote upcoming events or fundraising campaigns. Share photos and updates from past events as well to show the community and excitement around your organization.
- 7.Advocacy and Activism:** Share content related to broader advocacy efforts related to your cause. This could include news updates, ways for supporters to get involved, or resources for learning more.
- 8.Community Engagement:** Highlight your organization's involvement in the local community, partnerships with other organizations, or community events.



**Overwhelmed
with how to
get it all
done??!!**

Let's Talk About The Process...



Calendar!

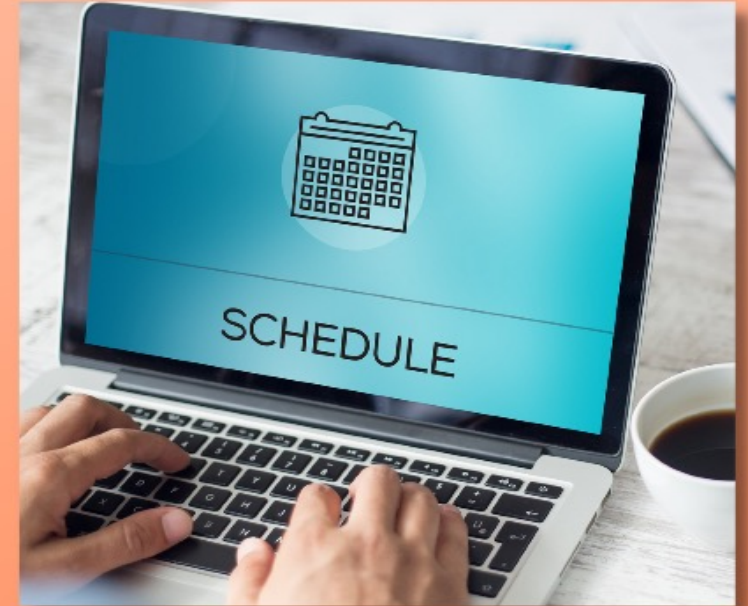
**Block
Your
Time!**



Create!



Schedule!



JANUARY						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 New Year's Day New Year's Day Closure Measure	2	3 National Spaghetti Day National Spaghetti Day Spaghetti w/Kickoff	4 #ThirstyThursday Meal W/out Wine Quote	5 #FoodieFriday Butternut Squash & Apple Soup/Viognier	6	7 Social Posts
8 Rain Closure & Events Rain Closure & Events	9 Rhône Rangers Experience Cambria Art & Wine Fest	10 #Wine Wednesday Don't keep things bottled up!	11 #ThirstyThursday Best way to learn about wine	12 #FoodieFriday Chicken with Forty Cloves of Garlic/Zinfandel	13	14
15 M L King Day MLK Day Quote	16 #Tasting Room Tuesday Every Empty Bottle of Wine	17 #Wine Wednesday 3 moods of wine Cambria Art & Wine Fest/Events	18 National Popcorn Day National Popcorn Day Popcorn/Viognier	19 #FoodieFriday Stuffed Peppers/Tempranillo	20	21
22	23 #Tasting Room Tuesday My Glass is broken	24 #Wine Wednesday Partners In Wine	25 #ThirstyThursday Everyday is Winesday Cambria Art & Wine Fest/Events FINAL	26 Cambria Art & Wine Fest #FoodieFriday Weeknight Bolognese w/Mataro Cambria Art & Wine Fest	27	28 Cambria Art & Wine Fest
29 Cambria Art & Wine Fest	30 #Tasting Room Tuesday There's always Red Wine	31				

Calendar!

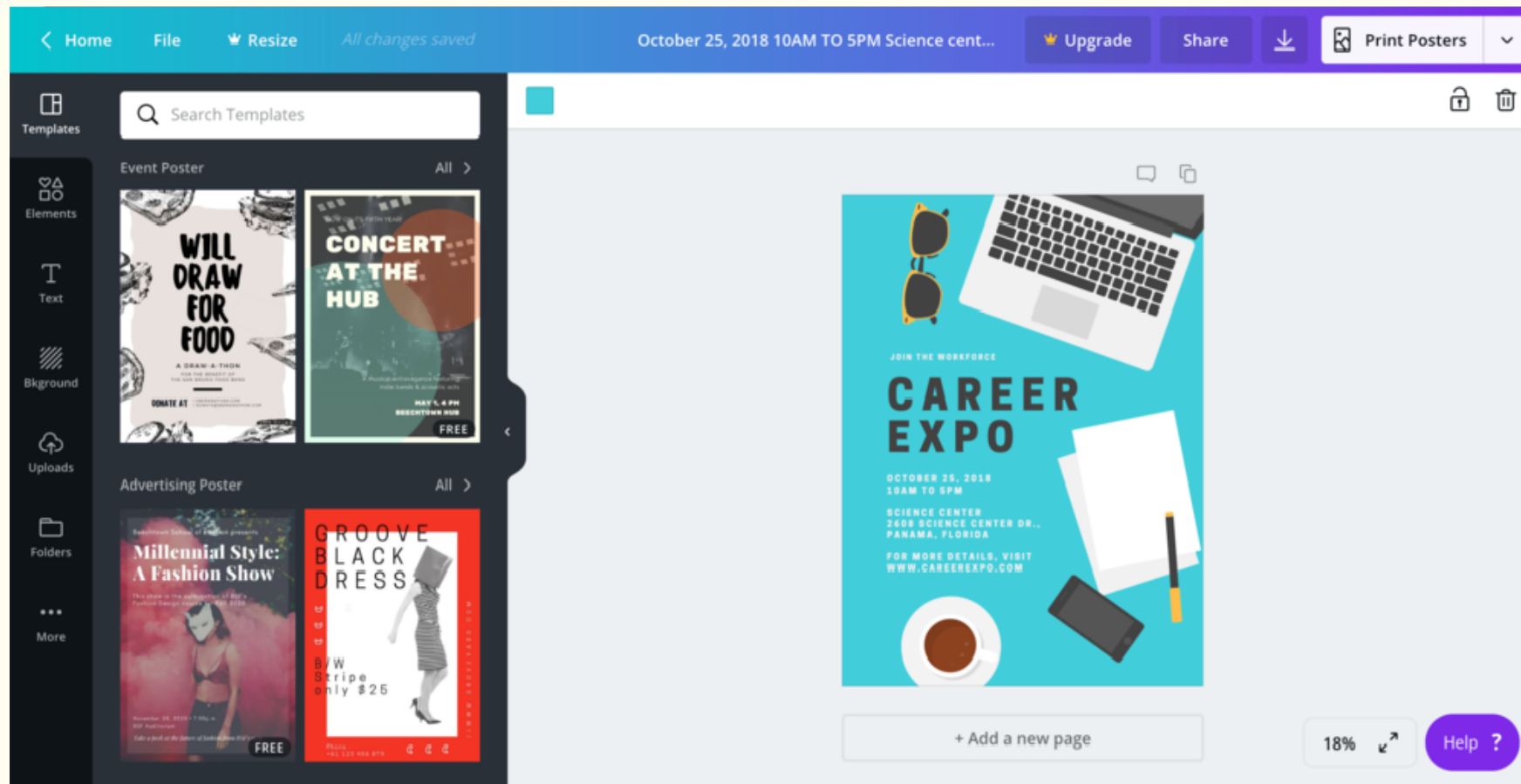
- Use a content calendar
- plan out social media, emails, blogs to sync efforts
- Plan ahead!



CALENDAR

- Takes away the overwhelm of what to social post, email, blog
- Plan ahead! Q4 should be planned out by end of August. New year should be wrapped up by end of November.
- Use calendar for planning and archive purposes.
- Helps sync e-mail campaigns and social media posts!

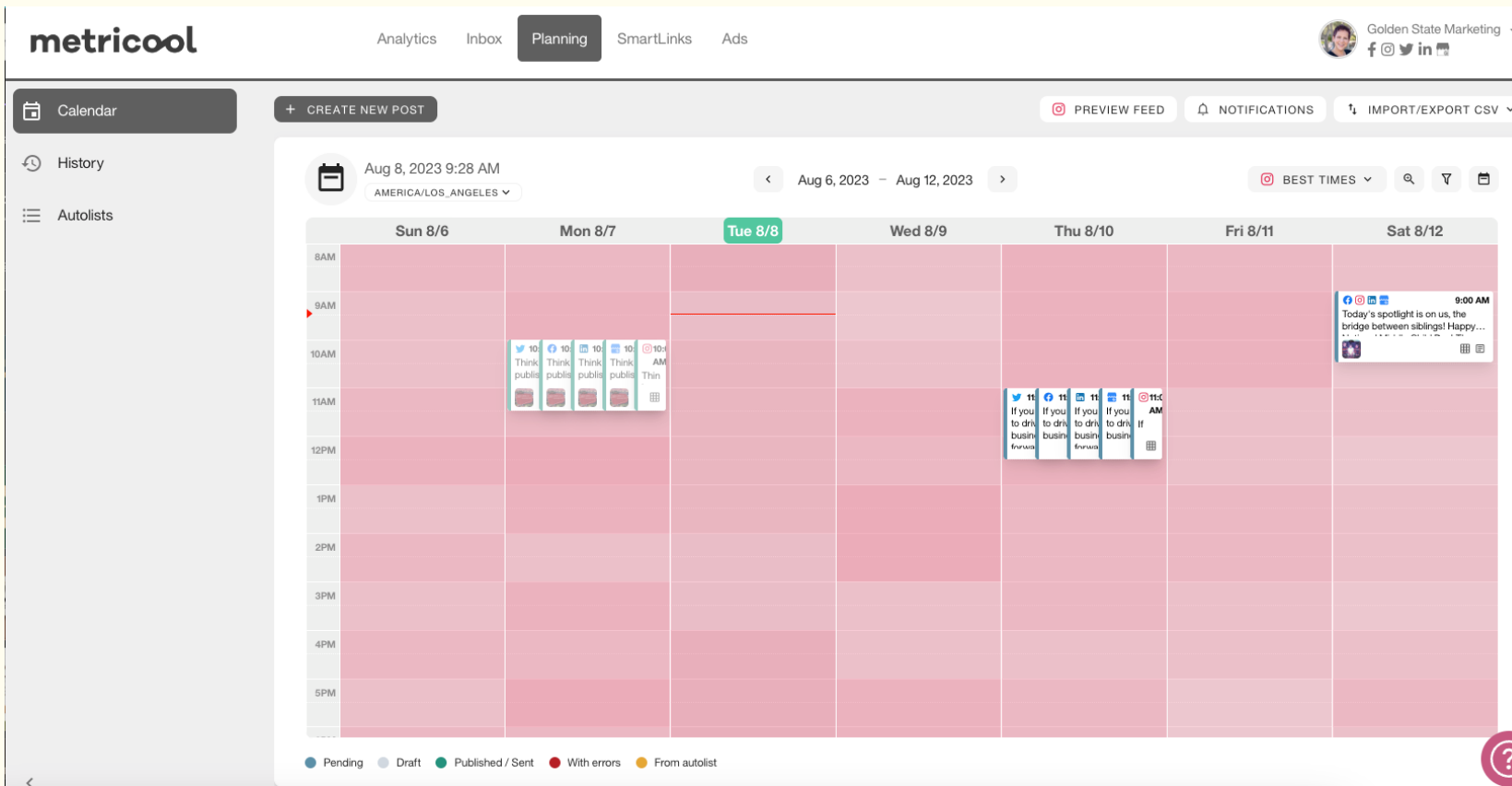




Create!

- Easy to design ANY marketing graphics
- templates for every type of social media post
- inexpensive. PAY for the pro version. More features than free version!





Schedule!

metricool

Features I like:

- Multischedule posts
- Evergreen
-



#mondaymotivation	If you are going for a more upbeat approach, #MondayMotivation is a great hashtag to show photos of a fantastic meal, a great workout, a team photo at th
#mondaymood	Monday Mood is a popular hashtag to show off a funny photo of a pet, start conversations surrounding being groggy from the weekend, or post an industry
#mondaymorning	
#mondayblues	Feeling a little low after the weekend? People use this hashtag to share ways to counteract melancholy on Mondays.Popular content shared using the #Mo
#mondayfunday	
#mondaynight	
#MondayMemories	This hashtag is a great way to wax nostalgic at the beginning of the week.Post a memory from your business’s past or celebrate an anniversary that falls on t
#MeowMonday	Any excuse to post a cute cat photo is a good one. Many use this hashtag to share adorable pics of their feline companions.If your business has an in-house c
#MancrushMonday, #MCM	This hashtag is a trend on social where people reveal a male crush, typically accompanied by a photo. A professional take on this hashtag is to feature men y
#MusicMonday	People use this hashtag to tweet about their favorite music or what they’re listening to right now. They also use it to share inspirational stories about musi
#MarketingMonday	
#MeatlessMonday	
#MaxoutMonday	
#MondayRun	
#MondayOutfit	
#MindfulMonday	
#ManicureMonday	
#mondayquotes	
#mondayssuck	
#mondayoff	
#mondaymuse	
#ManicMonday	
Tuesday:	
#tuesdayvibes	
#tuesdaythoughts	
#tiptuesday	This hashtag is a way for people to give helpful tips on pretty much any topic. Use this hashtag if you’ve got some industry advice you’d like to share and it f
#tuesdaytreat	
#tuesdaytruth	
#tuesdaytrivia	
#transformationtuesday	A popular hashtag for fitness coaches and businesses to show off the physical transformations of their clients, whether that be weight loss or muscle gain. Y
#TastingTuesday	Manage a social media feed for a restaurant, winery, or chef? Use this tasty hashtag to share all the delicious meals and dishes you’ve cooked up for custom
#TechTuesday	This is a great hashtag to share all the latest gadgets your business uses or sells. You can give tech reviews, offer up cool tips and hacks, or you can just show
#TopicTuesday	#TopicTuesday is a good opportunity to focus your posts on just one topic for the day. This topic can be anything related to your business, industry, or trer
#TravelTuesday	#TravelTuesday is for the voyager in all of us. People typically share vacation pictures, ask for travel tips, or express their desire to travel somewhere.If you’r
#TastyTuesday	
#tuesdayvibes	
#tuesdaythoughts	
#tuesdaytip	
#tuesdaytreat	
#tuesdaytruth	
#tuesdaytrivia	
#tuesdayturnup	
#tuesdaylook	

Hashtag Days



.8					
	A	B	C	D	E
1					
2	CONTENT PILLARS				
3	In the context of social media marketing, content pillars are a set of themes or topics that your brand can use to create posts. These themes, sometimes called 'buckets', are specific to your brand and should reflect the most popular content with your online audience. Content pillars are three to five topics your brand will consistently discuss, amplify, and create content for on social media. You should consider using pillars that touch upon the 4 main content types (educational, promotional, inspirational and engaging)You can also use your content pillars for emails and blog content.	Use ChatGPT to create your content pillars: On the paid version , select GPT4 and copy/paste in the following prompt: Create content pillars for my business to use for social media. My website address is (insert ENTIRE url here http://www.website.com). Create content pillars that will be a mix of the 4 content types including promotional, educational, inspirational and engaging.	Use ChatGPT to create your content pillars: On the free version , select GPT3.5 and copy/paste in the following prompt: Create content pillars for my business to use for social media. My business is (<i>describe in detail what type of business you have and who you serve. The more detail you can give, the better the response</i>) Create content pillars that will be a mix of the 4 content types including promotional, educational, inspirational and engaging.		
4	ChatGPT will give you 8-10 pillars. You DO NOT have to create content for all the pillars suggested. Pick the top 4 that you can create content for on a weekly basis. You can add in a few other pillars if you want to add additional content beyond the 4 main pillars.				
5					
6					
7					
8	Your Content Pillars (paste from ChatGPT)				
9					
10					
11					
12					
13					
14					
15					
16					
17					
18					
19					
20					
21					
22					
23					
24					
25					
26					
27					
28					
29					
30					
31					
32					
33					
34					
35					
36					



JANUARY HOLIDAYS															
JANUARY HOLIDAYS				Check Holidays To Promote											
WINE 1/1															
National Bloody Mary Day				☐											
National Hangover Day				☐											
New Years Day				☒											
1/2															
National Buffet Day				☐											
National Cream Puff Day				☐											
National Personal Trainer Awareness Day				☐											
National Science Fiction Day				☐											
National Thank God It's Monday Day – First Monday in				☐											
1/3															
National Chocolate Covered Cherry Day				☐											
National Drinking Straw Day				☐											
1/4															
National Missouri Day				☐											
National Spaghetti Day				☒											
National Trivia Day				☐											
1/5															
National Bird Day				☐											
National Keto Day				☐											
National Screenwriters Day				☐											
National Whipped Cream Day				☐											
1/6															
National Bean Day				☐											
National Cuddle Up Day				☐											
National Shortbread Day				☐											
National Technology Day				☐											
1/7															
National Bobblehead Day				☐											
National Tempura Day				☐											
National Play Outside Day – First Saturday Every Month				☐											
1/8															
National Argyle Day				☐											
National Bubble Bath Day				☐											
National English Toffee Day				☐											
National JoyGerm Day				☐											
National Winter Skin Relief Day				☐											

National “Holidays”



- Holiday
- Event
- Email Campaign
- Website Blog
- LinkedIn Article
- Social Media Post
- Social Story
- Social Media Video

JANUARY						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	New Year's Day New Year's Day International Self Care Day International Self Care Day 5 Tips For Fresh Winter Skin	January Resolution Sale and Fairfax Farmers Mkt January Resolution Sale January Resolution Sale	#wellnesswednesday Skin Care Tip: Vitamin C Skin Care Tip: Vitamin C	How to use product video Lavender Face Wash	Fairfax Farmers Market Fairfax Farmers Market	
7	8	9	10	11	12	13
	Ask A Question How many skin care products do you use? January Resolution Sale	Blog: Menopause & Aging Skin Blog: Menopause & Aging Skin Blog: Menopause & Aging Skin	#wellnesswednesday Skin Care Tip: Sun Protection Skin Care Tip: Sun Protection	How to use product video Hyaluronic Acid Serum	Fairfax Farmers Mkt Fairfax Farmers Market	Fairfax Farmers Market
14	15	16	17	18	19	20
	MLK Day MLK Day MLK Quote_ I had a Dream	Contest:Win a skin care trio Contest:Win a skin care trio Contest:Win a skin care trio	#wellnesswednesday Skin Care Tip: Food For Skin Skin Care Tip: Food For Skin	How to use product video Extra Creamy Night Cream	January Resolution Sale	
21	22	23	24	25	26	27
National Hyaluronic Acid Day National Hyaluronic Acid Day Sale on Hyaluronic Acid Serum Sale on Hyaluronic Acid Serum	#motivationmonday Aging Gracefully Quote	January Resolution Sale	#wellnesswednesday Skin Care Tip: Jade Rollers Skin Care Tip: Jade Rollers	How to use product video Tea Tree Face Oil		
28	29	30	31			
	#motivationmonday Changing your skin routine		#wellnesswednesday Skin Care Tip: Jade Rollers Skin Care Tip: Jade Rollers January Resolution Sale			

B2C Version



COLOR-CODING KEY:
Holiday
Event
Email Campaign
Website Blog
LinkedIn Article
Social Media Post
Social Story
Social Media Video

B2B Version



#marketingmonday

FEBRUARY						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1 #ThursdayThoughts Quote 17	2 Webinars Post	3
4	5 Webinars Email #MarketingMonday Quote 23	6 Webinar: Social Media Essentials Webinars Email-Same Day	7 Blog:AI Marketing Tips Article:AI Marketing Tips Blog:AI Marketing Tips Blog:AI Marketing Tips	8 Webinar: Marketing Plan 101 Webinars Email-Same Day #ThursdayThoughts Quote 18	9	10 Webinars Post
11	12 Webinars Email #MarketingMonday Quote 24	13 Webinar: E-Mail Essentials Webinars Email-Same Day	14 Valentine's Day Valentine's Day Webinars Email Int'l Book Giving Day Int'l Book Giving Day Fave Biz Book?	15 #ThursdayThoughts Quote 19	16 Random Acts of Kindness Day Random Acts of Kindness Day	17
18	19 President's Day Social Media Post Webinars Email #MarketingMonday Quote 25	20 Webinars Email Webinars Post	21 Webinar: Social Media DIY Webinars Email-Same Day	22 California Day California Day #ThursdayThoughts Quote 20	23	24
25	26 Webinars Email #MarketingMonday Quote 26	27 Webinars Email	28 Webinar: Marketing With AI Webinars Email-Same Day	29 #ThursdayThoughts Quote 21		



	B	C	D	E	F	G	H	I	J	K	L
1											
2	THEME	CAPTION	LINK (IF ANY)	HASHTAGS	GRAPHIC	EDITS	APPROVED	PUBLISHED			
3											
4											
5	New Year	We want to thank you for being loyal customers, friends and family through the year. We wish you the best and brightest new year ahead!		#skincarecompany #newyear2024			☒	☐			
6											
7	International Self Care Day	On this day of self care, we want to share 5 tips on keeping your skin healthy in the winter: 1. Drink plenty of water. 2. Use heavier moisturizer than usual 3. Use hyaluronic acid serum 4. Eat plenty of fruits and veggies 5. Cover your face when possible from the elements. Check out our shop for winter skin products.	www.skincare.com/winterskin	#skincarecompany #internationalselfcareday #skincare #beauty #skincareroutine #beautifulskin #selfcare INSTAGRAM: #instaskin #skincareofinstagram			☒	☐			
8											
9	January Resolution Sale	Make one of your new year's resolution to take better care of your skin! We have the products to help you out on sale now through January 15th. Get your cleansers, serums, lotions and creams now!	www.skincare.com/januaryresolution	#skincarecompany #skincare #beauty #skincareroutine #beautifulskin #selfcare INSTAGRAM: #instaskin #skincareofinstagram			☒	☐			



BLOG CONTENT							
Instructions: Put all your blog topics on this page. You can then create a blog image for the website(check your website platform for blog header size) and one for social media to promote the blog (1080x1080 will work for most social platforms)		You can use the approval check marks as you wish depending on how your organization works and how many people involved in the blog creation.	Once you create your blogs, you can move the blogs to each month's calendar and add them to the social media and email content for each month	You can use the color key for Website Blog and LinkedIn Article. A LinkedIn Article is basically a blog. Always post to both your website and LinkedIn if you use both.			
			Go to Insert>Insert Image In Cell to add your images here	Go to Insert>Insert Image In Cell to add your images here			
Blog Topic	Google Drive Link	Blog Image	Social Image	Topic Approved	Blog Approved	Published	Publish Date
Benefits of Hyaluronic Acid	https://docs.google.com/document/d/17Aayf6RsXSFmujnwbkP0eew2yWlwXqmnCmFEbywzE64/edit			☐	☐	☐	
How To Eat To Help Your Skin	https://docs.google.com/document/d/17Aayf6RsXSFmujnwbkP0eew2yWlwXqmnCmFEbywzE64/edit			☐	☐	☐	
What Medications Do To Your Skin	https://docs.google.com/document/d/17Aayf6RsXSFmujnwbkP0eew2yWlwXqmnCmFEbywzE64/edit			☐	☐	☐	
5 Nightly Skin Routines to Reverse Aging	https://docs.google.com/document/d/17Aayf6RsXSFmujnwbkP0eew2yWlwXqmnCmFEbywzE64/edit			☐	☐	☐	
				☐	☐	☐	
				☐	☐	☐	
				☐	☐	☐	
				☐	☐	☐	
				☐	☐	☐	



13

**Don't Chase Followers. Focus on Content to Create Fans.
That Turn Into Customers.**



Give It Some Thought!

1. Assessing Your Capacity and Skills:

1. Do I have the necessary time and skills to effectively manage my business's social media presence?
2. Am I able to stay up-to-date with the rapidly changing landscape of social media platforms and algorithms?

2. Understanding Your Business's Needs:

1. What are my business's specific goals for social media, and do I have a clear strategy to achieve them?
2. Have I identified which social media platforms are most beneficial for my business's target audience?

3. Evaluating Content Creation and Management:

1. Can I consistently produce high-quality, engaging content that resonates with my audience?
2. Do I have a system in place for scheduling and analyzing the performance of my content?

4. Considering the Financial Aspect:

1. Is managing my social media in-house cost-effective when considering the time and resources required?
2. Could investing in professional social media services potentially offer a higher return on investment through more effective strategies and execution?

5. Thinking About Brand Growth and Engagement:

1. Am I able to effectively engage with my audience and build a community around my brand?
2. How well do I understand social media analytics, and can I use this information to drive better engagement and achieve my business objectives?

6. Reflecting on Professional Support:

1. Could professional guidance help me avoid common pitfalls and accelerate my business's growth on social media?
2. What value could an expert bring in terms of creativity, strategy, and technical skills?

7. Looking Ahead:

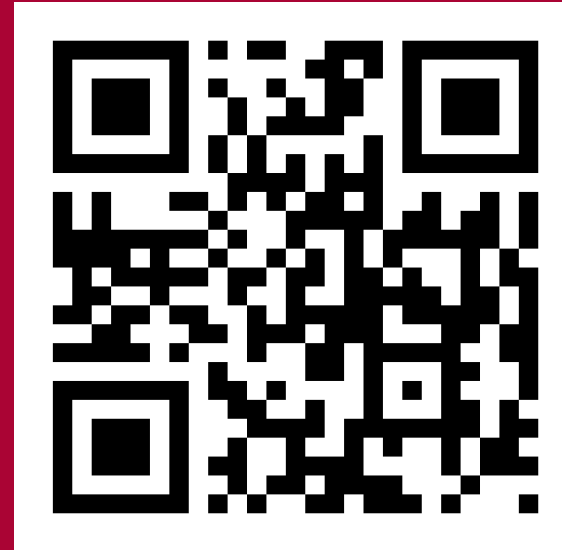
1. What are the emerging trends in social media, and how prepared am I to adapt my strategy to take advantage of them?
2. As my business grows, how will my social media needs change, and how can I plan for this evolution?



Tap Into My Expertise!

Schedule a Strategy Session Today!
callwithpatty.com

Join The Marketing Lab
LinkedIn Group:



Helpful Links

- Find SCORE resources for small businesses at www.score.org/templates-resources
- Find more SCORE live and recorded workshops and courses at www.score.org/get-business-training
- Book an appointment with a SCORE mentor at www.score.org/find-mentor





Funded in part through a cooperative agreement with the U.S. Small Business Administration.

All opinions, conclusions, and/or recommendations expressed herein are those of the author(s) and do not necessarily reflect the views of the SBA.