**Selling Through Social - Develop Your Strategy for the New Year**

Thank you so much for having me. I'm so grateful to be here and talk about a really hot topic and it really important topic. Which is, I feel like social media can feel like a struggle for a lot of small business owners because you put so much time into it and very rarely do drive clients or make money, if you don't have some sort of social selling strategy in place. I'm going to teach you some really simple processes, strategies you can use to start selling through social. I will tell you it's all about getting active. Simply hosting and hoping sales will come through when at work. Going to talk about having an active and you will get hands-on and start work shopping a little bit together.

Again, Alex already shared that I am an author and podcast host. I run a consulting agency. With that means, I do a lot in terms of SCO. Content management, planning, strategy for your website for your blog I do coaching or if you want to completely offload the work, I can also manage the process for you. I have a team of writers that do content work for me. That is my consulting agency.

I just ended this membership so let's forget that I didn't remember to take that out.

Looking at today's agenda, let's get in it. I want to talk about finding and qualifying potential leads. Just like selling and in the others setting, whether you are selling over the phone or even a person, you're using a process to make sure that before you give your pitch, you have qualified this person as a potential leader, customer.

I also to talk about strategies for connecting before selling. I don't know you, I cannot stand on LinkedIn how I am constantly getting sales pitches before anyone has even tried to connect with me. They send their connection request with a sales pitch. That's what we want to avoid. I'll teach you strategies for connecting. We will outline your pitch flow which is is really fun and pretty simple process I use for connecting and for qualifying this potential leads then we will run through my full process from start to finish for how I did use specifically through Instagram but these strategies can be used through Facebook and LinkedIn as well. The process I use is membership I launched an end it. I think that would be really helpful for you regardless of your product or service. Where can you find clients? This is a big question I get, where can I even find my clients? Step one is knowing which platform they are on. That can be tricky and it's just understanding and using data. The data often says there are a lot of millennials honest. Using sites like sprout social does a great report every single year. Buffer, all of these platforms do annual reports that break the audiences at each platform. That is step one. Then step two is when you are on the right platform, looking 12 these places. Everyone is a potential client. If you think about it in an opportunistic mindset new followers, people commenting on your post. People commenting on your competitors post. For me, sometimes I will search on Instagram, hashtag social media marketing and I will go to posts from people like the competitor of mine and see who has commented on their posts and maybe someone commented on a post about hashtags. They will say this was so helpful, I have been struggling with Instagram and hashtags. For me, that is a potential lead, depending on what services I am offering. For my coaching or the membership. That is a potential client and I found them through my competitors post.

Followers connected to current clients, sometimes you will see that in the comment I brought a few ladies in the membership based on I saw they had commented on one of the members posts and it seemed like there was a relationship there. I message them and said, I saw you commented on a post, do you know them? And he said yes, we work together or whatever. That gives you the immediate connection. That also gives them someone to talk to to confirm your product or service you are offering is great.

People trying to sell to you. I see this a lot on Instagram but this works well on LinkedIn. You're getting a lot of those sales pitches, turning it around on them and maybe saying, that's not a great fit for me but tell me about your business. That could be a potential client. People who applied to your stories. That a specific to most platforms and stories now. People who are engaging with you in any way is really the idea here. They are potential clients. They are not a definite's client because the next process we will use to start qualifying them. Knowing that all of these opportunities are there if you open your eyes to them.

The next pieces how do you qualify these potential leads? I have this new follower. I have this new commentor. We already talked about platforms. And knowing which platform to be on. The next step is taking what public data or public indicators can I use to determine whether or not it's worth starting a conversation with this person. Me, I will give you an example. With my membership, I knew the ideal person was first of all, FEMA because was specifically for impact driven female entrepreneurs. That means I can see based on their bio or profile that they are not selling product just to sell it. There is a purpose behind what they are doing. They are motivated by something bigger or greater and they have alluded to that in their profile. I also know they likely don't have a large amount of followers. That is one indicator to them that were to me that they are struggling. That is something I can help them with. Those are a few basic indicators or qualifiers. I would look at that but say, get a new follower, I would click on the profile and I would consider these data points and say, yes, she is a fit, I'll message her and probably will take her through my pitch flow which I will teach you about in a second. If not, I might not take the time to messenger connect because we want to be efficient with our time, social media is already so time-consuming. You want to use these indicators to say, how can I be most efficient in my selling? How can I make sure I am seeing people who will be interested in my pitch, at least from what I can gauge based on XY and Z.

Knowing those potential indicators.

The next piece is qualifying those potential leads. We talked about qualifying leads but I want to dig in deeper. We talked about the public data. We want to know who is that ideal customer? For me, that was a female. You can take this even deeper and let's say you are on LinkedIn and consider my ideal customer is a CMO or in a leadership role. Or my the customer has a family. You are using these data points to further qualify the lead so. I keep talking about this because it's so important that we don't waste our time connecting with people who might not be a good fit for us. I want to make social media as easy and stress-free as possible. This is a really important piece of that.

The next thing I want to talk about is connecting before the sale. I posted about what I just mentioned about LinkedIn. How frustrating it can be that people are reaching out to me without trying to figure out who I am or what I care about. I got 17 comments and 28 likes because this is a problem that many people have. We want to avoid that. In addition to that, I love this quote. People don't what you do, they buy why you do it and what you do Sibley proves simply proves what you believe.

They are buying into who you are. A lot of the women I brought into my membership said membership sounds amazing, sounds supportive but I am joining because of you. Because I can tell from your profile that energy you are bringing and I really love that. I think it's important to consider connecting before the sales, critical piece of giving them something to connect with you about outside of another sales pitch and they're probably seen 10 come to their inbox in the last week.

How do you connect before the sale? Send a welcome message to followers. This is a key piece of what I do and this girl has been a member since I started this. Which I launched in August. We started talking in June. What I do, I actually use this process. This is specific to Instagram. If you are on Instagram, this'll be really supportive. There is a thing called quick reply. If you go into settings and you click business, you have to have a business or Creator account for this. You click quick replies and what you can do is put in your full message. Than a simple shortcut. When I go to welcome them into my community, I type welcome and a little box pops up. I click that box of holes in my full message. This is just nice because you don't have to copy it from a note in your phone, you don't have to type it out every time again, I want you to be efficient in this sales process. You can really create multiple welcome messages depending on the person you reach out to or what you will want to pitch them on. We will talk about using this for your pitch flow in a little bit as well. The power of this is, getting in touch in this way and welcoming them in, asking a question is a great way to find the connection point. It shows you are genuinely interested in what they are doing and for me, this is an important one and makes them feel they belong.

I want everyone who comes into my community whether I am selling them or not to know they belong and I am there to support them. That might not be a key part of your brand but every human wants to feel they belong. I think is an important piece to think about. This is such an easy way to do that and really set a good tone in a relationship before you try to pitch anything.

The second piece is to engage with their content. This is important for a few reasons. One, the more you engage with people's contents, the more likely they are to engage with yours and on various platforms, like LinkedIn, Instagram, Facebook, we want to be showing the algorithm we have a relationship. They are looking at how much you engage with different people. Every time you engage, that shows there is a relationship and that means they're more likely to show content to that person in the future because as far as algorithm is considered, you are committed. Like each of those contents they were to serve the content people want to see most are more likely to engage with. That was one piece of it.

The second piece again is just showing interest, genuine, pure interest. A few ways to do this, leave a genuine response, don't just leave emoji's or a single word. Comment on their stories, share posts on your page or stories if that is relevant. You want to start a natural conversation. Give a little before you ask for something. A good way to be efficient with this is to know, to maybe have a list of 10 people that you think will be potential clients and choose them for the week. Every time you go on your platform, you are engaging with their content specifically. Rather than mindlessly scrolling which will leave you on the platform for longer than is needed, put a timer on your computer or phone and go ahead and engage with those specific people for 10 to 15 minutes twice a day. See her getting that connection point in, you are engaging authentically and intentionally but you are not throwing time away that you need to run your business and do everything else you have on your to do list and we all know as a small is disorders we have 1000 that you every single day.

The third option is to run a free challenge. The idea behind this is to show potential clients what you have to offer without asking for anything in return. I did a challenge called the CCC, cultivating connection. This was a challenge that basically taught you how to find what stories would connect with your audience, how to connect those to your business and I talked about how to create a captivating Instagram caption. This was specific to Instagram. The important thing to note is you don't have to create whole landing page. You don't need to drive's items. I just did this right through my feed posts. And through my Instagram stories. Know it had to sign up for anything. They could show up if they wanted and some of the content was evergreen so some things I posted people can still find value in today. You can find it in my feet. This was a ways down in August or September. This is just a really easy way for us to do something that's really low barrier to entry for our community. Also, potentially high-value. You can see people commented on your post, Lucy had a few about the challenge you can directly reach out to those people those are really potentially qualified leads because they were interested in your challenge. If your challenge was related to your service or offering, that means they are a goodly. This is another way to find potential qualified leads. What I want to really make sure I impress upon you, this doesn't have to be super time-consuming. I went on Instagram stories or maybe two minutes every day for three days and I did maybe two or three posts on my feet. I would create that content anyway and I'll be posting on my stories anyway. I wanted to make it simple for them and me. I want you to make this simple for them and for you. That means a lot more people have access and you're more likely to actually do it.

Looking ahead, I want to talk about this because I think this can be really fun for everybody to do. Even if it's a single post you post on LinkedIn. Or something you do through your Facebook group. This will be your chance to come up with a little bit of a challenge you can do. I will put on some music. I want you to answer this question. What could your challenge be? Something I really like, these are the questions I like to ask. How to know what the challenge is, what questions do you get asked a lot. What to clients or customers often ask for? Maybe one of you have seen your competitors do this and most importantly, what are you most passionate about sharing? I would recommend just starting to write down some of these thoughts. Some of the thoughts and ideas that come to you. And consider it be great if it would be a one-three-day challenge. Again, you want to keep it simple for them and for you. Nice and concise. Use these questions to start thinking about that. I would just play a little music and give you a minute or so to think about

I cannot see you so I hope everyone is heads down. If you have questions, feel free to put them in the Q&A box. We can potentially answer them at the end. You want this to be really connected to what you offer. You want to really beautifully lead into what you offer and what that will be. At the end of the challenge you have a specific call to action. For example, do you want to learn more about this, sign up for the membership or, buy this product or sign up for the service. Making sure it's very connected to your brand and your offering. This'll be a great thing to plan for the month of January, kick off the year strong by engaging with your audience so you can start selling to them.

Take about 20 more seconds on this. You have this deck latest you can always dive back in. Start wrapping that up now. If you're still thinking about it and brainstorming. We will move on to my last tip about connecting before the sale.

Don't just type, don't just send huge big paragraphs of text, be genuine. Use voice messages and video messages where possible. I we sent my pitch with the voice message. I will often follow up with a video message. I get really really great responses from this. This person said hey, I just love your energy and passion. While she did end up becoming a client, she summoned a very connected with through Instagram and I see potential for us working together in the future for the point is it cuts through the noise. It cuts through the messages everyone is getting, that are boring and don't show your personality. A key piece of that sale is showing your personality.

This is one of the most important pieces of what we will talk about today. I call this your pitch flow, I made that up. You can call it whatever you want. It's a series of questions that can help you do a few things. The help you engage in show that genuine interest we have been talking about. They'll help you qualify the lead. Your directing the conversation and moving yourself toward that ultimate pitch. Will work on this together.

The pitch flow format is simple. You have one general question. One more specific question. And then a question specific to your offering or overview to leave them in to a potential pitch. My flow goes like this.

I see someone is to my community. I check there page, it looks like all my qualifying doctors arm place so I first question to them my first question is my welcome. I say welcome to our community a powerful attention getters, what are you getting intentional about this week? They will respond and I will say, that sounds amazing, how is your business going this year? Or how is your business been doing with COVID-19. They respond. Then I say, that's awesome or whatever the case may be. How has Instagram been? Has it been supportive for building committee or driving clients. They say it's been amazing, they are probably not a good fit for my community because that's usually a good indication they have it under control. If they come back and say, it's been a struggle. This is a great potential you, I will give them my initial pitch. I don't have that listed here. I think I mentioned it in another slide. This is a general overview of the membership where I then asked them, do you mind if I share more? I don't want just to throw it at them, when you get a chance to say yes please or no thank you. That says, I actually run a coaching membership, sounds like it may be supportive for you because of X. Insert something you have now learned about them based on your conversation. Might if I share more? If they say no thanks, I am all set, I will say no part but you mind sharing why that is helpful for me. That may give me a chance for a secular bottle or get them to think twice. If they say sure, that sounds great, that's when I jump into my big full pitch that I send it, three voice messages. That is the flow. You're kind of getting to know them and also directing the conversation.

I would to give you a chance to work through your pitch flow. Let me open this up again, pull out your journal or whatever is helpful for you and I went you to start brainstorming what this flow may be. Remembering your first question is more general but specific to your brand was mine is what are you getting intentional about, being intentional is a big piece of my brand and community period the second question more specific, how is your business doing? That leads me into my question that is specific to my offering which is how is Instagram doing for you?

We need to think about that. I will use a little bit of music again and give you minutes or two to write out what you think a good pitch flow for you could be. Reminder that you can do this on LinkedIn. You can do this through Facebook messages. You can do this on Instagram. Prevention any platform, this will work for you. You have chances to directly connect with potential clients in every platform. Relief digging through that flow and even if it's just a few brainstorming thoughts, this is a really important piece. You want to make sure you walk away from this with a clear idea but that will look like for you.

Feel free to the questions in the question box. That we may be able to address at the end of the webinar.

Take about another 30 seconds to a minute on this.

Let me walk you to rifle process and you actually realize I didn't include in the deck that I would talk to. I have a little bit of it in here.

Welcome since my committee based on the qualifying data so that is creating that message using the quick replies to create that message. You see my qualifying dated deciding who I'm going to actually start my conversation with.

I asked that initial question, that first question. When they asked me questions, I went to answer the question because I want to engage in the conversation I want to make sure we don't get too awestruck because you're trying to be efficient and productive with this process. If they say yes I am interested, I give them the full pitch through voice message. Here is a key piece. I follow-up 5-60s later. This can be difficult to do if you do a lot. Your inbox can be a disaster. A few tips i have three for managing that. You can and check impact follow-up at ideally turn them into a client. Instagram, you can flag messages and two inboxes. Often what I will do is if I have pitched someone, my full pitch. I'll move into my general if we started having a conversation I think will be moving in that direction, I won't flag them but I'll move them to my general inbox. Any potentially does in my general inbox versus my primary. On LinkedIn, you can mark a message as on read that may be helpful way for you to remember you need to go back to that message if you use the LinkedIn sales navigator there's a whole backend you can use for organizing. I don't personally use that. But I would say make sure your you are leveraging all the features. The biggest part is staying one step ahead. Has a do-it-yourself manual. And Facebook you can connect with your CRM tool not sure of every tool will allow you to but I think it's pretty common now. Connecting with your tool again you can leverage all the features to make sure you're flagging things and even categorizing them see you are missing not missing out on any opportunities is what I want to say. Or what I want you to avoid. Finally, the really important piece here is to hold yourself accountable to the sales process. The best way to do that is to set specific goals. One go I want you to set is your outreach goal. How many people we you start conversations with each week? I like doing it weekly because vitamin C it feels very overwhelming. How many people do you want to send that full pitch to, not just having a conversation but you actually pitch them, they know about your product or service completed. I want to send at least full pictures of me. So that meant I probably had to reach out to at least 20 people each week. You can use your pitch school for your entire upper school. If you want to take it a step further, you can specify how much money or revenue you want to bring it from each platform so maybe you say, I want to bring in $500 in revenue this month. That goal will really dictate what your outreach goals will be. If I need to make 500 revenue, I know I need to be able to pitch X amount of people so I can make that happen. Making sure you set specific goals around this can also remember needs to be sustainable. 80s to be reasonable. Maybe you only pick two days a week for an hour each week where you start those conversations and you see if you can pitch people. Rather than trying to make it happen every day that can be really stressful right to print out which we want to avoid. Heading clear on what's possible for you based on your schedule and then getting clear on what you need to do to really make it happen. That's a really important part of this. I have taught my membership about this and that something that comes up again and again is that it's just exhausting. We want to avoid it as much as possible. I will show you again. With those questions and with the responses and such, you can go into your settings if you have a business or creator accounts, go into quick replies and create a quick reply for various questions. Create your shortcut and type in your full message. That making it easier for you. If at the end of the day, they say not a fit, make sure you ask why so you can get an idea of what's the resistance is if there's something you need to fix with either your pitch or product or service offering. Makes sure you have something else to get them civility done with the product or service now you can give them a freebie, linked to a freebie they have to include their email to subscribe to. Now the sun you have them in your email funnel and you can market to them later. I will also sent a link to my butt because hopefully that will drive a sale with my butt. If you have a digital product you can send them back as well. I sent a link to my podcast is most people are on sprinters interested in mindset. Ideally have new podcast subscriber and again I will talk to them through all of my episodes. Making sure you leverage every possible opportunity throughout the sales process. A quick wrapping up, you want to find a qualified those potential leads knowing what the public indicators are, where they are most active and what your ideal avatar looks like. You want to connect before the sale, before you throw a pitch at them with welcome messages, intentional engagements, maybe a free challenge. You want to use videos and voice matches to be as genuine as possible and show who you are to give them something to connect with. You want to follow your pitch flow so you know your your directing the conversations ideally would give them a pitch of bring them in as a client or customer. Don't forget to keep your messages organized, making sure it's really easy for you to follow up with them. And remembering that is key. Finally, what is not included is that goal. Setting and outreach goal, pitch goal and maybe setting a revenue goal or something tied quantitatively to what it would look like if you were successful each month or week.

If you want to connect with me outside of here, I would love to have you in my community on Instagram. We talk a lot about mindset, a little bit about marketing. You can find me on Twitter. I am on LinkedIn. My blog has tons of awesome content managing and leading that for a few years I really love everything we have there. We have lots of free resources, you can get there through the top or putting this into your URL box and there is resources for SCO, social media management, content marketing you can download and stop using adding guide on your marketing. Is everything I have for you today. I'm really excited to hear with some of your questions are and to get answering those.

Let's move into the Q&A segment of this webinar. We will address as many questions as we can in the time remaining. I went to mention if we don't have an opportunity to address your question, we will be sending out a copy of the slide deck. It contains Jessica's contact information if you would like to reach out to get questions answered or further information. I would recommend reaching out to your score mentor who can assist you in applying the strategies and answer your questions there as well. If not already working with the score mentor and interested in doing so, this is a free service through score we can work with a mentor with the life of your business who can assist you. You can go to the score website. You can get further information and request to work with the mentor. With that, let's go ahead and jump into these questions. Jessica, there were quite a few questions coming in when you spoke about the challenges. Or doing the challenge and a variety of questions if you can elaborate on what that means specifically if you could just talk more about that. Is a little bit of some confusion. How to take action on that and even what to expect from the challenge. That will be great. It's a mini webinar that you host over the course of two or three days where you have one focus and you're essentially teaching or offering value that focus. I think about this and that could be BB or B to C. That could be if you are a CPA. Into a challenge on finances and you do that seasonally so in the near you do a challenge on getting your finances together for the new year. See you teach something to stay you maybe have one little lesson and you have a little to do. You would say, the first step in financial challenge would be getting clear on areas where you spend money monthly and one half. There to do is to go ahead and make that list or figure that out. So the next step may be taken to your budget and seeing where you need to cut back. You teach about why that is and you tell them that is there to do. I saw one question as I was skimming through that said how do you kick it off if there's no sign-ups, no sign of area and how do you get past interest and engagement with the free challenge that doesn't require any skin in the game on the front and. You kick it off by announcing the day before I did I noticed on my Instagram stories I will be doing this challenge over the next three days. This is what it's all about if you're interested, tune in. There is on Instagram a little countdown sticker you can use so if people sign up for that count on, they will get notified on the day the challenges look to be on the day and time. That's one way to do. Again this is very hands-off. It's really value forward. I want to encourage you to repurpose this content. You could repurpose this into a freebie or a video or podcast episode. It's not content that is completely lost. You can pull this from somewhere else, a blog post you have written or video you have gotten. How to get past the interest and engagement piece if it's a free challenge with no sign-ups, that's what you get active. And the way you know they've taken part, we can say they have commented on your posts about it, and they asked you a question and so on the challenge when it's done, and only do you have a really clear call to action, if you liked this or if he needs more support, I have asked program RX product. You actively outreach to people using the exact process we talked about. Your first question may be I saw you did the free challenge this week or you commented on my challenge post, we able to take part or what did you learn from the challenge? Then move them through your pitch flow like we talked about. It's another way of engaging people specifically based on what you offer and then you have to get active at the end and had to do that with an email anyway at the end you would send some sort of call to action if they were and your email list. I hope that is helpful and gives people more insight.

There was a question from Bill asking, this is around the challenge and is this something you may know what the typical percentage of your mailing list that becomes engaged in your challenge or response to your postings any insight there?

The percentage of people from my mailing list? I honestly don't know because I don't see, May mailing list likely is a very large group of people different from who is on my Instagram and I don't use my mailing list for challenges because I like to make it low effort for me and for them. I don't have an answer for that.

So we've had a lot of questions coming in around whether these strategies apply to B2B businesses. Does it apply to B2B businesses? Are there any differences? That would need to be taken into consideration for that?

I actually think everything I have talked about is more BB than be to see. I think be to see is more difficult in terms of selling. BB I find to be much easier. My membership is very B2B by target business owners specifically I don't anyone who's not a business owner into my membership. Everything I have talked about would be super valuable for CPA or coaches or even if you're selling an office supply products or a remote collaboration software. All this works that. It depends on which platform you are on and who we are targeting. If you target the person who purchases software during a midsize B2B company we have to know who that person is and where you may find them. And my guess is you find them on LinkedIn. That person might be the CTO. May even be there head of HR. Knowing that person you look to connect with and starting this conversation. Let's use the software example. Have you had to invest any new products or software. And you may say we have but we have been, how has that been going or are you struggling with that. Has been challenging and hard to get people to engage. The last question may be I asked because I have a certain product, it may be helpful for you implementation is easy again using the conversation you have been having to make the pitch more specific to them? You might if I share more about it. Again, they say yes or no and you make and determine whether you will pitch based on that. It's absolutely great for B2B or B to C, is just about knowing who that target person is, where you will find them and the questions that will be most helpful for guiding them through the sales process and it can be done at any platform from Twitter to Instagram Killington. It might be a little harder on Twitter because you cannot message someone who is not following you. It has to be people who are following you. That maybe limits you. Still very much an option. Facebook you can message them as well. There other inbox if you are not yet connected. You can get over that hump. It doesn't mean it's not possible.

Okay, Jessica, this next question is around payment info and the exposure and privacy. In utilizing the platforms. This question in particular comes from Rosemary and expressing concern with privacy. We want to know Instagram or other platforms, do they track information and how safe is it, do you know? Regarding the payment info and the exposure of such?

I don't know why you'd be putting payment info other than for Amazon or Zappos. Terms Europe for your payment information, I would not take that from a clients or customer over social media because you want using actual payment gateways you want to be using a platform where they pay.. You are also PCI compliance and other things. I, it's a very political question to ask. I don't have that answer for you. I can tell you to go ahead and Google that. You'll find lots of articles about privacy on social media. That is not my area of expertise.

This is from Kimberly. Can you share an example of what a video message may sound like after you send your pitch.

It sounds like me and like this. Let's say I pitch them, they didn't respond, I make it on video and say I hope you're having an awesome day. I am checking in on the invoice and ever, curious if you have questions or thoughts I would love to hear what you are thinking about membership. Or insert your own item, really casual and simple answer for. You can even record that ahead of time. And use the same video every time you want to send a follow-up. You can import it as media in your message.

How about this one. It comes to us from Elizabeth regarding connecting retroactively. She is asking which you recommend retroactively connecting with followers or about who have been following you for a while and what would your welcome message be?

Deftly, that's a great question. My welcome message for people that maybe we have been contacted for while or I find elsewhere, I often say, I love your message and what you are doing. What are you getting intentional about this week? So sensible, keeping it on brand for me, I was reaching out to people that were very impact oriented so often their message and their brand is a big piece of that. That will really depend on your brand. Try to think of another example maybe her headbands of her being outdoors. But I think you see me, finding a question that falls within your brand and maybe something you would ask a friend or you would ask during product testing. You may ask your customers after they purchase from you. The sum so the question you can start understand the person a little bit better. Is also on brand.

Does asking if you could talk about the tech you are using to create, the technology used to create these messages.

It's all just built within the platform. I know on Instagram and should be on Facebook as well. I'm not positive about LinkedIn. There's a little microphone and you press and hold the microphone and it records your voice message. You could probably come if that isn't inherent on the platform, you could use your phones a voice memo, recording app. And you could probably send it to them as a piece of media, same with video. You could send as media so if you were to report any video on your phone and send it like you would send to a friend via text message. You choose it through your phones gallery or your phones files. And send it to them. It is priest report, doesn't require any special technology at all. It's all stuff built into the platform or your phone already.

This comes to us from chat asking if you can talk a little bit, how to discover which social media platform will be best for your business brand.

That is considering as we talked about in the beginning, just knowing which platform is most popular for web. I don't have the most up-to-date data on that. LinkedIn, I think is more heavily men and women and that is also more heavily B2B. Versus maybe on Instagram, reaching more, founders or new business owners Facebook is more popular for the older crowd, seniors, again, I would recommend you could just type social media audiences into Google or something similar to that. You will likely find another number of reports on what is most popular and a good rate down of that. There be a lot more clear than what I could rattle. It's already working for you. That is a piece to consider when deciding where to put your time and energy.

And, I also want to mention Jessica gave a webinar for score back in April. I'm going to post the name of that here in the message board so it was a three step approach. Two additional social media marketing and in that session, you really gave a very good rate down. There was a really nice chart that broke it down. I can also recommend checking out this webinar in the school website that would be incredibly helpful. To go back and review.

Absolute.

We have time a couple more questions here. We have several participants asking about outsourcing. Getting assistance for focusing on social selling. Can you provide recommendations, is this something that should be outsourced? What is the best way to go about that? A lot of the folks attending today are sole entrepreneurs. It's them and perhaps no other helpers at all. How can they get additional assistance and make the appropriate time to do this?

Is so easy to help someone find this type of work these days. COVID-19 is really bringing a lot of entrepreneurs out of their shell. There's a lot of virtual assistance out there that specializes in social media marketing. And some ways they can help you, so you are looking for someone and you're wondering what I want them to do. I can help you collect a list of potential cell research for you on Instagram and Linton. Base of the welcome message and you keep your eyes peeled for the messages that come through. I would recommend being the one that responds to the messages. Just because you want to make your personality shine through. I think would be important for you to respond as much as possible.

Feel free to get questions answered or get further admission from her. I would also like to recommend connecting with your score mentor after today's webinar as well. To help you apply the strategies and one more mention if you're not working with discriminatory your interesting and doing and so I would like for the information you can go to the score website. You can review for the information and request to work with one comments SCORE .org/find mentor. I have it up on the slide being displayed right now. Several different resources there that you can access.

You can access the on-demand courses available any time 24 seven that you can take your convenience and at your own pace. Those can be accessed on the score website. I have the link being displayed right now on the side. Thanks again, we hope you take good care and we will look forward to seeing you back next time.

[ Event Concluded ]