Success in 140 characters:
Social Media 101
Welcome

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Questions after the event?

facebook.com/3cisCreative
@lashaundramc
Flipping the funnel: marketing then
Flipping the funnel: marketing now
Engagement is the new word-of-mouth
Impact of social media

78% say a company’s social media posts influence their purchases

73% are likely to buy from a brand that responds on social media

84% of social media users share to show their support for a cause
Your Advantage:

your authentic connection with your audience
Use social media to:

- Build and expand relationships
- Increase brand awareness
- Grow your email list
1. Getting Started
   a. Step 1: Pick a social media site
   b. Step 2: Set-up your networks
   c. Step 3: Announce your presence
2. Create content
3. Social media advertising
4. Grow your list
Information alone doesn’t change us...

Action and experience does.
Attendee Access to Tools

- Try out a Basic Email System for 3 months
- Only $5 per month
- Get free customized/branded email template
- Free coaching and support
- Chamber members get up to 25% off

Exclusive Event Special. Sign Up Today @ constantcontact.com/event-lashaundra
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Complete Your Profile & Brand
Agenda

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4. Grow your list
Invite & announce your presence
In your email

- Ask them to follow you
- Share benefits
- Include social links
On your website

• Make it easy

• Post on blogs
Other social sites

- Connect your networks
- Any other social sites used
Email + Social Media = 73% more customer engagement

57% more new customers

39% more business referrals

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Add an email sign-up link to your profile
You really can do this!

We’re here to help.

All the marketing tools you need together in one place.
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Thank you

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