

# HOW TO GET THE MOST OUT OF SOCIAL MEDIA FOR YOUR BRAND



## GETTING STARTED

### *What we need from you:*

- Your brand's logo & colors
- Any images that you have that you would like used (product/service images, images of employees & owners)
- Any slogans/sayings that you use for your company/brand
- A list of your competitors & their social media accounts
- Social media accounts that you like the look of
- Examples of specific styles/colors that you would like used



### *What to expect from us:*

- 12 high-quality, brand-centric posts per month meant to engage & interest your followers.
- Hashtags used in appropriate & effective ways for each platform.

### *What we expect from you:*

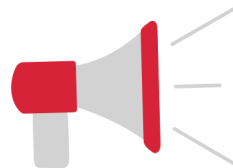
- Quick response to all messages & comments on your brand's social media accounts.
- Post suggestions that you might have (upcoming events, featured products, employee spotlights, etc).



## BUILD A RELATIONSHIP

*Interaction is key on all platforms.*

- Respond to messages from your followers. Follow up on comments... and do it ASAP.
- Encourage your customers (in-person) to follow you on social media.
- Share your business posts to your personal page once per week.
- Encourage your customers to leave reviews on both Google and Facebook.
- The more involved and personal you make your brand, the more people will want to connect with you!



## TRUST THE PROCESS

*Building a social media following is a process.*

Social media doesn't produce immediate, huge results, but a slow and continual build up of dedicated followers that eventually convert to customers (sales). Think of social media like a TV commercial. Commercials play over and over and that's the point of it. They are there to remind you that the product/service is there.

Your social media posts will work the same way. They remind your customers of your product, even if the post isn't specially selling your product. Not every post should be "selling" something. You have to build trust & interest in your followers before they will be willing to buy.