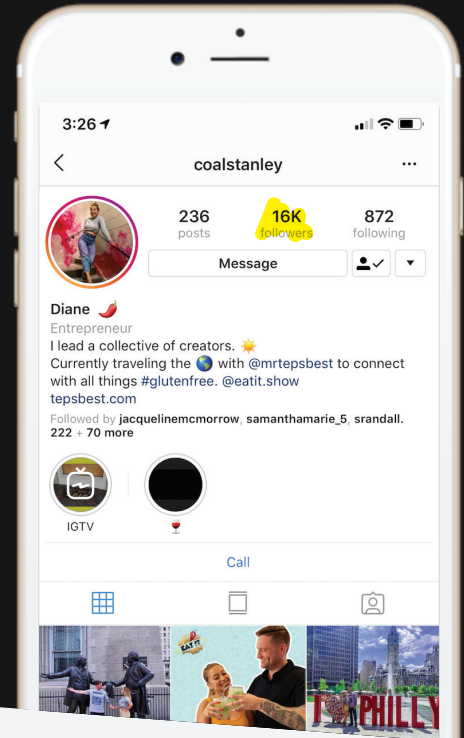


# YOUR NEW SOCIAL MEDIA GAME PLAN

Let's face it, whether we like it or not, social media is going to be here for a while. Not only are consumers invested in their phones, social media is a major influencer in all marketing strategies. It's time to make a connection with your audience.



## BE SOCIAL ON SOCIAL MEDIA

The point of being on social media is to be social, right? Stand out from the competition with a personalized social media game plan!

### SOCIAL MEDIA TIPS

- + Define your target market. Every online effort that will actually get you results starts with knowing exactly who your perfect clients are.
- + Connect with people in your target market. How are your actions on your social media platforms helping you connect and network with people in your target market?
- + Get and stay active. Social media marketing will only work for you if you are active. Don't engage in "drive-by" activity and expect long-term results.
- + Share valuable tips and ideas. A big part of your marketing should be promoting and sharing your expertise – not pitching and peddling your wares
- + Start a Facebook/Instagram business page. It's a great forum for discussion, answering questions, and building up your brand community
- + Use LinkedIn Groups & stimulate new leads daily with value-first outreach.
- + Create powerful events and promote them to relevant groups throughout social media platforms.
- + Once you find leads, send personalized messages and connect 1-to-1 as real people, not as "targets."
- + Listen and learn. The most important first step is to listen to the conversations. See what people are talking about in your industry. The daily thoughts of so many people can be an incredibly rich source of new ideas for products and services.

### GAME PLAN

Here is exactly what you need to do - step by step - to help you and your brand maximize your social media game plan:

- + Calendarize your social media systems and procedures in less than 30 minutes a day
- + Organize your social media priorities behind one of three main purposes (sharing resources, building relationships, engaging in reciprocity)
- + Operationalize your social media game plan with time-saving tools such as TweetDeck, Buffer, HubSpot or SEM Rush.
- + Leverage and grow the impact of all your social media efforts and assets

Remember – if you start small, stick to your plan and your calendar, learn as you go, and adjust your game plan based on your results, your social media strategies WILL pay off for you and for your organization!

keep hustlin!