

Do your business a favor and take 5 minutes to fill out this worksheet. Knowing what you want to achieve will help you know if your strategy is working. Otherwise, you're just wasting time and I'll bet that's not your goal, right?

Goals for Social Media: (examples: bring more people to my art classes, get my name out there, engage my prospects so they think of me when they need my services, build loyalty (coupons, special offers, etc.)

Write down one or two goals:

Now, what can you do to achieve your goal(s) and how can social media help you do that?

1a. Where are your prospects? If you're in a b2c type of business like a florist or realtor, they're probably on Facebook. After all, 750 million people are now using the popular site.

1b. If you're in the b2b space, like a business coach or graphics designer, your prospects may be easier to find on Linked In or Twitter.

Have you joined any groups where your prospects hang out on Linked In? If not, check out the Groups function and join a couple. Pose questions that show your expertise and answer others' questions

2. Look around at your competition, how are they using social media?

By now, you're probably getting some ideas. Let's go on to how you'll start relationships with your prospects now that you're finding them.

3. How will you connect with your prospects to achieve your goal(s)?

Examples are: post 3-5 times a week on Facebook. Join 2-3 relevant groups on Linked In and be active (this can be as little as once or twice a week in some groups). Share relevant articles, answer questions when you can.

Content is a cornerstone of a successful social media marketing strategy. You have to have something useful to share, right?

We'll discuss more about it next time in ***3 Beginner's Lessons to Make Your Social Media Rock!***

Want a fr*ee 20 minute phone consult to help you work through some of your questions? Give me a call at 267-265-7291 or email me.

'Til then,

Jen Phillips April

Social Media Maven

www.facebook.com/PhillySocialMedia

www.jenphillipsapril.com

