



Module 4 Cheat Sheet – Be Sociable

Key Takeaways:

- ✓ Marketing through social media is one of the most versatile and cost-effective strategies you can use
- ✓ Select the social media platforms where your customers are
- ✓ Align your social media activity to your marketing goals

Learning Objective:

- ✓ Choose ways to engage with your ideal customers on social media so that they get to know and trust you and are more likely to buy from you

Why Use Social Media Marketing?

- ✓ Social media is an effective way to market yourself on a shoestring budget
- ✓ You must be where your customers are
- ✓ Show up for your audience every day
- ✓ Make sure that your social media activity is in line with your overall marketing plan
- ✓ Don't waste time on 'spray and pray'
- ✓ Which social media platforms does your audience spend most of their time on?





- ✓ Pick 2 to focus on where you'll be most visible to those people
- ✓ Ensure existing profiles are consistent in content and project the same message, image, title, etc.
- ✓ Include links to opt-in pages and cross-link profiles to other social media platforms.

Quick Tactics

- ✓ Publicize your social media presence
- ✓ Run livestream events
- ✓ Hold contests and giveaways
- ✓ Create "stories"
- ✓ Start a regular content series, e.g. "Tip of the Day"
- ✓ Set up a Twitter chat

Longer Tactics

- ✓ Challenges
- ✓ Create a viral giveaway event
- ✓ Start a social media community
- ✓ Conduct social media campaigns, e.g. to get new leads, to sell a product, to raise your profile
- ✓ Connect with influencers in your field

