



Low Cost Marketing Strategies Course

High Impact, Low Budget
Marketing Tactics You Can
Afford

Module 4 – Be Sociable



Learning Objective:

Choose ways to engage with your ideal customers on social media



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
- Include links to opt-in pages and cross-link to other SM profiles



Quick Tactics:

Engage with
your ideal
customers on
social media

- **Publicize Your Presence**



Quick Tactics:

Engage with
your ideal
customers on
social media

- Publicize Your Presence
- **Run Livestream Events**



Quick Tactics:

Engage with
your ideal
customers on
social media

- Publicize Your Presence
- Run Livestream Events
- **Hold Contests and Giveaways**



Quick Tactics:

Engage with
your ideal
customers on
social media

- Publicize Your Presence
- Run Livestream Events
- Hold Contests and Giveaways
- **Create “Stories”**



Quick Tactics:

Engage with
your ideal
customers on
social media

- Publicize Your Presence
- Run Livestream Events
- Hold Contests and Giveaways
- Create “Stories”
- **Start a Regular Content Series**



Quick Tactics:

Engage with
your ideal
customers on
social media

- Publicize Your Presence
- Run Livestream Events
- Hold Contests and Giveaways
- Create “Stories”
- Start a Regular Content Series
- **Set Up a Twitter Chat**



Longer Tactics:

Engage with
your ideal
customers on
social media

- **Challenges**



Longer Tactics:

Engage with
your ideal
customers on
social media

- Challenges
- **Create a Viral Giveaway Event**



Longer Tactics:

Engage with
your ideal
customers on
social media

- Challenges
- Create a Viral Giveaway Event
- **Start a Community**



Longer Tactics:

Engage with
your ideal
customers on
social media

- Challenges
- Create a Viral Giveaway Event
- Start a Community
- **Conduct Campaigns**



Longer Tactics:

Engage with
your ideal
customers on
social media

- Challenges
- Create a Viral Giveaway Event
- Start a Community
- Conduct Campaigns
- **Connect with Influencers**



Action Steps:

1. Write down the goal for your social media activities.
2. Pick two social media channels which work best for your ideal customers.
3. Review your social media profiles and ensure consistency.
4. Choose 3 quick and 1 longer tactic which make most sense to your audience and your business.





What's Next?

Module 5

Build Your Network