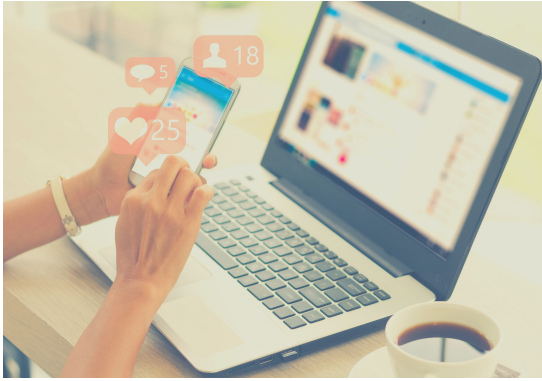


SOCIAL MEDIA STRATEGY

Is your social media marketing inconsistent, scattered, and taking up way too much time??? Been there (and have the scars to show it)! Here are some things I've discovered along the way.



“SHOULD I BE ON ALL PLATFORMS?”

No! Unless you have a team with someone specifically dedicated to managing your social media, it's next to impossible to be across all platforms BUT you should be on a handful of platforms using this criteria:

CRITERIA #1

**BE THE BEST
VERSION
OF YOU!**

Your main platform or platform tool (It will make sense just now I promise, keep reading) should be the one that highlights the best of you. This is where you're going to definitely make sure you have a consistent scheduled post. Whether it's one a week or 3 a week, whatever time you can give this. If you have a crazy busy week drop all other platforms except this one.

How do you know which platform this is?

Answer the question – HOW ARE YOU BEST EXPERIENCED?

When do you shine your brightest? This is the place you will most likely draw people in the best. The return on your investment of time is highest HERE! So, ...

Are you best seen? It's okay to acknowledge that you're easy on the eyes. Maybe, YouTube or Instagram IGTV/IGReels or Facebook Videos or lives

Are you best heard? Do you have a great voice, are you super chatty, and do people often find you engaging. Maybe Podcasting or ClubHouse or IG using voice notes in the DMs

Are you best read? If you're good at writing, maybe you blog too, and have a certain ease communicating in written words. Maybe Twitter, Facebook, or LinkedIn

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CRITERIA #2

Where can you amplify your social media strategy the easiest with the greatest return on your time?

Start with the end in mind in making this choice. What are you trying to achieve on social media? Is it greater brand awareness? Where can you get the most eyeballs or/and engagement. Maybe Instagram, Twitter. Is it sales? Where can people experience your product, make a buy decision, and purchase seamlessly. It has to be easy and a no brainer process for your customer. Facebook Shop, Instagram Shop. Is it educating people on a new product/service and how it works? Where do tutorials work best. Maybe Pinterest videos, YouTube, IGTV, Facebook Lives. If it's a B2B product then maybe LinkedIn.

CRITERIA #3

Where does your target audience hang out?



Some would say this is criteria #1, but I intentionally made it #3 because you need to show up in your best version with purpose/strategy to the place where your target audience is hanging out.

And I know just about everyone can be found on any platform but dig deeper. Where is your target audience looking for what you offer and where are they talking about what you offer (highest engagement)? The answers to these questions will help you escape the trap of trying to drive traffic to a place they don't want to go. (It's a headache and waste of time). Simply insert yourself where people already are and start sharing your thoughts, mission, and product one convo at a time. This is 1:1 marketing. Super powerful, especially when you are a beginner and no one knows who you are. This maybe Facebook groups, Following other companies in your niche on Instagram or LinkedIn

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REPURPOSE YOUR CONTENT

It still sounds like a lot of work??
It is a little.



REPURPOSE your content.

Share the content you create for your main platform (criteria #1) to the platforms where you will accomplish your social media strategy fastest (criteria #2) and where you can insert yourself in the crowd of your target audience (criteria #3).

STRETCH your content – instead of constantly creating new content for each platform, just edit your one piece of content to suit the requirements of the other platforms you are on.

Helpful tips

PRO TIPS

Tip # 1: Lead with tonnes of value and a sprinkle of sales. Too much selling and you put people off the social part of the media.

Tip # 2: Don't be too serious. Us type A's struggle with this, but remember people like to do business with people they like. Most major deals are made at the golf course (think about that!). Create a casual environment with your content that still looks professional in terms of the visuals and branding.

Tip # 3: Max out the platform (s) where you are. Just about every platform now has a status icon – update it daily and this doesn't need to take time. Upload your oldest content graphics and have that on rotation. Just don't leave it blank. Fleet, Status updates, IG Stories. Keep them going.

Tip #4: Show the process as much as you show finished results. People are curious, how do you do this? If there's a video component, share a 30 – 60 sec video on the go. Ladies, don't overthink this – documentary style. Make sure there's a 1 sentence point.

Let me know if this helps you out at all and share with me what else I can help you with at priscilla@reinventingperspectives.com

Let's connect @ www.instagram.com/reinventingperspectives/

For more tips and tricks to make this entrepreneur life a little easier.

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CONTENT CONCEPTS

Instead of trying to come up with new content ideas every day. Create a 7 day content concept. Stick to it for at least 90 days. And NO! your audience won't get tired of it. In fact, they will have an expectation of what they get from you, if they love it, they'll be back for more. And you also get to understand what to do more of and what to do less of by testing out different 7 day concepts over 3 months.



Motivation Mondays can be about mindset (Affirmations), body (e.g. exercise, nutrition), business (Entrepreneurship quotes), spirituality (faith, scriptures, yoga, meditation). Switch it up every Monday to see what gets the most engagement. ONE RULE: ALWAYS GOOD VIBES.



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#Icon Tuesday

Every industry has icons, share a quote, or something of interest, and if possible something current (whose trending in the news for that industry? Check twitter). ONE RULE: RELEVANT AND/OR INSPIRING



Caption: Who is your greatest influence?

#WorkingWednesday

Here's your opportunity to educate and inform. Draw attention to your expertise. Provide great value on this day. Something your audience can go do today that will help them transform their life, relationships, or business. ONE RULE: MAKE IT ACTIONABLE.



Caption: You're Welcome! #SocialMediaStrategist

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#ThrowBackThursday

You don't need to reinvent the wheel. This is your opportunity to showcase former client results. If you have the client's permission, tag them and get them to give the post a nod. ONE RULE: SELL WITHOUT SELLING



#FranticFriday

Frantic Friday is your opportunity to share the struggles you've had that your target client would understand and probably be having too. Address your customer's pain point. Tell a story. ONE RULE: KEEP IT SOCIAL.

#SaturdayFunDay

Saturday Fun Day is time to be relatable and likeable. If you have a family what's your weekend like. What do you do for fun? Remember, people do business with people they like. If you don't want to show much of your personal life share a meme or a funny video. Something that left you in stitches. ONE RULE: FUN AND FUNNY ONLY

Sunday, give the people more of what they want. Your analytics will show the most engaged post. Share something similar, or don't. It's fine not to post everyday. Just have a routine.

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Caption: Friday Mood. Anyone else just swamped today?

Now time to batch this content. This way it won't be all consuming Biggest tip: Always be jotting down ideas. That way when you sit down to batch your content, you're just picking from a bunch of ideas and not starting from scratch to think of what to share.

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SOCIAL MEDIA MARKETING MY WAY

Criteria 1:

Criteria 2:

Criteria 3:



Which two platforms are my primary focus (i.e. I will create content for these platforms which can be repurposed for additional platforms now or later.):

Based on my current schedule how frequently can I begin by posting CONSISTENTLY? (Recommended 2 or 3 times a week. Batch content for 2 weeks on one day. Set aside 2 or 3 hours to do this, and schedule the uploading if possible.)

Schedule time daily to engage on 2 primary platforms. (At least 15 minutes to 30 minutes a day. Engagement i.e. posting on the posts of people with similar audiences, it boosts the visibility of your own posts.)

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MY FIRST WEEK OF CONTENT

#MotivationMonday

#IconTuesday

#WorkingWednesday

#ThrowbackThursday

#FranticFriday

#SaturdayFunDay

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MY SECOND WEEK OF CONTENT

#MotivationMonday

#IconTuesday

#WorkingWednesday

#ThrowbackThursday

#FranticFriday

#SaturdayFunDay

THANKS for your time!

Please send me your feedback priscilla@reinventingperspectives.com
Let's connect @ www.instagram.com/reinventingperspectives/
For more tips and tricks to make this entrepreneur life a little easier.

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