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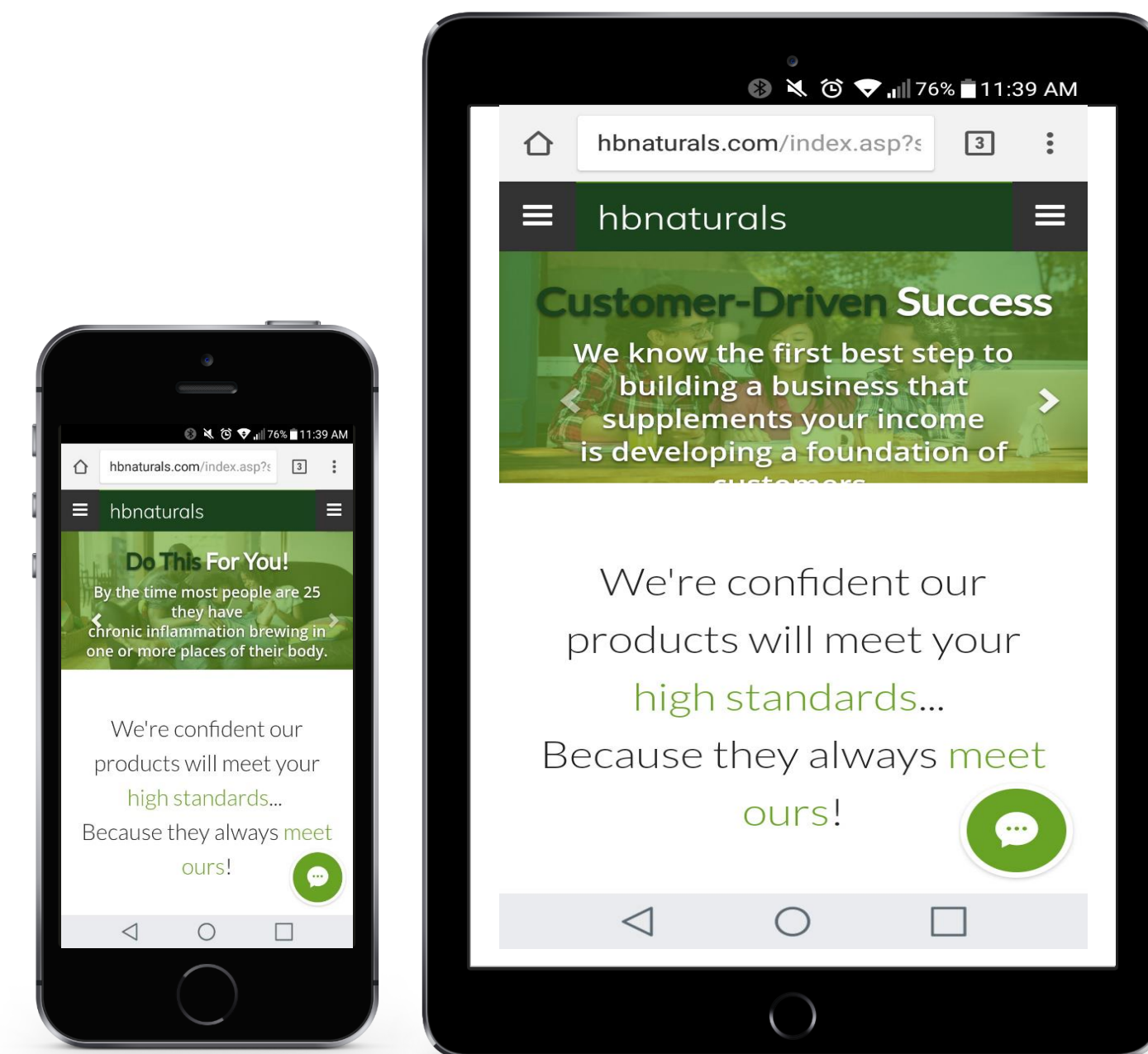
COMMENT

incorporating
SOCIAL MEDIA
101

LAUNCHING YOUR
BUSINESS GUIDE
2018

ADVANCING TECHNOLOGY

& NEW MARKETING TECHNIQUES



Over the years marketing has changed a lot! With each new advance in technology, there is an incredible amount of potential with marketing and new challenges as well. Learning tips and tricks to online and social media marketing can make a huge difference when launching and building your business. But using these tools the right way is crucial to success.

SOCIAL MEDIA

Many marketers believe promoting on social media is the “easy way out” of having to do any actual work or marketing.

You can pay for leads and advertisements to help you grow your email list and get your products in front of a lot of eyes. But those things cost money and a lot of people choose network marketing to generate the extra income that they need.

Many marketers swear by purchasing leads and/or ads, but you can build an organic social media following (**for free!**) if you put in some time & effort! Building connections with people and selling yourself first will help you gain new customers and leads without having to spend money on ads or lists.



WHICH PLATFORM IS RIGHT FOR YOU?

Facebook? Pinterest? Twitter? YouTube? Instagram?

There are so many options for social media platforms it's hard to decide which platform can be right for you! A lot of people are already on Facebook and start there. But you can use multiple platforms to increase your audience and “build your brand”. This presentation covers mainly Facebook since that is currently the most widely used platform, but you can use the information on other social media sites as well!



BRANDING YOU

What sets you apart from the rest?

Becoming a social media influencer starts with your “brand”, or who you are on social media. What kind of content you are putting out, what your personal style is, any catchphrase or quote that grabs someone’s attention and makes people think of you.

Think of it this way, when you’re meeting someone new you want to make a good impression, and not only that, a big impression. You want them to remember you! Your profile and any pages or groups you run should have similar ideas and content attached to them. You can pick colors you like to use in your images, or wear something in your videos that someone will remember. You want everything to match and radiate your personal style! You want to stand out from the crowd; don’t just copy and paste other people’s ideas. ***Why should someone follow you if they could follow anyone else in the same company and get the same information?***

BRANDING you

TIPS & TRICKS

Thinking about your social media presence and how you want to present yourself can be overwhelming. To get started, think about just a few things, and then put your ideas into action!

WHAT ARE YOUR INTERESTS? If you already have interests you can build off of it will make branding yourself much easier. Those interests are what you'll use to create your content, so once you know what you want to share you can begin selecting colors and images to go along with that!

Make sure you are the focal point of your brand. Choose neutral colors and one color that you love to incorporate into your brand. This will be used in your imaging and anything you create. Choose fonts to use and anything else that will bring your personality to life online! There are many apps and tools you can use for creating images and making sure everything you put out is consistent. Creating your own **#HASHTAG** and slogan you can share with your posts and on your profile will be helpful for this as well.



SET UP YOUR PROFILE FOR SUCCESS

- Select **A PROFILE PICTURE** of yourself looking happy and make sure it is clear, not blurry or dark.
- Select or create a cover photo that describes you or your brand.
- In your “**BIO**” and “**ABOUT ME**” sections give people an idea of who you are; don't mention the company name or products.
- Your **FEATURED PHOTOS** should focus on you and your life. Any hobbies or interests, children, pets, whatever you love put it there!
- Go into your **SETTINGS** and make sure people can message you and add/follow you, but that they cannot post on your timeline without your permission or tag you in things without your permission.

YOU WANT TO BE IN COMPLETE CONTROL OF YOUR PROFILE.

WHAT'S ON YOUR NEWS FEED?

CLEAR THE CLUTTER

Make sure you are following people and pages that inspire you! If one of your friends is always posting negative things, or seeking attention for negative reasons you can **UNFOLLOW** them **WITHOUT UNFRIENDING THEM!**

You want to make sure your news feed is positive and showing you content that is valuable to you! Is there a certain page you love? Make sure when you follow and like it to **SELECT "SEE FIRST"**. That will put their posts at the top of your feed so you see them immediately when you log on!

The power of positivity can go a long way in how you feel and think about not only your business but every aspect of your life!



CREATING CONTENT

TIPS & TRICKS

EYE-CATCHING: When creating content make sure it's eye-catching! You want to ***stop the scroll!*** Short clips & visually interesting pictures can help with this.

There are lots of apps that can help with this such as ***LIKE, PicPlayPost, and Texting Story.*** You can search the Apple Store or Google Play Store and find a wide variety of cool apps to help you easily make eye-catching content.

INTERESTING: Make sure if you post an article or something with a lot of text that it is interesting and has a catchy title to motivate people to continue reading. If you post something boring people will scroll right past.

USE VIDEOS & GO LIVE: Did you know that marketers who use video grow revenue 49% faster than non-video users? Watch our "Facebook Live & Videos" presentation to learn how to use this tool effectively.

HOW OFTEN TO POST

ON THE MOST POPULAR PLATFORMS

Posting too frequently, or not frequently enough, can be a bad thing! Use this guide for optimal post reach!

FACEBOOK:

Personal Page: Post 1-2 times per day; think quality over quantity

Facebook Page: Post 1-2 times per day, more than 4 hours apart

Groups: Post 10 times per day; about 1-2 posts per group per day

TWITTER: Post tweets about 10 times per day

INSTAGRAM: Update your Instagram feed between 2 and 5 times per day

YOUR NEXT STEPS

WATCH “EFFECTIVELY USING FACEBOOK GROUPS” and “FACEBOOK LIVE & VIDEOS”

Located in the “Training” area of the HBNaturals.com website:

