



# **SOCIAL MEDIA**

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# **POSTING TIPS & TOOLS**

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# Stand Out

- Change wall on all social media – You need to showcase Your Business
- Completely fill out your About Us!
- Social media needs to be posted at least 3 times a week!
- In order to be an expert that means talking about the community and offering free tips on your area of business
- You have to REMIND people When and Why to shop you Every Day!
- Post lots of pictures, videos and be human!
- Be consistent with your about you on all platforms this helps your SEO and your BRAND
- RESPOND to ALL your reviews good or bad make it a habit

# Continue

- Use @ or # to make viral when you post
- "Call me" "email me" after each post with email or address = CTA
- NEED to use other people's momentum to get traffic with Partners & Customers
- Over use Social Media to drive awareness!
- Engage with your social Media Fans respond to them.
- Highly suggest video's either testimonial, live or tips!
- Social Media is a Party – You have to engage and entertain your guest!

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