

# **7 Social Media Strategies for Small Business and Start-Ups**

Dig Deep Marketing  
June 17, 2017

# Why is it Important to Have a Social Media Marketing Strategy

1. 1.94 billion of active Facebook users
2. \$8 billion in ad revenue
3. Smart phones changed everything, we check our phones over 150 times per day and social media is big part of that.

# What is a Social Media Marketing Strategy

- Establishes a public voice and presence online
- Cost-effectively reinforce the communication activities
- Build or tap into online communities, invite participation from customers and create long-term marketing assets

# What This Course Will Cover

1. Setting up your Facebook profile
2. How to get followers
3. Adding social media to your day to day activities
4. Posting great content
5. Engaging with customers
6. Creating a content calendar
7. Introduction to Facebook promotions

# Creating Your Facebook Business Page

## Create a Page

Give your brand, business or cause a voice on Facebook and connect with the people who matter to you.

It's free to set up. Just choose a Page type to get started.



Local Business or Place



Company, Organization or Institution



Brand or Product



Artist, Band or Public Figure



Entertainment



Cause or Community

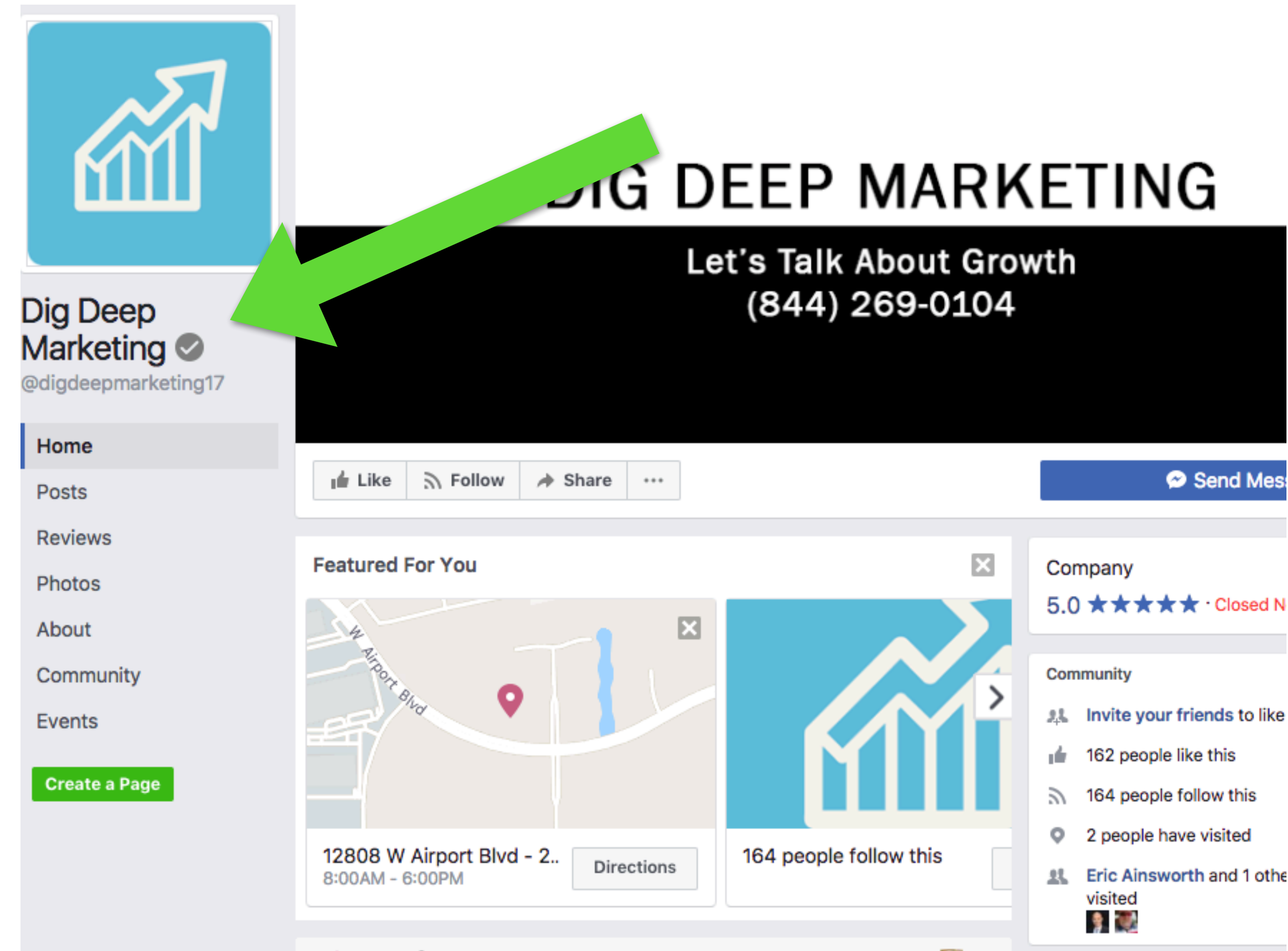
# Setting Up Page

- Profile Photo: 180 x 180 pixel
- Cover Photo: 851 x 315 pixel
- Add Call to Action Button
- Add Short Description
- Create a Unique URL for Your Page

**BRAND YOURSELF**

# Verify Your Page

- It adds creditability
- Helps new “likers” to identify you as an established and trustworthy brand
- Show up higher in search results to attract more visitors
- Have a verified badge to let visitors know the page is authentic.
- Get early access to new features!



**Get Page Followers &  
Likes**



# Invite Current Friends

The image shows a screenshot of a Facebook Business Page for "Dig Deep Marketing". The page header includes the name "DIG DEEP MARKETING" and a banner with the text "Let's Talk About Growth (844) 269-0104". The left sidebar contains navigation options like Home, Posts, Reviews, Videos, Photos, About, Community, and Events. A blue arrow points to the "Invite Friends" option in a dropdown menu that is open over the "Write something..." text box. The dropdown menu also includes options like "Edit Page Info", "View Insights", "View as Page Visitor", "Suggest Page", "Create Ad", "Create Event", "Ads Manager", "Create Page", "Pin to Shortcuts", "Like As Your Page", "Create Milestone", "Create an event", "Create an offer", and "Publish a job post". The right sidebar shows the "Company" section with a 5.0 star rating, 162 likes, and 164 follows. At the bottom, there is a "This Week" summary showing 11 Post Reach, 0 Website Clicks, and 0 Send Message.

**Dig Deep Marketing** ✓  
@digdeepmarketing17

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Like Following Share ... Send Message

Write something...

- Edit Page Info
- View Insights
- View as Page Visitor
- Suggest Page
- Create Ad
- Create Event
- Ads Manager
- Create Page
- Pin to Shortcuts
- Like As Your Page
- Invite Friends**
- Create Milestone
- Create an event
- Create an offer
- Publish a job post

Share a photo or video Advertise business Calls Get messages

Company  
5.0 ★★★★★ · Closes in 20 minutes

162 likes +2 this week  
Megan Answorth and 142 other friends

164 follows

See Pages Feed  
Posts from Pages you've liked as your Page

2 were here 0 this week  
Brandon Farris

11 post reach this week

Community See All

Invite your friends to like this Page

162 people like this

164 people follow this

2 people have visited

Philip Thomas and 142 other friends like this or have visited

This Week

11 ↓ Post Reach	0 Website Clicks	0 Send Message
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Grow Your Business With an Ongoing Promotion

# Invite Your Current Email List

The screenshot shows the Facebook page for 'Marketing4U'. The page has a cover photo placeholder and a profile picture placeholder. The navigation bar includes 'Page', 'Messages', 'Notifications', 'Insights', 'Publishing Tools', 'Settings', and 'Help'. A dropdown menu is open over the 'More' button (three dots), with the 'Suggest Page' option highlighted. A blue arrow points to this option. The menu options include: Edit Page Info, View Insights, View as Page Visitor, Suggest Page, Create Event, Ads Manager, Create Page, Pin to Shortcuts, Invite Friends, and Create Milestone. The page also features a 'Welcome to Y...' post and a 'Know friends who might like your Page?' section with a list of friends and 'Invite' buttons.

The dialog box is titled 'Suggest Page to Email Contacts' and contains the following text: 'Upload your email contacts to suggest your Page to them on Facebook.' Below this, there is a list of email service providers with 'Upload Contacts' buttons next to each:

- Contact List File
- Constant Contact
- MailChimp
- VerticalResponse
- Gmail
- Outlook.com (Hotmail)
- Yahoo!
- Other Email Service

A 'Cancel' button is located at the bottom right of the dialog box.

# Add Social Media to Your Day-to-Day

- Systematically invite your customers to engage with you online
- Add links to your Facebook page on business cards, brochures, marketing materials, web site and emails
- Be sure to invite all your customers to follow you online

# Post Valuable Content

- The most important component of your social media strategy.
- If you have 1,000s of fans but don't add value, then you accomplish nothing!

# Posting Ideas

- Industry news about your niche (write your own commentary to catch people's attention)
- Information about your products and services
- Personal business updates, like meetings, ideas, special promotions.
- Links to your website, videos, & articles
- Funny updates

# Content Factor

- Quality beats quantity
- Can you answer “why am I sharing this?”
- One blog post = many smaller Facebook posts

# Golden Ratio

- Rule of Thumb: 4 to 1. Four “fun” post to one product promotion
- Facebook is about being social and shouldn't be all sales



# Media Rules Facebook

- All posts **need** to be accompanied by a photo or video





# Engage with Your Customers

- Stay on top of your social media profiles and engage with your fans when they post a reply or comment.
- After all social media is all about being social

# Create an Editorial Calendar

- Create an editorial calendar a week or month ahead
- Plan your post around marketing around a “campaign” by focusing on a singular topic for the week
- You can schedule post for free through Facebook

017 (EDT) | Week | Month | < | Today

n	Mon	Tue	Wed	Thu	Fri	Sa
28	29	30	31	1	2	
	8:00 As an out... But for us today i...	0:47 Would you... It is interesting ...		0:47 We build p... 19:07 They Say...		
4	5	6	7	8	9	
			17:46 Are you I... 23:47 Outdoor ...			23:47 Are
11	12	13	14	15	16	
	23:47 We are a ...	23:47 Affordabi... Cal our profess...	23:47 Here are ..			23:47 Need How about
18	19	20	21	22	23	
	23:47 Here we s...	23:47 Which pa...	23:47 This articl... What is your fa...			23:47 Hav
25	26	27	28	29	30	
	23:47 Have you...	23:47 Making b...	23:47 Summer i...			23:47 Are
2	3	4	5	6	7	
	23:47 We are pl...	23:47 An outdo...	23:47 Protect y...			

# Time Saving Posting Techniques

- Buffer or HootSuite
- Pro Plans start at \$10 / month
- Plan out your social media strategy

June 2017 (EDT) | Week | Month | < Today >

Sun	Mon	Tue	Wed	Thu	Fri	Sat
28	29	30	31	1	2	3
	8:00 As an out... But for us today i...	0:47 Would you... It is interesting ...		0:47 We build p... 19:07 They Say...		
4	5	6	7	8	9	10
			17:46 Are you J I... 23:47 Outdoor ...			23:47 Are you lo..
11	12	13	14	15	16	17
	23:47 We are a ...	23:47 Affordabl... Call our profess...	23:47 Here are ..			23:47 Need a ne.. How about: a wo..
18	19	20	21	22	23	24
	23:47 Here we s...	23:47 Which pa...	23:47 This articl.. What is your fa...			23:47 Have you...
25	26	27	28	29	30	1
	23:47 Have you...	23:47 Making b...	23:47 Summer i...			23:47 Are you lo..
2	3	4	5	6	7	8
	23:47 We are pl...	23:47 An outdo...	23:47 Protect y...			

# Are you ready for some shocking news?

*Facebook isn't free, since 2014 if you want the majority of your followers to see your business posts then you have to pay to play.*

# Get more followers with promotions

- Facebook allows you to target your ideal customer and audience with pinpoint accuracy.
- Get your content in front of you ideal audience!

# Facebook Advertising that Works

- Choose your target audience
- Have objectives
  - Boost post visibility
  - Increase website traffic
  - Raise attendance at an event
  - Get people to claim an offer
  - More video views
  - More sales
- Continue to test your ads and posts

# Thanks

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Facebook or Google

# Dig Deep Marketing

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