



## 1. Don't Use Social Media

The number one secret to succeeding in the social media space is not to use the social media sites. The websites facebook.com, twitter.com, linkedin.com, and instagram.com are formatted for social media **consumers** not **producers**. They are designed by some of the world's brightest minds to keep you distracted - it can be very difficult to work on your marketing with Facebook open. Instead use applications that are created to manage social media network, I recommend [Hootsuite](#), [Social Jukebox](#), and [Crowdfire](#).

## 2. Don't Care about Social Media

Now that you are your own small business you can think of your social media accounts as your PR department. It's important to separate your own personal thoughts and feelings about social media from the marketing plan. Remember your goal is to produce leads, this may mean writing in a way that feels unfamiliar or posting more or less frequently than you prefer. Also, it is common in the first few months to get little to no response to your posts – this is part of the process, do not get discouraged.

## 3. Consistency, then Quality, then Quantity

The most important thing when building out your marketing plan is to be **consistent**. That's another great benefit of using automation applications. They will help you establish and hold to a schedule of consistent postings – the goal is to encourage your leads to incorporate your content into their routines. Next, you want to focus on **quality**, spend time spell-checking your posts, add a high-resolution image, make sure to format or shrink your links. A little editing goes a long way. Once you master consistency and quality you can work on **quantity**, build slowly and sustainably, you are in this for the long game.

## 4. Post Strategically

To create a high quality social media post you want to follow this tried and true formula – **hook**, **value add**, then **call to action**. The hook is an eye-catching statement. Something that is on-message which stands out in your leads' feeds. Many social media networks shrink the size of posts under a "read more" button so the first few sentences really count. Next you want to create a value add, this means sharing content that is beneficial to your lead. You want it to be worth their click. This could be a useful bit of information, a helpful activity, a beautiful picture, or a link to a valuable resource – spend some time curating your content. Lastly, you want to end your post with a call to action, tell your lead what their next steps are. Some examples include, asking them a direct question, linking to your website, or inviting them to an event. The more specific your call to action is, the better.

## 5. Hit your Milestones

Set goals for your social media platform growth and familiarize yourself with the tasks required to move onto the next stage. Using Facebook as an example: getting your first 200 likes will take the most time, you'll want to focus on asking your friends and family to support you. Then to get to 500 you'll want to spend your time making high-quality content and asking your friends to share it. Lastly, when you get above 1,000 likes you can start investing in paid ads and promotions. I go into these milestones in much more detail in my introductory information session if you're interested you can find more information on my website: [marc-azoulay.com/marketing-coaching/](http://marc-azoulay.com/marketing-coaching/)