How to Use the Power of *SOCIAL MEDIA* to Attract *CUSTOMERS AND FANS*

Tara Wilder

Founder of Envivo Creative

What does CEO stand for?

"Chief *EVERYTHING* Officer"

- Entrepreneur
- Operations manager
- Office manager
- Team leader
- Secretary
- Bookkeeper
- Accountant
- Financial analyst
- Services analyst
- Business analyst
- Business development specialist
- Client support
- Janitor
- Product developer
- Quality control
- Project manager
- Marketer
- Programmer
- Social media specialist
- Blogger
- Webmaster
- Director of Kitty Snuggles
- SEO specialist
- Email marketing specialist
- Advertising manager
- Graphic designer
- Copywriter
- Sales person
- Speaker
- Payroll
- Human resources
- Public relations
- Networker
- IT

Who am I?

Tara Wilder

Online marketing strategist and

founder of Envivo Creative

Add New Page

Enter title here

D Use The Divi Builder

Add Media

Visual | Text

Heading 3 | **B** *I*

Is your business where you want it to be?

Have you been marketing your business online but for some reason, you aren't getting the results you want?

Are you the CEO ("Chief Everything Officer") who really just wants to focus on doing what you love to do?

Does online marketing feel like a chore?

If the answer to any of these questions is a resounding, "YES!", then you've got a problem.

Lucky for you, I can help you fix it!

h3

Word count: 80

Yoast SEO

Publish ▲

Save Draft | Preview

🔑 Status: **Draft** Edit

👁 Visibility: **Public** Edit

📅 Publish **immediately** Edit

📕 Readability: **Needs improvement**

📗 SEO: **Not available**

Publish

Page Attributes ▲

Parent

(no parent)

**Template**

Default Template

Order

0

Need help? Use the Help tab above the screen title.

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130      <li id="menu-item-257" class="menu-item menu-item-type-post_type menu-item-object-page"><a
     href="http://envivocreative.com/services/web-design/"><span>Web Design</span></a></li>
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132      <li id="menu-item-287" class="menu-item menu-item-type-post_type menu-item-object-page"><a
     href="http://envivocreative.com/web-presence-evaluation/"><span>Web Presence Evaluation</span></a></li>
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138  </ul></div> </div>
139  </div>
140
141  <div class="row banner">
142      <div class="col-md-2"></div>
143      <div class="col-md-8 content-container">
144          <div class="content">
145          <p class="line-3">We build</p><BR>
146          <p class="line-1">strong online presences</p><BR>
147          <p class="line-3">that convert viewers into paying clients</p><BR>
148          <p class="line-4">for entrepreneurs passionate about serving their world.</p>
149          <div class="lg-button cta-button"><a href="http://envivocreative.com/how-we-work/">How We Work</a>
150          </div>
151      </div>
152      <div class="col-md-2"></div>
153  </div><!-- ******************** end banner ************************ -->
154  </div><!-- ******************** end header container *************** -->
155
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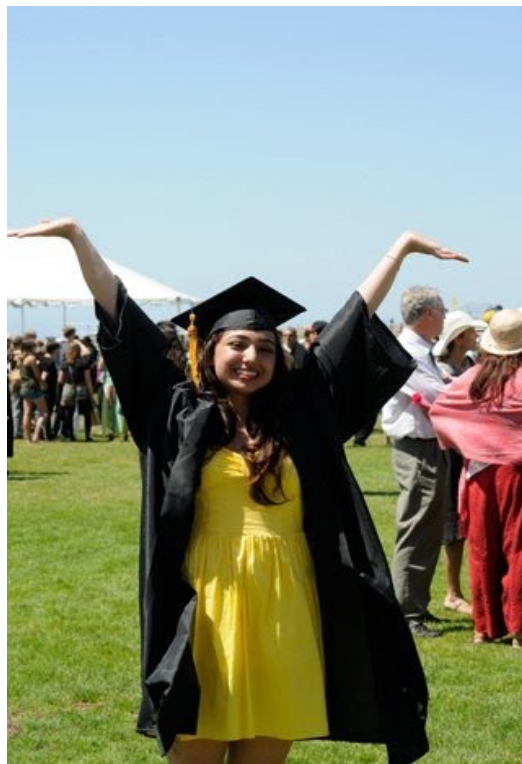
Graduated with a Bachelor's degree in psychology

Started a freelance web design business

Dream job fell into my lap because they found me online

"web designer Daytona Beach"

GOOGLE

web designer daytona beach

All   Maps   Images   News   Shopping   More   Settings   Tools

About 1,630,000 results (0.83 seconds)

Best Daytona Beach Web Designers - Prices to Suit All Budgets
Ad www.bark.com/Find/Web_Designers ▾
Find Recommended **Daytona Beach Web Designers** Fast & Free on Bark
Types: e-Commerce Sites, Small business sites, Responsive site design, Bespoke sites, Site updates

Orlando & Kissimmee Web Design - Full Service Web Design
Ad www.legnd.com/web-design ▾
Full Service **Web Design** Agency Serving Orlando Area. Contact Us To Get Started!

All-Inclusive Social Media - Daily Posts, Photos & Videos
Ad www.webdaytona.com/Social/Media ▾
We'll manage your social media profiles, take photos & videos for daily posts.
Services: Social Media Marketing Service, Pay Per Click Service, Local SEO Service...
Contact Us · Blog Center · Services Offered
📍 140 S. Beach St, 202A, Daytona Beach, FL

Hire Website Designers - Connect With Elite Freelancers - upwork.com
Ad www.upwork.com/Website-Designers ▾
Effortlessly Match Talent to Needs!
"A freelance services platform for top companies." – G2 Crowd

Led to start my own business and uplift entrepreneurs like you saving the world

Where do you stand?

Where do you stand?

(A) An entrepreneur who hasn't been active on social media

(B) An entrepreneur who is active on social media and has been struggling to get views and/or engagement

(C) An entrepreneur who is getting decent views/engagement and is looking to uplevel

How to Use the Power of *SOCIAL MEDIA* to Attract *CUSTOMERS AND FANS*

Step #1

Define Your Intention

Where does social media fit?

- Social media isn't the <u>complete</u> answer to generating, nurturing, and converting leads.

- You need to be clear on what your intention is with social media and how it fits into your strategy.

Possible Intentions

- To increase brand awareness

- To cultivate a following of ideal clients/customers

- To nurture existing following

- To convert leads into sales

Step #2

Who are <u>you</u>?

Who are <u>they</u>?

Who are <u>you</u>?

- What have you been doing?

- What is working? What isn't?

- What do you enjoy doing? Dislike doing?

- What are your strengths and weaknesses?

By knowing this information about yourself, you'll be able to design a strategy that is doable for you.

Who are <u>they</u>?

- What are their demographics?

- What do they value?

- What do they want?

- What are their pains?

By speaking to them and what they're thinking, you'll draw them in, engage them, and compel them to take action.

Step #3

Choosing Your Platforms

Top Social Media Platforms

- Facebook

- Twitter

- Instagram

- LinkedIn

Facebook

- Good for B2B and B2C businesses

- Men and women

- Good for all ages

  - Most popular platform among users over 50 years old.
- Best type of content:

  - Written

  - Photos/images

  - Live video

Twitter

- Good for B2B and B2C businesses

- Men and women

- Most users under 65 years of age

Twitter

- All education levels

  - Contains the largest population of users with a college degree or higher
- All income levels

  - Contains largest population of users making $50k/year +
- Best type of content:

  - Written
  - Photos/images

Instagram

- Good for B2B and B2C businesses

- Men and women

  - Majority are women
- Most users under 50 years of age

- Best type of content:

  - Images

LinkedIn

- Good for B2B businesses

- Men and women

- Highly popular with those with college degrees

- Average income level is $75k/year +

- Best type of content:

  - Written

Which one is right for your business?

- Which one has your ideal client/customer?

- Which one plays to what has been working for you?

- Which one plays to your strengths?

Step #4

Goals

Don't go on social media willy-nilly.

You must have clearly defined goals if you clearly want to see what has worked and what hasn't.

S.M.A.R.T. Goals

S – Specific

M – Measurable

A – Attainable

R – Relevant

T – Time-bound

A word about "attainable"

Be realistic.

How much time, money, and resources can you spend to achieve your S.M.A.R.T. goal?

If you have 200 followers and want to have 2,000 in two weeks, you likely will need to spend money on ads. Can you?

EXAMPLE S.M.A.R.T. Goals

I want to generate 300 clicks to my website by February 28th.

S – Specific *Yes*

M – Measurable *Yes; 300 clicks*

A – Attainable *Yes; I have been generating 35/week so far*

R – Relevant *Yes; my intention is to make sales*

T – Time-bound *Yes; February 28th*

Analyze and Adjust

Trends change, people change, platforms change.

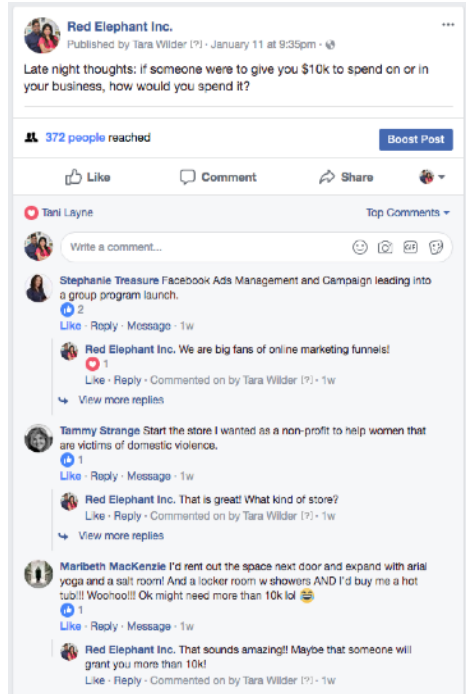You must constantly analyze and adjust your strategy.

Step #5

Content

Consider:

- What are your strengths/weaknesses?

- What do you enjoy creating?

- What does your audience enjoy?

- What do they want?

- What are their pains and weaknesses?

Planning

- Intention

- Topic

- Type (written, photo/image, video, any combination?)

- When to create

- When to schedule

- When to publish

Example

- Intention – engagement

- What we did – asked a question

- Type – text only

Results

- Engagement rate – 14%

- Post clicks – 52

- Reactions/comments/shares - 18

The two most important measurements

Reach
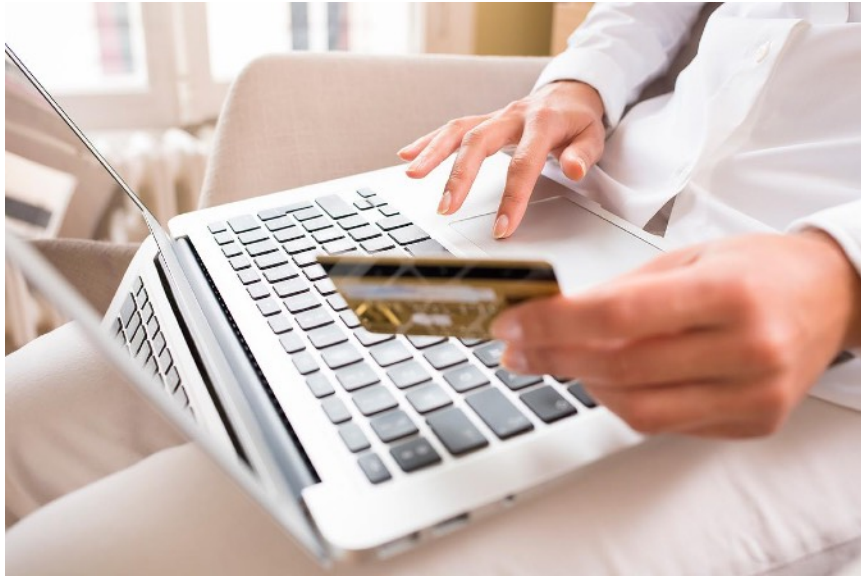
How many people see your content

Engagement

How many people take an action on your content

The Bottom Line:

No matter where you stand with your social media, you can make a significant impact online.

Imagine this…

Wouldn't it be amazing...

to have a group of loyal, raving fans who have their credit cards in their hand, **just *waiting* for your next offer**?

There are 2 ways to do this:

1. Meet people one-by-one and nurture them individually

2. Draw in groups of people and nurture them at the same time

# The 2 Problems With <u>One-By-One</u>

It takes way too much time.

You are often limited to your local network.

To meet people in other localities, you need to travel (which takes time + money)
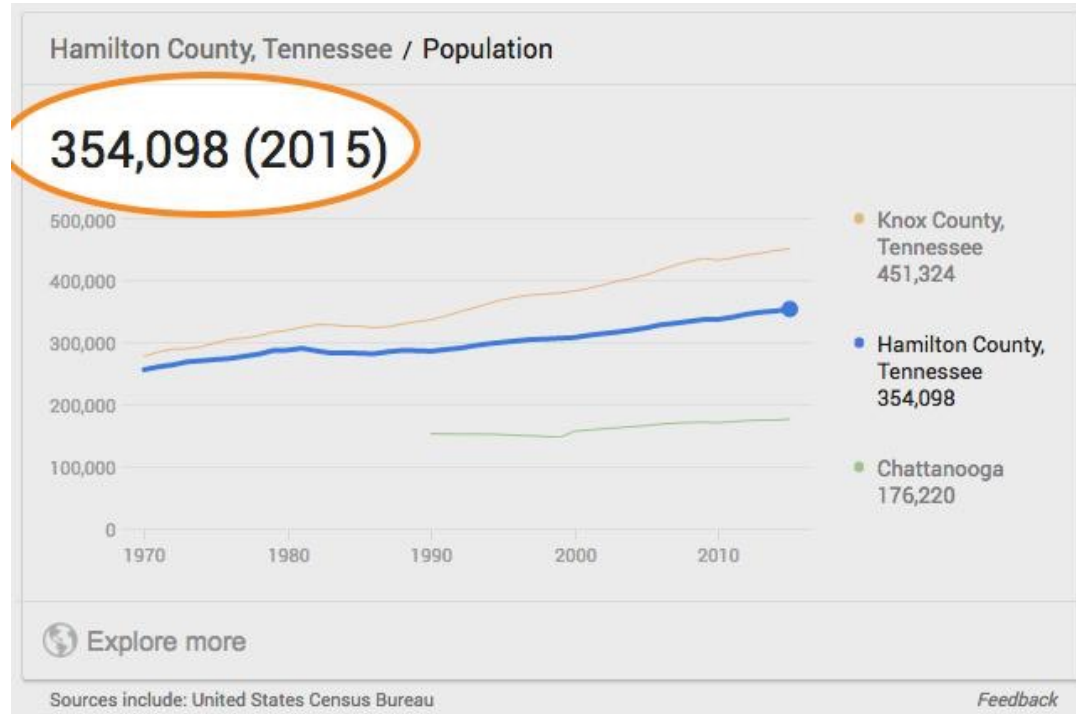
This is why I like social media

1. You spend <u>less time</u> getting visible than you would offline

2. You can nurture relationships in a <u>much stronger, more efficient way</u>

3. You can draw in people from <u>all over the world</u>

General Population in Chattanooga
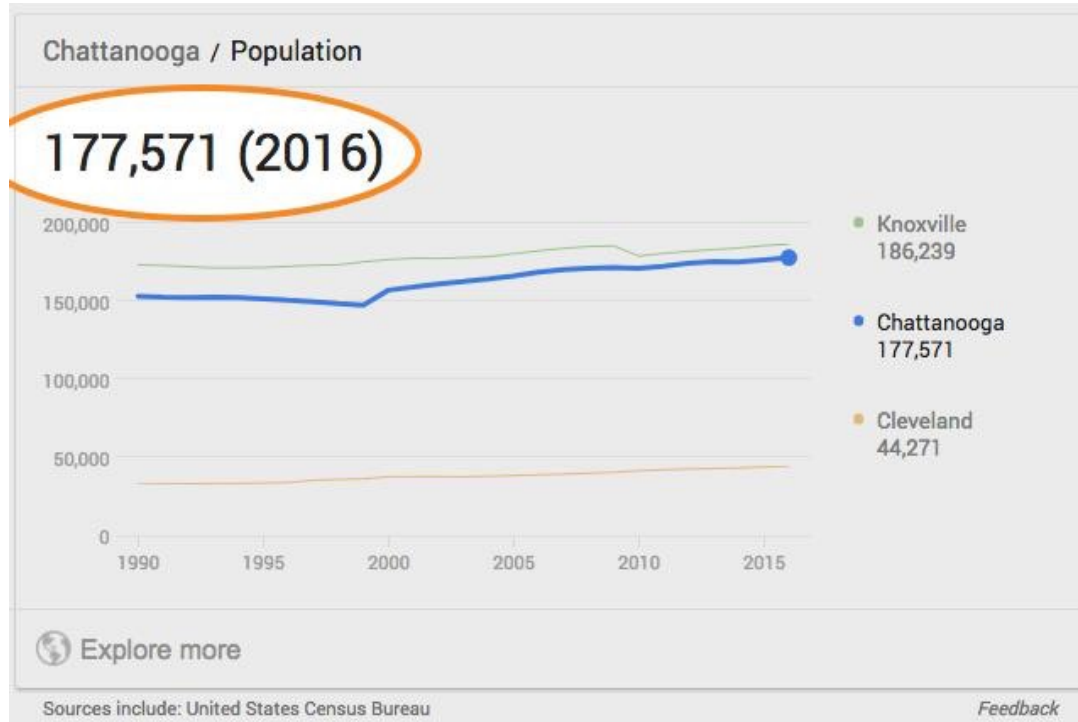
General Population in <u>Hamilton County</u>

Active Users on Facebook (as of Q4 2017)

2.07 *billion*

Active Users on the entire Internet (as of 2017)

3.58 *billion*

Look at the numbers side by side

Chattanooga	Hamilton County	Facebook	Internet
177,571	354,098	2,070,000,000	3,580,000,000

It's kind of silly not to be active on social media.

But not only do you have to be active, but you have to <u>be seen</u>

and you <u>need your audience to engage.</u>

I want to show you how to get found and get engagement.

Bad news: we're almost out of time.

Good news

I'm hosting a free training on exactly this.

Be my guest!

5 Strategies to Expand Your Reach and Increase Engagement

Date: February 6

Times: 3pm <u>or</u> 7pm (attend whichever you can)

Location: The comfort of your home

(Can't make it? I'll send you the recording.)

What my students think of my trainings…

"I was fortunate to be in Tara Wilder's last program and learned SO much about online strategies! The quality and amount of information she shared, and the way she delivered it was **perfect and easy to follow**. Not only that but **the amount of support she gave each of us made a big difference**. I'm excited to see what's next! Thank you Tara, it was great working with you!"

Carole Fontaine
Inspired Creations, Inc

What you will discover…

- Different methods of getting your content seen by the right people

- Ways you can engage your audience

- How to compel them to take action

What you will discover…

- How to be effective and efficient

- How to engage your followers

- How to optimize your presence

- How to make the strategy DOABLE

Case Study

GOAL
Increase both Facebook reach and engagement

Client:
Dignity of Children

Case Study

GOAL

Increase both Facebook reach and engagement

Average reach per post:

Before our strategy: **9.25** users reached

Dignity of Children, Inc.
Est. 2008

Client:
Dignity of Children

Case Study

GOAL

Increase both Facebook reach and engagement

Average reach per post:

Before our strategy: **9.25** users reached
After our strategy: **86** users reached

829.73% increase!

Client:
Dignity of Children

Case Study

Case Study

GOAL

Increase both Facebook reach and engagement

Average reach per post:

Before our strategy: **9.25** users reached
After our strategy: **86** users reached

829.73% increase!

Average engaged users per day:

Before our strategy: **2.25** users per day
After our strategy: **7.03** users per day

212.44% increase!

Client:
Dignity of Children

Super Extra Special
just for you

An additional group live call during which I'll <u>personally</u> look at <u>your</u> presence and give you one actionable tip you can use to make a bigger impact online.

5 Strategies to Expand Your Reach and Increase Engagement

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