

BUILDING BUSINESS *through* **SOCIAL MEDIA ENGAGEMENT**

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DON'T WAIT *for them to discover you!*

TELL THEM

why they want your content

Tell Your Story

Listen to Your Audience(s)

BUILD RELATIONSHIPS

How?

think like your audience

understand the platforms

create consistent, compelling content

ENGAGE!



Who?

is your audience

Where?

is your audience

What?

interests them

Who is your audience?

- > Demographics
- > Personality
- > Preferences
- > Profile

Where is your audience?



Main Social Networks

- > Facebook
- > Instagram
- > Twitter
- > LinkedIn
- > Pinterest

Platform Basics

- > Difference between person & page
- > Fill out ALL info
- > Assume this is ONLY point of contact

What do you say/share?

- > What problems are you solving?
- > Think about general calendar
- > Tell stories with words, images, infographics, videos
- > Be interesting
- > BE HUMAN

CREATE A CONTENT CALENDAR!

Short Life Span

- > Be creative
- > Have fun
- > Take some risks (within reason)
- > Repeat (within reason)
- > INTEGRATE with other channels
- > DRIVE TO E-LIST!!!!!!

When to pay for it ...

- > Sophisticated Targeting
- > Drive a specific outcome

Audience Adoption



INTERACT

Re-pins

Retweets (RTs)

Comments

Shares

Likes

Favorites

Up-votes

Follows

Mentions

RESPOND

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FACEBOOK FOR BUSINESS



Personal Account

Business Page

Groups

Create a Page

Fill out as much info as possible

Profile Photo

Cover Photo

Set your “Call to Action” button

Manage your tabs

Manage your sections

Posting Strategy

Who are you talking to?

What will you post? (Hint: a mix!)

How often?

When?

Who will be responsible for posting?

Adjust according to “Insights”

Facebook rewards

Posts that engage people

Posts that are “boosted” (paid)

Facebook penalizes

Frequent posting of similar content

Posts immediately following a deletion

Facebook Ads

Allow you to target specific audiences

Allow you to set your own budget

Allow you to test different versions

Allow you to encourage different actions

Facebook Groups

You have less control over content

People tend to be more engaged

LINKEDIN

Personal Account

Focuses on YOU

Business Page

Focuses on your BUSINESS

Search for leads

Who is your ideal client?

Make connections

*How are you “linked” to
your ideal client?*

Key Question:

*why would prospects want
to connect with you?*

Convince prospects to connect:

Pitch

Profile

Groups

Publish

Updates

How to ENGAGE ...

Make a comment

Answer a question

Ask a question

Jump into a conversation

Compliment someone

Share a random thought

Tag someone

INSTAGRAM

Instagram

- Photos and short videos (up to 1 min)
- Mobile-centric
- Super simple interface
- HASHTAGS!!!
- Advertise on Instagram via FB ads

TWITTER



BASICS

- Desktop- and mobile-based interface
- 140 characters, photos, video (30 secs)
- Consistency & responsiveness are key
- PUBLIC

CREATE A PROFILE

Profile Photo (big deal)

Bio (big deal)

Cover Photo (not a big deal)

TWEET

Tag someone (@handle)

Twitter hashtag use

Retweet (RT)

Quote tweet

Direct message (DM)

Photos

Video

START NOW!

- > 1 Platform
- > Valuable Content
- > Engage
- > Build Network
- > Repeat
- > Cross-Promote

Questions?