

SOCIAL MEDIA: FIVE KEY STEPS TO GETTING STARTED

The most common question we receive about social media marketing is, "How do I get started?" While it may seem like a complicated endeavor, it's easier than you think to get started. Here are five key points to consider.

How do I get started?

1.

Decide if social media is right for your business

While there are definite benefits to using social media for marketing, it doesn't mean it's the right time or path for you. Ask yourself:

"Do I have my target audience defined?" and

"Am I willing and able to commit to posting regular content?"

If your answer is yes to these, move on to point #2.

2.

Start small, be consistent, and get better

Once you decide to commit to using social media, you don't need to bite off more than you can chew.

Choose one platform to focus your efforts, create branded content on a consistent basis, and hone your message as you evolve.

3.

Master the content

Over time, you'll better understand the needs and interests of your target audience. Watch. learn and iterate.

Ask your prospects and clients for feedback, monitor engagement and expand on what works.

4.

Test, learn and iterate

Over time, you'll better understand the needs and interests of your target audience and how each distribution platform works. Monitor engagement and expand on what works.

As you build consistency and watch what works, this is your opportunity to add graphics, post more personal content and even play around "how" you write your posts.

5.

Get coaching

Social media and marketing are art forms and no one expects you to be an expert!

Seek professional guidance from coaches and ask for insight from within your professional or personal network. Be open and receptive to honest feedback and be willing to make some changes along the way.