

# SOCIAL MEDIA MADE EASY

A paint by the numbers formula to running a successful social media campaign every time.

Social media should be the heart of any organization when it comes to promoting your stuff. This is where the rubber meets the road and if you're going to be successful, these five simple steps will help you find your voice in social media marketing.

## Post Daily

Posting daily increases your chances of getting noticed. The goal isn't to post daily, the goal is to post quality content that's memorable.



### STEP 01



## Use Images

There's a reason magazines and newspapers use images. They inspire us and will tell far more than your written content.

### STEP 02

A good example is to create an image people can use as their profile picture.

## Offer Value

People follow you because they believe you have something to offer them. So, offer something of value. Perhaps a free ebook or an image with a quote they can share.

No. 1 Rule: Keep promotions and events listed to a minimum. Or as Gary Vaynerchuk puts it: "give, give, give, then ask."

### STEP 03



## Ask Questions

One of the best way to cultivate conversation on social media is to ask engaging questions. People want to be heard, and it's our job to give them that chance.

### STEP 04



## Think Dialogue

And finally, if you're only sharing your own stuff and never take the time to engage with people, it's natural they will be less inclined to share your posts.

Also, share other's stuff - it not only gives your people a chance to see what others are saying, but it gives you a chance to take your trust to a deeper level with your audience.

### STEP 05

