



GUERRA INSTITUTE ZOOM: 5 SIMPLE STEPS TO GROW YOUR BUSINESS ON SOCIAL MEDIA

Before We Begin

“Start with the end in mind.” — Stephen Covey

The 7 Habits of Highly Effective People By: Stephen R. Covey

1. Why do you want to use social media for your business?
2. Does your product/service solve problems & help people?
3. Do you truly believe in your product or service?
4. Are you willing to consistently make offers for people to learn more and/or buy from you?
5. Are you going to use organic strategies, ads, or both?

Success Mindset vs. Stinking Mindset

- There is no lack of resources — only lack of resourcefulness
- See the world through optimistic eyes

Success Mindset Examples:

- It's not over until I win
- I can learn anything
- I can make time
- I am able to help people
- I will find a way

Stinking Mindset Examples:

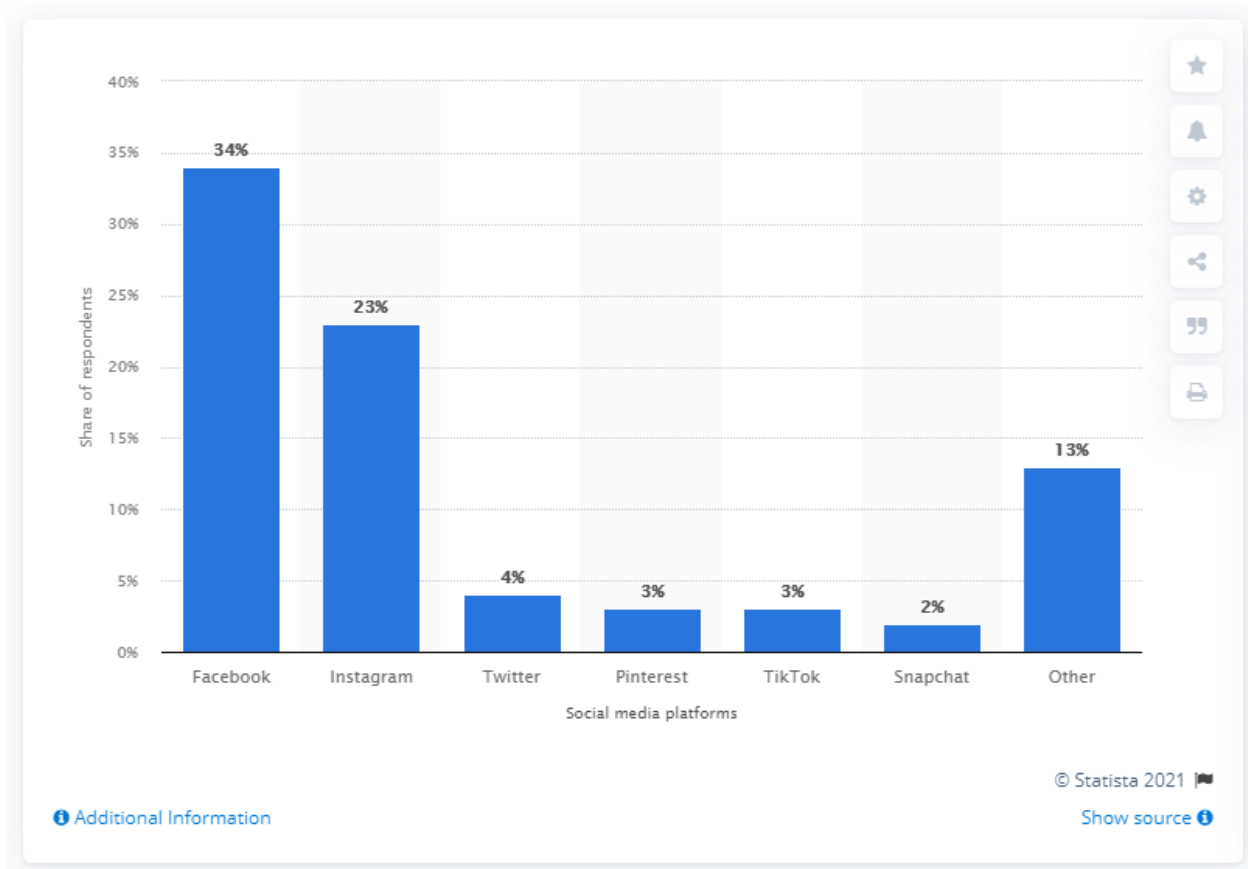
- I'm overwhelmed, confused, and frustrated
- I don't have the time or money
- I don't know how
- No one will listen to me
- I'm not an expert

Statistics You Need to Know

- 97% of consumers go online to find and research products and services
- 71% of consumers who have a positive experience with a brand on social media are likely to recommend the brand to friends and family

STEP 1: Identify what Platforms your Target Audience is Using

Top social media platforms for sales (excluding B2B sales)



Success Leaves Clues...

- What platforms do the top brands and influencers in your area of business use?
 - What topics are they posting about that get engagement? (agreement or disagreement)
- What type of content is being shared or created on “PAIN” or “PLEASURE” related to your product/service on platforms
 - Don’t forget hashtags, pages, channels and groups!

- Look at the money trail — Some platforms like Facebook make it easier to find people/brands that are running ads (Funnel Hacking concept – Russel Brunson)
- <https://www.facebook.com/ads/library/>

STEP 2: Select Platform(s) Based on your Strengths & Audience

Double Down on Your Strengths

Now that you've identified the platform(s) that your audience is using, pick the content style that is fun and easiest for you:

- Writing (posts and blogs)
- Videos (live and pre-recorded)
- Photos (taking and posting)
- Talking (podcasts or videos)
- Combination

You're likely wearing a lot of "hats" in your business, so it's important to do things that you enjoy AND that will lead to making more money and impact!

STEP 3: Profile, Plan, and Post

Prepare Your Profiles for Success

Depending on your platform(s) and type of business, you may need to do some or all of these...

- Select a bright, clear profile and/or banner images
- Be consistent across platforms(s) – images, names, URLs
- Use buttons and links whenever possible in your profiles
- View your description as a "visitor"
- Share benefits (not just features) of your product/service
- Install Google Analytics on your site and use UTM's in your social links to track where your visitors are coming from

Identify your Platform and Content Plan

Certain platforms are best suited for certain types of content

(i.e. — YouTube viewers are there to watch videos that educate and/or entertain)

- Curiosity
- Conversation
- Engagement
- Entertainment
- Education
- Trends
- Current Events
- Beliefs

Create Content and Post Consistently

“Version 1.0 is infinitely better than version 0”

- Post daily if possible (or as often as you can)
- Based on strengths, work style, and schedule, you may want to create and post daily or use the platform’s scheduling to automatically post for you
 - There are also 3rd party tools like Hootsuite that allows you to manage posting on multiple platforms in their “hub”
 - Hootsuite
 - Buffer
 - SproutSocial
- Be sure to engage and interact with people who interact with you

If you’re doing Facebook Lives — checkout this resource <https://www.thepreparedperformer.com/>

STEP 4: Leverage the Business Building Tools on these Platforms

Most of the Big Platforms Have Great Business Tools

You don’t have to be perfect to start using these tools — it’s about consistent daily steps

- Personal Pages vs. Business Pages/Accounts
- Facebook Marketplace (business or personal)
- Analytics
- Groups
- Rooms

- Audience
- Advertising

STEP 5: Make Offers and Build Your List

All Roads Lead to “Rome”

Your content is how people will start or continue a conversation with you
You don't own the platform, so get them to your list through offers

- Lead Magnets
- Zoom Meetings/Workshops
- Messenger Conversations
- Challenges
- Products/Services

Did you know the average expected ROI (return on investment) is \$42 for every \$1 you spend on email marketing?

2 Books We Recommend

1. **Jab, Jab, Jab, Right Hook: How to Tell Your Story in a Noisy Social World**
 - Author: Gary Vaynerchuk
2. **No B.S. Guide to Direct Response Social Media Marketing (Second Edition)**
 - Author: Dan S. Kennedy & Kim Walsh Phillips

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