

BONUS

25 Red Hot Steps To Find Customers Fast



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Sizzling Social Media Checklist



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25 **Red Hot** Steps to Find Customers Fast

Use this checklist to maximize your results

- Have I researched the leading social media sites?
 - Get comfortable with what each site offers
 - Look at different options for companies and brands
 - Check out competitors on each site
 - Look for mentions of my business
 - Research my industry to see how others are using social media

- Have I created a social media goal list?
 - Identify what I want to accomplish from social media
 - Create a list of goals, such as brand awareness, increased online presence, and/or positive online reputation

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- Have I figured out my social media budget?
 - Determine how much you are willing to spend on expanding your business via social media
 - Research advertisement costs on each social media site
 - Determine if you need a social media manager and the costs involved
 - Factor in other expenses such as add-ons, time spent, and optional marketing tools

- Have I found out where my target audience hangs out online?
 - Perform an Internet search for industry-relevant blogs and forums
 - Visit the sites with highest amount of activity that's associated with your business industry
 - Find social media groups on the leading social media platforms
 - Engage naturally with other forum members and post interesting blog comments

- Have I created a plan to consistently generate social media content?
 - Visit your target audiences' hangouts to get an idea of hot topics
 - Visit relevant company sites and social media pages to see trending topics in my industry

- Have I determined how much time I can dedicate to my social media accounts?
 - Factor in time for profile creation
 - Remember that consistent content is vital
 - Customer engagement must be done regularly
 - Consider hiring help if I don't have the time

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- Have I filled out my social media profile completely?
 - Make sure each section is filled out in detail
 - Upload and add a high-quality company photo
 - Make sure business details are clearly visible and easy to understand

- Have I considered long-term maintenance of my social media accounts?
 - Keep in mind that a consistent, long-term effort is needed to be successful on social media
 - Remember that I will get from social media what I put into it.
 - Instant “push” automated updates is not recommended

- Have I found a method to elicit responses?
 - Activity and engagement with others is the primary focus of social media
 - Ask questions that are thought-provoking and give your followers a chance to respond
 - Allow all users the ability to respond to you and ask questions

- Have I joined relevant communities and groups?
 - Don't limit myself to just my business page
 - Make connections with other like-minded businesses
 - Offer tips and answer questions in community forums

- Have I built a separate personal account?
 - Keep personal business out of my business account
 - While sharing personal team photos and company outings are fine, don't share details concerning personal problems and events that have nothing to do with my business
 - Personal views on touchy topics should never be given
 - Stay unbiased during debates and/or heated discussions

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- Have I learned how to engage without being too “sales-like?”
 - While it’s fine to talk about my business, don’t throw hard sales pitches on every comment or update
 - Remember social media is about letting your presence be known
 - Focus on being an authentic business with a human side and the sales will come

- Have I considered online promotions and freebies?
 - Offer free coupons to the next 10 followers
 - Provide free promotions to followers
 - Offer free samples
 - Run regular contests and sweepstakes

- Have I invited current customers and other contacts?
 - Send out invites to my social media accounts
 - Use email address book and place my social media account information on my business website

- Have I researched the best time to publish content?
 - Research when my target audience is the most active online
 - Adhere to a similar schedule so my followers have the best chance of seeing updates

- Have I determined how to vary the types of content I post?
 - Don’t post repetitive content
 - Make a blog post one day, followed by a tutorial
 - Consider sharing product links and relevant industry news on the following days

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- Have I identified the best keywords to use?
 - Use the free Google Adwords tool to determine the best keywords to use for my business
 - Strategically but naturally place keywords in articles, videos, and blogs

- Have I optimized my business website with social media tools?
 - Use icons that lead back to my social media accounts
 - Make updates on my business website to lead readers to my social media accounts

- Have I learned the lingo of each major social media site?
 - Each site has its own “net lingo”
 - Understand the important lingo on each site, such as hashtags, tweets, InMail, DMS, and more

- Have I gone over the mistakes to avoid in social media?
 - Remember to consistently post but balance it out so I don’t over-post.
 - Remember to offer incentives and contests instead of hard selling

- Have I considered that social media success isn’t immediate?
 - Efforts must be long-term
 - Success will not happen overnight via social media
 - Social media isn’t fly-by-night. It takes permanent effort and dedication

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- Have I planned in-person events?
 - Boost sales and increase the number of paying customers by holding in-person events
 - Send reminders via social media
 - Offer incentives to participate

- Have I learned how to track my social media progress?
 - Measure my efforts via predefined goals (as discussed in Step 2)
 - Devise a plan to keep track of each goal

- Have I created an editorial calendar?
 - Editorial calendars help to schedule consistent content
 - Plan promotions and events with an easy to method to keep up with everything

- Have I implemented useful photos and videos?
 - People are visual, and buying decisions are most often made when high-quality photos and videos accompany credible content
 - Photos need to be clear and colorful while conveying your company's appeal
 - Videos should always be professional with proper lighting, clear sounds, and full of engaging yet entertaining information.

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Contact me at Carla@CarlaJGardiner.com if you would like some further assistance with setting up your social media profiles properly.



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