



Social media strategy for your business

July 16th, 2013

Step right up, step right up....

The BEST, the GREATEST and it will be even BETTER

Please, help me, please....

We do not recommend that you become a ‘beggar, exaggerator nor a barker.” People see that when they go online and they are taken aback and say – ‘Hey, I do not want to be seen in that light.”

That is a good first step, but then they do not go forward with a ‘voice’ that they are comfortable with:

- Expert
- Student
- Teacher
- Mentor
- Warrior
- Sage
- Writer

[CUT HERE]

One of the above ‘voices’ may feel more comfortable to you. They all have some things in common. For instance:

1. Any interest in the topic
2. A willingness to share...if not the answer the question
3. A willingness to communicate

If you have those 3 traits you may be well on your way to a success with social media.

We also recommend that:

- Write down your business objectives, both primary and secondary ones. Saying that you want more exposure is not enough, talk in terms of contacts, leads, referrals and increased revenue. Have measurable targets.
- Determine your audience, think about whom you wish to transact with – using current information and insights that you can glean from your online research. Refine your target. Understand that the cost of being broader than normal is not necessarily bad on social media as the incremental costs are low, but you still want to achieve your objectives.
- Choose your messages, themes and develop a communication strategy around them. This does not necessarily mean that you need 365 original articles written – but it does mean that you need to develop sources for your content, both fresh and existing that will enhance your message and extend your credibility.
- Choose your weapon – too many try to do too much with too little experience, expertise and time. Decide if you will use a Blog, Twitter, Facebook and something else. We do recommend that you use 3, 4 or 5...but not 15 to 20...
- Make you plan, stick to it, but be ready to adapt it with the insight and results that you glean. The size of your organization, desired outputs and available resources needed to be taken into account. Your plan should be simple and warm: KISSES – Keep it short simple effective social
- The last step is in many ways the most important. You have targets, you have objectives, you have your message, you have your platform, you have a plan....review them! We can guarantee you one thing; you will have surprises and unexpected outcomes. Review, measure, glean insight and revise your plan to reflect the reality.

KISSES – Keeping it simple, short, effective and smiling. Visit our [LinkedIn](#) page and built the network for our future projects. Visit our [Facebook](#) page and share your ideas!

From the desk of Andre M.

To your success!