



Social Media Basics for Business

Grow Your Audience Online



Create your own unique, online presence.

Consistency

Show up. Seems pretty straight forward, but it is the most important thing you can do when building your business. Comment in Facebook groups, post on your pages, and do live videos. People need to know you exist or how are they going to buy from you?! This doesn't mean you have to be online 24/7, but focus on being consistently online at least 5 days a week. I fully believe in days off, rest is important and will help you recharge so you can give it your all.

Value

When you are showing up online and commenting on posts, do it from a genuine place. Don't do it just to gain clients. Don't comment just to sell. Provide real value. People will start recognizing your name and remembering the amazing advice you're giving them. Come from a place of really wanting to help others in whatever you are doing.

When you do message someone, please don't go directly into your sales pitch. See why they need you or your product. How can you help them, what problems are they dealing with. Then let them know why you are their solution and how you can help them better their lives. It does not matter what you're selling, it is important to actually connect with every single customer.

Personality

Be yourself. Show your personality. People want to know who they are buying from, who they are trusting. Be real and genuine. Share stories about your life, how your products have helped you, and glimpses into your day on social media are a great way to give that personal touch to your brand.

Engagement

Reply to every comment someone leaves on your post. They are taking the time to comment on it, you should acknowledge that.

DO NOT send them unsolicited messages. If they ask you to message them or you ask them first, then that is totally fine. But I think it's safe to say that everyone hates random messages where someone is clearly just trying to make a sale.