

HOW TO USE SOCIAL MEDIA TO LEVERAGE YOUR BIZ



A hands-on
workbook to help you
determine your target
demographic and
how to reach them
on social media and
truly level-up your
business and
marketing strategies

With Erica from Bear and Fox Apparel Ltd.

Key Metrics

Name of Business _____

Years in Business _____ Industry/Category _____

Best Selling Product/Service(s) _____

How do most people learn about you?

What marketing channels do you currently use?

Key words that describe your business

Who is your average customer?

1. Describe your dream client and how you'll show up for them

2. What are your marketing /social media goals?

3. What are your associated brand colours? If you don't have them, what do you want them to be?

4. What adjectives do you want people to think of when they think of your business/brand?

5. What are your biggest obstacles pertaining to marketing/social media currently?

TARGET AUDIENCE

Male Female Both Location _____

Average Age _____ Career Type _____

Words to describe your ideal customer _____

Lifestyle (two incomes? luxury purchases? frugal?)

Hobbies they enjoy

What are their pain points? What problem do you solve for them?

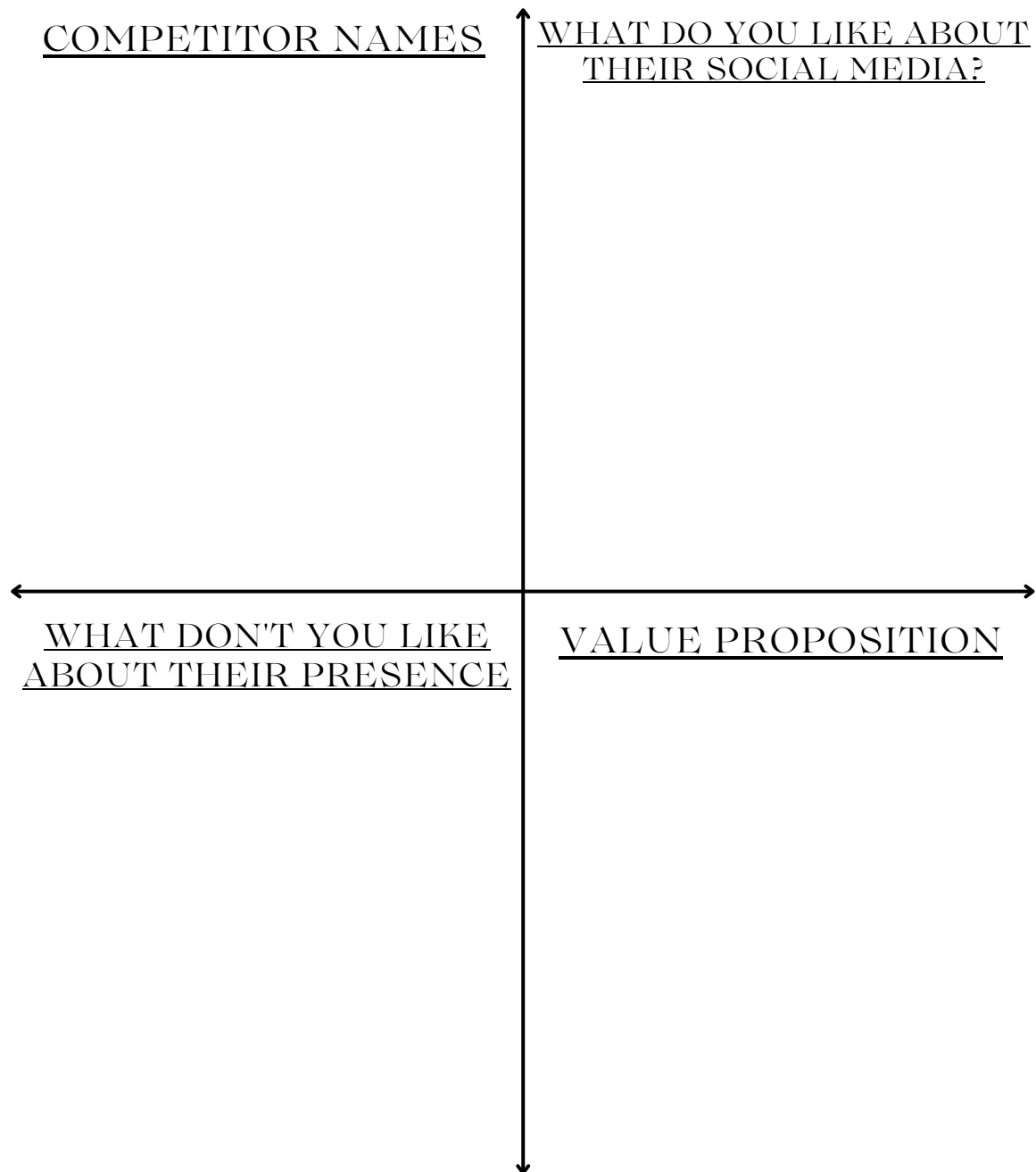
Why do they choose you over other businesses?

What social media platform do they reside on?



COMPETITOR ANALYSIS

BY GAINING A COMPREHENSIVE UNDERSTANDING OF OUR COMPETITORS, WE CAN GAIN A BETTER UNDERSTANDING OF OUR OWN BUSINESSES. HOW WE DIFFER, HOW WE CAN IMPROVE, WHY CUSTOMERS CHOOSE US OVER THEM, ETC.



*NOTE: A VALUE PROPOSITION IS THE UNIQUE THING THAT SETS YOU APART FROM OTHERS IN YOUR INDUSTRY

COLLAB PARAMETERS

BY DETERMINING THE PARAMETERS REQUIRED FOR YOU TO PARTICIPATE IN A COLLABORATION OR GIVEAWAY YOU WILL BE ABLE TO MAKE FUTURE DECISIONS ON WHEN AND WHERE TO PARTICIPATE EASILY

CORE VALUES/SIMILARITIES

MINIMUM FOLLOWER
COUNT/ENGAGEMENT

WHAT DO THEY BRING TO
THE TABLE?

IS LOCATION IMPORTANT? IF
'YES' WHERE ARE THEY
LOCATED?

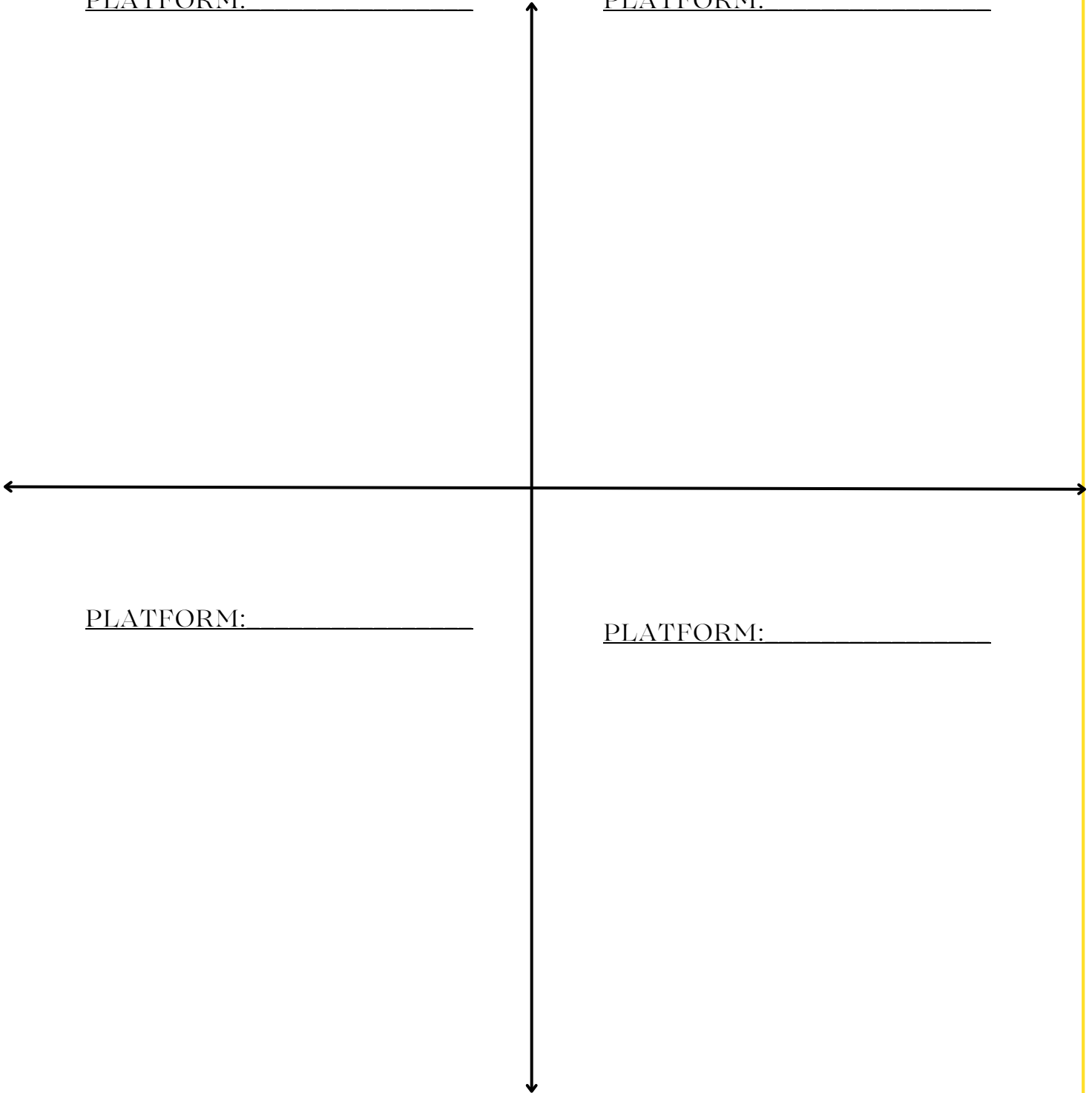
SOCIAL PLATFORMS

DIFFERENT TARGET AUDIENCES USE DIFFERENT PLATFORMS.

YOUR TARGET MARKET MIGHT BE ON ONE PLATFORM OR MULTIPLE PLATFORMS FOR DIFFERENT PURPOSES. USE THE CHART BELOW TO BREAKDOWN THE CONTENT YOU CREATE FOR EACH PLATFORM SPECIFIC TO YOUR BUSINESS.

PLATFORM: _____

PLATFORM: _____



PLATFORM: _____

PLATFORM: _____

SMART GOALS

WHEN SETTING GOALS, MAKE SURE IT FOLLOWS THE SMART STRUCTURE.
USE THE QUESTIONS BELOW TO CREATE YOUR GOALS.

S	<u>SPECIFIC</u> WHAT DO I WANT TO ACCOMPLISH?	
M	<u>MEASURABLE</u> HOW WILL I KNOW WHEN IT IS ACCOMPLISHED?	
A	<u>ACHIEVABLE</u> HOW CAN THE GOAL BE ACCOMPLISHED?	
R	<u>RELEVANT</u> DOES THIS SEEM WORTHWHILE?	
T	<u>TIME BOUND</u> WHEN CAN I ACCOMPLISH THIS GOAL?	

CREATING CONTENT 101

WHETHER IT'S A STATIC IMAGE, CAROUSEL OR VIDEO, THESE ARE KEY COMPONENTS NEEDED TO STOP THE SCROLL!

1. LIGHTING

Even if you have a great image, message or high entertainment value, it will be white noise if there isn't good lighting (natural light is your BFF!)

2. HIGH QUALITY CONTENT

Social media has changed - blurry pictures of our food won't stop the scroll anymore. Invest in a high quality camera, or phone at the very least. Utilize services in your area (Bear+Fox shoots, that519life etc) It's a small investment that can be utilized in many different facets.

3. REPURPOSE CONTENT

Work smarter, not harder! If there is a piece of content that seems to really resonate with your audience, recreate more content like that! Reshare old content that is still relevant, or use testimonials/comments to give you inspiration

4. LOOK FOR THE SOFT SELL

Not every post needs to be "buy this" or "hire me." It can also highlight your values, mission statement or lifestyle. It's proven that hard sell content often falls to the wayside and doesn't target consumers in the same way as soft sell content.

5. HOOK/CTA

What is going to grab your audience's attention? What do you want them to do with the information you've provided? Give clear instructions to them so there is no guess work in what they are supposed to do next. "Follow for more tips!"

