

Creative
MARKETING
TOOLS
for **COACHES**

**Social Media
Addendum**

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SOCIAL MEDIA

At the time that *Creative Marketing Tools for Coaches* was published, social media was just catching on, so it received just a brief mention in the book. At this point, it's a major player in marketing, so I'd like to add a bit more information.

First, a disclaimer: Social media is fluid and constantly changing. Many of the tips in this section should be evergreen, but the technology will most likely change over time, so there may be a learning curve, even for experienced users.

BENEFITS

◆ Broad reach

Social media has become the central marketplace for goods and services. Just about everyone is on some form of social media, and there are many opportunities to promote your business, some free and some paid.

◆ **Let clients know who you are**

Because of the informal style of social media, you can show who you are to potential clients and make connections. With regular participation and quality content, you can reach people who are good prospects for your business and build a following.

◆ **Low cost advertising**

While some business owners hire a social media marketing manager, having a basic social media presence is free other than your time to learn the technology, and then prepare and post solid content.

◆ **Redirect to other resources**

Once you've built a list, you can use your social media platforms to direct people to your blog, webinars, website and other content to keep them engaged and, hopefully, purchase your products or services.

◆ **Fun!**

Many people have a love-hate relationship with social media, but if you enjoy it, participating can be fun. It's a chance to share ideas and images with like-minded people, get involved in interesting conversations and attract some of those people to become clients.

GETTING STARTED

With so many social media options, you have to make choices in order to focus your time. Start by getting familiar with the different platforms to see which ones are most comfortable and enjoyable for you, and which ones best connect with your target audience. As with any other marketing tool, if you enjoy what you're doing, you'll be more consistent with using it.

Get Clear on What You're Promoting

If you haven't already done so, go back to Section I of *Creative Marketing Tools for Coaches* and get clear on what you're selling and

to whom. Make sure you understand who would purchase your products and why – how would it solve a problem or make their life better? You'll use this to craft your posts and communications for your social media outlets.

By directly targeting your clientele, rather than being haphazard, you'll save a lot of time and energy and get better results for your efforts.

Social Media Platforms

No doubt you're familiar with the popular social media platforms (although some of these come and go over time and new ones emerge):

- ◆ **Facebook** has the broadest audience and covers a variety of demographics. You can have profiles for yourself and for your business. There are opportunities to develop a following, purchase paid ads and do Facebook lives to connect with your audience.
- ◆ **Instagram** is a visually-based platform that can be used effectively to promote products, as well as services. This platform has gained in popularity in recent years, and many people predominantly use this and Facebook to reach their audience.
- ◆ **LinkedIn** focuses on the business sector. Along with networking and looking for services, it's become a center for job hunting. If your target audience is business professionals, this is the place to be. Along with connecting and posting, you can join topic-related discussion groups.
- ◆ **Twitter** is a "microblogging" platform that communicates through short posts. It's not everyone's cup of tea (and has experienced some upheaval as of this writing), but can be used effectively for promotion.
- ◆ **TikTok** is video-based and (mostly) tends to attract a younger audience. As of this writing, the future of TikTok is in question.

- ◆ **YouTube** is video-based that gives people a “live” experience of you. You can create your own channel and people can subscribe. Videos can be short bites or full-length “movies.” Many people who feel shy about doing live presentations feel more comfortable recording and uploading videos to YouTube.

And there are many more.

Choosing Your Social Media Platforms

The pitfall with social media is that you can get pulled into the “black hole” and end up wasting a lot of time. To get the best results, select which platforms work best for you. Think about:

- ◆ Which ones you most enjoy. If it becomes a chore, you won’t do it. It’s okay for marketing to be fun!
- ◆ Which ones will be most effective in reaching your target audience. You want your time and effort to produce results.

You can certainly spend time on social media for your own enjoyment. You might budget your social media time for personal use and for business promotion. If needed, set timers to break the spell of following one link after another.

EXERCISE

Choose Your Social Media Platforms

Which social media platforms most appeal to you? Which ones will be most effective in reaching your target audience?



Next, you’ll need to set up your accounts. Start with one or two, so you don’t overwhelm yourself. If you already have accounts, you’ll

need to either set up an account for your business or adapt your personal account to reflect your business, so that you can connect with potential clients.

Spend some time exploring the different platforms, especially those that are new to you. Learn how to navigate them and the various tools that are available. For platforms that you have experience with, research how other businesses are using them and how you can utilize that platform to promote your business.

EXERCISE

Set Up and Explore Your Social Media Accounts

Set aside time to establish your social media accounts, add an account for your business and explore how you might use each platform to effectively promote your business.



Prepare Content

Think about what would interest your target audience. What troubles them? What are they curious to know about? What's current that's getting people's attention and is relevant to your work? How can you share your expertise?

Sit down and make a list of topics and ideas that you can use to create social media posts. Pay attention to the news, what people are talking about and what you're reading in magazines and online, as well as tapping into your own experience. Jot down ideas that you can expand upon later.

Continue to keep a "topic file" that you can refer back to when you're fresh out of ideas. Keep adding to it as new ones come to you. By keeping an ongoing list, you'll have lots of ideas that you can draw upon when you need them.

HOW TO WORK WITH SOCIAL MEDIA

◆ Create posts

Spend some time creating posts for the different platforms. Either start with an image or by writing the text and adding a supporting graphic. You might sit down and set up a week's worth of posts. If possible, create posts that work on several platforms. You can use a social media manager such as Hootsuite, Buffer or Curator to set up and automatically upload your posts for the week.

◆ Use images and videos

People are drawn to visuals, so using pictures and videos with your posts will catch more attention than just text. You can use stock photos, take your own or create links to existing online content. Then, add some copy with your own thoughts.

◆ Use hashtags

A hashtag is a word or phrase preceded by a pound sign, such as #creativemarketing. They're used in a similar way to keywords. Good hashtags will draw people who are searching on those words or phrases for content that interests them. You can use hashtag generators or find similar examples to determine the best hashtags to use. (See a tutorial link in the Resources section.)

◆ Connect

Invite compatible folks to connect with you. This may also be called "friending" or "following." Spend time reading, "liking" and responding to other people's posts to create connections. This will also bring up similar topics on your feed and offer new connections.

◆ Engage your audience

Start conversations with your followers. Ask questions to stimulate discussion and participation. Join groups that are relevant and get to know group members. Be sure to contribute to the group, and not just ask people to buy your products. Generosity is appreciated.

◆ Be helpful

Offer information and resources that will be helpful to your target audience. You can link to articles and useful items on other websites or re-share posts that your audience will enjoy.

Do not, however, provide links to your competitors! Generosity is good, but be smart about it.

◆ Show up consistently

In order to build connections, you need to show up regularly. That doesn't necessarily mean several times a day. Find a schedule that fits for you and post on a regular basis, whether daily or a couple of times a week. Spend time in discussion groups and responding to other people's posts. Stay connected. Remember, people buy from people they feel a connection to. Keep your connections warm.

◆ Let it be fun

If you enjoy your social media connections, you'll participate more frequently. Spend time communicating with people you enjoy, and don't forget to stay focused on sharing your expertise and gently promoting your business along with making personal connections.

RESOURCES

The following resources are offered as suggestions, and NOT recommendations. Internet businesses in particular are notorious for changing. If you are considering using any of these vendors, check them out carefully and make an informed decision.

Social Media Platforms

Facebook: www.facebook.com

Instagram: www.instagram.com

LinkedIn: www.linkedin.com

Twitter: www.twitter.com

Tiktok: www.tiktok.com

YouTube: www.youtube.com

Wikipedia / list of social media platforms:

https://en.wikipedia.org/wiki/List_of_social_platforms_with_at_least_100_million_active_users

Social Media Aggregators

Hootsuite: <https://www.hootsuite.com/>

Buffer: <https://buffer.com/>

Curator: <https://curator.io/>

Social Media Training and Tutorials

LinkedIn: <https://www.linkedin.com/learning/topics/social-media-marketing>

Udemy: <https://www.udemy.com/>

Coursera: <https://www.udemy.com/>

15 Great Social Media Training Courses and Resources:

<https://blog.hootsuite.com/social-media-training/>

Additional Resources

How to use hashtags: <https://blog.hootsuite.com/how-to-use-hashtags/>