

Social Media for Sales

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**ECONOMIC
DEVELOPMENT
COLLABORATIVE**



Social Media Strategy

1. **CLARIFICATION:** Get **crystal clear** on your target market so you can focus your messaging on that specific client on Social Media to drive, likes to SALES
2. **CREATION of CONTENT:** How to create compelling content that **ENGAGES** your target market
3. **ACTIVATION:** How to capture your prospect and nurture your lead into your funnel to get them to know, like and trust your brand in order to BUY from you and refer others to do the same

STEP ONE: CLARIFICATION

WHICH PLATFORM TO FOCUS ON?



STEP ONE: CLARIFICATION

CLARITY IS CASH



STEP ONE: CLARIFICATION

WHAT ARE YOUR GOALS ON SOCIAL MEDIA

- **Educate** your target market on your products/services
- **Awareness** of your brand and how it is or you are **UNIQUE**.
- **Clear Compelling Call to Action (CCCTA):** to encourage communication

STEP ONE: CLARIFICATION

WHAT ARE YOUR GOALS ON SOCIAL MEDIA

1. Increase your brand recognition/**awareness.**
(e.g.tissue/kleenex)
2. Build your email list to target and re-target prospects
3. Drive traffic to your website for **online sales.**
4. Build a community of advocates and **loyal customers.**
5. Drive sales and **lead generation.**
6. Improve **customer service** and responsiveness.
7. Before Covid-19, increase **foot traffic** in your brick and mortar.

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STEP ONE: ACTIVATION

Income Producing Activities

- 1) Determine your **Social Media Goals**. Write them out. Every post should help you achieve one of your goals
- 2) Decide **which platforms** your target market spends the most time on? (Instagram, FB, YouTube, LinkedIn, Twitter)
- 3) Be sure to **register your brand name** on each platform but you only need to be actively posting on 1-2 platforms
- 4) **Select 1-2 platforms** (i.e., Instagram & Tiktok) that you can focus on creating valuable content. What is valuable content? Content that solves the pain or problem of your target market.

STEP TWO: CREATION FOCUS

- **What pain or problem do you solve with your product or service?**
- **Who do you solve it for?** (Remember, clarity is CASH)
- **What platform are they on?**
- **What specific action can they take to get in your world?**

STEP TWO: CREATION OBJECTIVES

- **Educate** on what you sell and how that solves their pain/problem
- **Awareness** of how you do social good in community, women owned, shop local etc.
- **Clear Compelling Call to Action (CCCTA):**
Comment below, Get on Newsletter for discount coupon, etc.

STEP TWO: CREATION OBJECTIVES

Clear Compelling Call to Action (CCCTA):

- Click the link in the bio to check it out!
- Order by clicking the link below!
- Book your spot by _____!
- Shoot me a DM if you are interested!
- DM me for more info.
- Download your free gifts now.

STEP TWO: CREATION TIPS

Beneficial: Does it help my ideal target market?

Edutational: Is it delivered in an entertaining/educational way?

Comical: Is it humorous, light hearted yet tastefully funny?

Shareable: Will people share it because it's soooo good

Relateable: Is it content that your target market can identify with?

Conversational: Do the comments lead to higher algorithm?

Controversial: The more thought provoking the more comments.

If you do all of the above it will be **PROFITABLE.**

STEP TWO: CREATION TO SALES

- **Comment** on posts of your target market than your posts will show up in their feed
- **Conversations** with prospects. Ask questions on posts to start, like, trust & respect.
- **Conversions** to leads. Get people on email or text list
- **Cultivate** clients to customers after first purchase
- **Customers** who will be lifelong loyal referral sources

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STEP TWO: CREATION TO SALES

- **Education:** on your product or service (think infomercial or QVC not a commercial)
- **Entertainment:** it is best to entertain your audience
The average attention span is 15-45 seconds
- **Engagement:** Ask questions to get people to comment
- **Emotion:** Evoke emotion to pull at their heart strings¹

STEP TWO: CONTENT CREATION

CONTENT TYPES DON'T HAVE EQUAL VISABILITY on Instagram

According to the recent 10/2021 algorithm

1. Instagram Reels
2. Instagram Livestream
3. Instagram Stories
4. IGTV
5. Posts- Carousels, Animated Posts or One Min Videos

STEP TWO: CONTENT CREATION

BEST CONTENT IS ALWAYS DTR (Direct to Camera).

1. Livestream
2. One minute videos
3. Short form 15-60 seconds
Reels, Shorts or Tik Toks

STEP TWO: CREATION ASSIGNMENT

Income Producing Activities (I.P.A's)

- 1) Decide **how many times a week** you will post, **CONSISTENTLY**
- 2) Create content themes or a content calendar for those days:
#TipTuesday, #WealthWednesday, be sure it ties to your goals
- 3) Create a **free Canva.com** account and set up brand colors/fonts
- 4) Consider using video editing APPS like **InShot, VideoShop**.
- 5) **Start posting imperfectly** you will improve over time
- 6) Be sure to **course correct** and evaluate what people engage with and create more of that
- 7) Be **consistent** and focus on the pains of your ideal target market

STEP THREE: ACTIVATION

- Once you have educated them with your **captivating posts** they will want more
- You have made them **aware of your brand** and how you uniquely solve their problem
- You need to lead them into your world and in your funnel by creating a **LEAD GENERATOR** to get them on your email list
- This is your **Compelling Call to Action**

STEP THREE: ACTIVATION TO SALES

1. **Irresistible Offer**
(Benefits not Features)
2. **Scarcity**
3. **Urgency**
4. **Risk Reversal**
5. **Call to Action**



Case Study #1

marie forleo.

Success leaves clues.

WATCH [HERE](#).

LEAD GENERATOR

How to get
ANYTHING
you want

Download this free audio training and get
the clarity and confidence to build your
dreams, on your terms.

DOWNLOAD NOW

No thanks, I'm good!

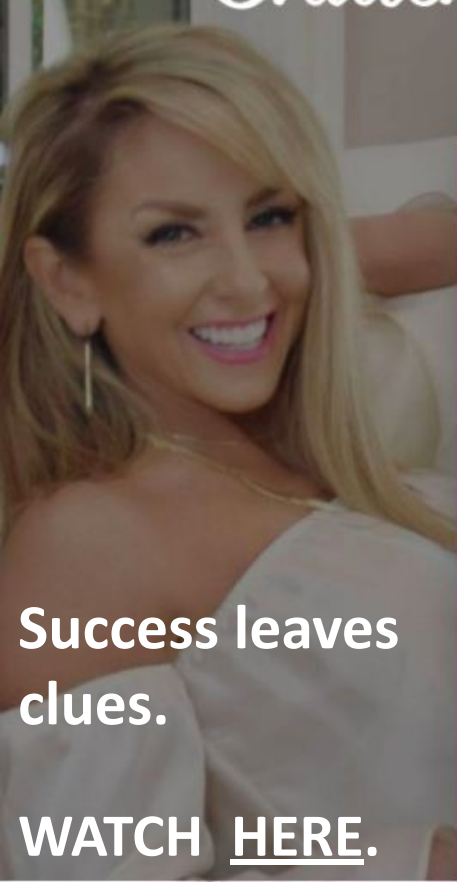


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Case Study #2



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Enter your email below for free info on how to pivot what you're currently doing, branch out & explore options to create additional revenue streams.



Success leaves clues.
WATCH HERE.

JOIN OUR EMAIL LIST FOR WEEKLY TIPS TO LIVE A CRAZY COOL LIFE

Organization | Personal & Business Development | Health, Fitness & Nutrition

GENERATOR



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Case Study #3



EMMANUELDAGHER

HEAL PROSPER THRIVE

WATCH HERE.



FREE HEALING AUDIO: HEAL & PROSPER

Expand your prosperity with this audio healing gift designed to release the energetic blocks that held you back from receiving the full blessings life desires to offer you!

GET INSTANT ACCESS



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Case Study #4

TONY ROBBINS PRESENTS: FREE 7 DAY LIVE COMEBACK CHALLENGE STARTING JUNE 23RD

[CLICK HERE](#)

CRAFT YOUR ULTIMATE COMEBACK STORY LIVE WITH TONY ROBBINS

00 : 00 : 00
HOUR MINUTE SECOND

With Today's Shifting World There's No
Doubt You've Felt Fear, Stress
And Worry... But Now It's Time To Ignite
Your New Beginning & UNLEASH Your
Full Potential!

[CLICK HERE TO JOIN THE COMEBACK CHALLENGE FOR FREE!
AND WE'LL DONATE 20 MEALS TO FEEDING AMERICA IN YOUR NAME!](#)

7,722,940 MEALS DONATED SO FAR!



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STEP THREE: ACTIVATION ASSIGNMENT

Income Producing Activity Homework

- 1) Decide what **lead generator** can get people on your email list
- 2) Be sure your website has an **OPT IN bar or pop up** on your website so your raving fans on social media know how to sign up for your Mailchimp, Constant Contact or Convertkit newsletter
- 3) Create the **Lead Generator**: Ebook, PDF, Audio, Video. Have your webmaster make it an automatic download when they subscribe to your newsletter
- 4) Create an **automated email sequence** to nurture these leads.
- 5) Invite them to **buy your product or service**. Likes to SALES!!!!

How to get extra help & support

To Schedule a session with Deborah Deras, to help you with your

- 1) Social Media Marketing Strategy
- 2) Developing your Social Media Content Calendar
- 3) Helping you with product/service launch
- 4) Helping you course correct
- 5) Setting up your content for optimal sales

Click here to Schedule a session with an intake specialist

if you are not a client. <https://calendly.com/edc-sbdc>.

If you are a client email me: dderas@smallbizla.org and I will send scheduling link. Subject line: EDC Client

Thank you!

Murti, LLC

Minal M. Mondkar, Owner



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