



Social Media Planner

Social media is a great tool to grow your business, as you can guarantee you will find lots of your ideal clients on social media.

However, like anything it takes time, consistency and dedication to build your following and you must have a plan/strategy in place in order to remain visible and consistent to build the know, like and trust with your following.

You know the famous saying "If you fail to plan you plan to fail", well this applies to your social media too.

The advice is to choose only three social media platforms and focus on growing them, then branch out to more platforms once you have mastered those. Don't try and spin to many plates all at once as you will crash!

You may just want to focus on one platform, master that and then move on to another. The choice is yours.

Some of the Best Social Media Sites

Facebook

Instagram

LinkedIn

Pinterest

Twitter

Google+

Periscope

Don't forget to add in your email marketing and Facebook bot messages.

What Strategies are you Choosing?

Live video

Pre-recorded video

Blog posts

picture posts

Facebook ads

Instagram ads

Picture boards

Competitions

Recommendations

1. Add in a mix of things.
2. Always make sure you are visible to your audience every day and adding value.
3. If you have a group, treat it like a tv series.
4. Create a schedule and let your group know what's coming each day, so as they know exactly what to expect from you and they look forward to tuning in.
5. Use funnels and Facebook ads in the background to drive new traffic to and grow your audience.
6. Choose the strategy that works best for you and your business, then fill out the social media planner below - You simply put what you will post / go live etc on what day and what subject, which keeps you organised and helps you remain consistent.

	Mon	Tues	Wed	Thurs	Fri	Sat	Sun
							
							
							
							
							

Remember

Do engage as much as you can on your posts, the more likes and comments you can get the more the Facebook algorithm kicks in, which means the more people will see your posts.

Remain positive and add lots of value.

Attract others to you by adding inspiration.

You want to be the 'go to person' people come to for your niche.

When you get your social media right, just watch the magic happen!