

SOCIAL MEDIA MADE EASY

**INEXPENSIVE ONLINE
MARKETING GUIDE FOR
SMALL BUSINESSES**

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Cover designed by Doug Jones

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Introduction

Every small business owner is looking to grow their business in new and creative ways. The danger is wasting money on gimmicks and scams. Social media done right is no gimmick and no scam. According to a recent LinkedIn study, which surveyed 998 small and medium businesses, **82% indicated social media helped their company generate new leads and over 3/4 of the growing businesses increased their social media budgets.**¹ Social media done right can help save your small business money while growing your business in the process. I'm here to help you take advantage of the social media market and avoid money potholes.

If I had time I would buy you a cup of coffee at a local coffee shop, give you my passionate pitch of why you as a small business owner need to use social media, and allow you to ask me anything. Unfortunately, I can't buy everyone a cup of coffee, but I can spend time with you over the next couple pages giving you my pitch and allowing you to ask me anything on Twitter @JayKranda. Please send me a tweet if you have a question after finishing this resource. I really want you to excel at social media and grow your small business in the process.

In this resource I will talk about why social media makes sense for your business, discuss how you can easily do social media, and address where to

¹ <http://mashable.com/2014/02/13/linkedin-social-media-study/>

start with your social media plan for growth. You will have the tools to create your own custom social media plan for your business, which normally costs thousands of dollars. I have even thrown in some step-by-step guides and additional resources. The truth is social media is about people. Social media isn't popular because of the technology or the flashy websites. Most social media sites are actually dull and plain. White and light blue put me to sleep. I may not love Facebook's color scheme, but Facebook excels at allowing me to connect with my friends, family, and that creepy classmate from high school who I keep unfriending. Businesses, both large and small, struggle with social media often because they think it's all about content and timing. **Content and timing are important, but you have to invest in the people to get value out of the relationship.** With social media you invest by answering peoples' questions, liking their posts on Facebook, retweeting their reply on Twitter, pinning their photo on Pinterest, and writing a personal review on LinkedIn.

My hope is you engage your community not only to gain a profit, but also to **be a business that lifts others up.** Money is not evil. Profit is not bad. I'm suggesting you don't forget your role in the community and your responsibility as a resident of this world. Profit is good for the world, but hopefully your small business is making the world a better place. **By the way, employing people is a**

big way you are helping others in your community. A paycheck can really change a person's day, year, and maybe even their life.

Many miss the whole heart of social media, but by the end of this resource you will know it. **The secret to social media is to treat others on your social media channels, as you want to be treated.** It's that simple. If you want people to be nice then be nice to your social media connections. If you want people to read your posts, then read your communities' posts and hit like to let them know their content was great. Invest in others and become known as someone who cares about others. Jesus Christ, the Dalai Lama, and Warren Buffett have all stressed the importance of treating others well. If those three agree on anything, no matter your religious background, you probably should listen to their wise words.

The beauty is if you start to treat others the way you want to be treated online, your small business won't only grow, but you will help make your community a better place in the process. Quoting Kevin Costner's famous lines from *Field of Dreams* with a little adjustment to Kevin's script, "If you invest in others, profit will come." I'll get off my soapbox, but you get the point. **Think of others over profit because social media is primarily about others.**

If you still don't get why I'm talking about relationships and not more about profit then stop and start from the beginning again. Reread the last couple

paragraphs. Facebook, Twitter, LinkedIn, Pinterest, Google+, and Instagram are not just for teenagers, but are serious platforms to take your business to the next level and help make a positive difference in others' lives. You will need to work hard as a small business owner, but I know you are not lacking the work ethic. Let's dive right into it.

Is Social Media Worth Your Time?

Yes. This question starts with what are you selling and if those people you are selling to are on Facebook, Twitter, LinkedIn, Pinterest, Google+, and Instagram? Your target market is on one of the many social media channels. If for some strange reason your target market isn't on any social media networks (maybe they live on an island without WiFi trying to avoid the IRS), then direct mail, cold calling, and word of mouth are your only options, which means expensive marketing.

Marketing should be measured against its returns. You can pay \$100k to extend your business brand, but if \$100k of marketing dollars only gets you \$50k of new business then you lost \$50k. You have to wisely invest your time and money. Social media is a place you can save money and grow your business at the same time. I had a client who started an indoor golf instruction shop and was looking for new customers. He hired me as a consultant. He was asking all the questions any small business owner would ask. Where do I get new clients? Can Facebook actually help generate leads? How does Social Media integrate into my overall marketing growth strategy? After unpacking the questions and dealing with organizational issues, I suggested his website be retooled to directly impact his goals and then launch a customized Facebook campaign. I proposed he should directly market to competitors' local Facebook pages and create an

advertising campaign around how his golf studio was better than his competitors studios. He didn't know with Facebook ADs he could pay to market to competitors Facebook Page. Facebook made sense for this client. I hope you are already thinking of ideas to market to your competitors' social accounts.

The truth is social media doesn't have to take a ton of time for the investment to make sense. Only 10 minutes a day would do the trick. You launch with a heavy presence on all the channels and after three months of investment you adjust your allocated time on the channels to the channel producing the most return. Spend less time on the channels not producing a return. I will talk more about how you only need to spend 10 minutes a day on your social media channels and the importance of the three-month evaluation in the *Tricks and Tips* section. The bottom line is social media is worth your time.

Can You Handle Social Media Yourself?

Yes. I do manage clients' social media accounts, but as a small business you should handle your social media presence yourself for now. When you have a sufficient marketing budget I would **invest at least 10% of your marketing budget into social media ads and/or consulting**, but in the meantime do the work yourself. Tangent: if you have a teenager, a friend, or a family member between the ages of fifteen and twenty-one you should think about empowering them to help you grow your channels. **You can pay them, barter, or setup an internship program to help give them real world experience.** Use that small business creative entrepreneurial mind.

If you don't have a person to empower to manage your social media presence, don't worry, you can do it yourself. Managing your different social media accounts is like learning how to ride a bike. It will feel uncomfortable at first, but once the bike starts rolling it will become just another daily task. **If you can launch a new business, then you can do the hard work to figure it out.** I will give easy practice steps and tips to make the management simple, so relax.

Where To Start with Your Social Media Plan for Growth?

Your social media strategy starts with your business goals in mind and ends with your business goals in mind. **Everything you do on your social channels needs to directly and indirectly grow your business and extend your network.** Again, my hope is for you to understand that relationship building online is much more than profit. Both profit and being a positive influence on others go hand in hand when doing social media. Let's look at the steps in creating your custom plan for growth by using social media.

Step 1: Write down your business goals

I want the creative juices to start processing how your goals can be accomplished on Facebook, Twitter, LinkedIn, Google+, Pinterest, and Instagram. For now, just write down your business goals. The how will come later. Here are a few examples:

Goal	Social Media Strategy
Private adoption agency: 5 monthly adoption leads	<ol style="list-style-type: none">1. Post adoption related photo content twice a day on all channels2. Like/retweet/comment on every post on channels3. Repost adoption stories shared from the community4. Promote the company's adoption services twice a week to acquire adoption leads
	<ol style="list-style-type: none">1. Post 10 posts a week on all channels2. Like/retweet/comment on every customers post on

<p>Local pizza shop:</p> <p>Sell 30 pizzas every day</p>	<p>channels</p> <ol style="list-style-type: none"> 3. Repost when customers check-in/tag page, or mention the twitter account 4. Promote check-in and/or tweet specials for customers who recommend the pizza to their social media friends 5. Promote daily specials like “Facebook Deal” or “Tweet Special” alongside with signage in the restaurant to follow the pizza shop’s social accounts to get daily specials 6. Post pizza related photos and pizza educational posts throughout the week
<p>Private Tax accountant:</p> <p>10 new customers</p>	<ol style="list-style-type: none"> 1. Post 7 posts a week on all channels 2. Like/retweet/comment on every customers post on channels 3. Give 5% discount on services for customers who recommend their tax services to a friend 4. Share customer’s stories/reviews at the peak of tax season with a discount for new customers 5. Post tax related photo content, budget related photo content, and tax date reminder information

The private adoption agency, the local pizza shop, and the private tax accountant have clear business goals. I gave you three examples of how each can accomplish their goals using social media. You can accomplish your goals on your channels and you will understand how by the end of this resource.

Write down your business's primary goal(s):

Business Goal

Step 2: Start with Facebook, Twitter, Instagram, LinkedIn, Google+ and Pinterest

I know it feels like overkill, but trust me its the best approach. Like a safe Mutual Fund diversify your social media approach. Over time you can choose to focus on Facebook over Twitter or Instagram over Pinterest. Dive into the deep end of the social media pool to see what channels work best for your small business. **It will take three months to see what channels are most beneficial for your business.** In the *Tips & Tricks* section I will address the best way to setup and interact on each channel.

Step 3: Select the amount of weekly posts and when to post

One post a day is a great place to begin. You need a daily update to keep your channels relevant. I found the best part of the day to post for my clients

accounts are between 10 am and 1pm. Now remember, you are posting to reach your target market, so adjust according to the patterns of your target audience. If you don't know anything about the social media patterns of your target market, then start posting at 10 am. If you have an international target market I would explore doubling your weekly posts and hit the 10am-1pm international time period. I would experiment with posting at different times to see if engagement goes up or down, but by month three you need a consistent posting schedule.

You don't want your small business social media presence to feel random and moody, but reliable and stable like your business. Step five will talk more about the schedule calendar.

Step 4: Write your posts ahead of time

Sit down for 15 minutes and write down a weeks worth of social media posts. Being focused for 15 minutes will produce better results than if you try to write a new post everyday. You can assume there will be a day or days where the chaos of the day will take all of your creative energy and writing a post will be bumped. Instead plan for the chaos and write your posts ahead of time. I usually take Sunday evening to plan out my content for the week and for a couple clients I plan ahead 60 days in advance. Sundays work best for my work pattern. What day is best for you? Pick the day and time and keep the appointment.

The best way to write out your weekly content is to create a weekly pattern for your social media posts. Every good story has a narrative, which has purposely been planned from the moment the play button was pressed. Your social presence needs a purpose and a great narrative similar to stories we all enjoy. It will take work and practice to create a similar narrative every week, but I will give you some guidelines to help accelerate the learning process. **Lean towards being a social media presence, which encourages, lifts up, and helps their social media community.** Sadly, for many people life brings a great deal of sorrow, let downs, and bad days, but your posts should be hopeful and helpful in nature.

Suggested topics for daily posts:

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Encouraging post	Educational post	Inspiring post	Action post	Story post	Question post	Customer quote

Every small business will have a different flow to their posting schedule. Twice a week you can post an encouraging post or a question post. The idea schedule above is to help get you thinking. You will custom build your idea schedule to best reach your target market. Write down a few ideas for your business's idea schedule:

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____
post	post	post	post	post	post	post

Don't forget to directly promote your products and/or services on your channels. **You are building your social media presence to grow your business. Promote your business.** People opted into your Facebook page or followed you on Twitter knowing you were a business. The self-promotion won't be a shock. I would limit the self-promotion to twice a week. You should always try to be creative in promoting your business by using a good story or customer review in your posts. **If you invest in your social media connections then others will promote your business. If you abuse your followers with "spam specials" then your credibility on Facebook, Twitter, Google+, etc. will dwindle.**

Step 5: Schedule posts once a week

On your weekly appointment of creating your posts for the week spend an additional 10 minutes to schedule your posts for the next 7 days. There are many great scheduling resources out there, but I would use **Hootsuite.com**. Hootsuite is free and you can schedule posts for Facebook, Twitter, and

Google+. You will need to still manually post to Pinterest and Instagram, but most of the hard work will already be done. Hootsuite provides a free URL link shorter to clean up those messy 40 character web addresses and you even can pay a premium to get click through rates (don't pay for the premium account yet).

I recommend laying out your posts for the week in a calendar format on a Word document, Page document, or Google document.

Day/Time	Post Content	Photo for Post
Monday at 10am	Encouraging post	
Tuesday at 10am	Educational post	
Wednesday at 10am	Inspiring post	
Wednesday at 12:30pm	Self-promotion post	
Thursday at 10am	Action post	
Friday at 10am	Story post	
Saturday at 10am	Question	
Saturday at 12:30pm	Self-promotion post	
Sunday at 10am	Customer quote	

I use Google documents because I can share the document with multiple people and access the document from any device anywhere. You can use whatever process works best for your workflow. Setup your Hootsuite account and your weekly post calendar to get started.

Step 6: Photos rule on Facebook

75% of all posts on Facebook are photos and photo posts get an 87% interaction rate.² **Use photos to maximize each post not only on Facebook, but also for all your channels.** Three ways to acquire photos for your social media posts:

1. Search Google, Tumblr, and Pinterest for photos related to your business's field of expertise. If you re-use someone else's photo make sure you give the original site credit.
2. iStockphoto.com is very helpful, but it can get expensive quick. I would only use iStockphoto when you have a post you know will lead to a sale for your business directly. Don't get addicted to purchasing photos.
3. Hire a graphic designer to create a template design for you to reuse over and over again. Have the designer create a look aligned with your business, insert your business's information at the bottom of the template, have an edit friendly text box, and request the layered Photoshop file and fonts. Once you have the Photoshop file you can then create as many branded photo posts as you desire. Hire a graphic designer for cheap through www.socialmediamadeeasy.tv, www.odesk.com or www.fiverr.com.

² <http://www.socialmediaexaminer.com/photos-generate-engagement-research/>

4. You can also create the photos yourself using Photoshop or an app like Pictures with Words.³ I would only do it yourself if you have a good eye for design. **Remember, everything you do reflects your business, so it might be worth investing in a graphic designer to layout a Photoshop file for a couple dollars.**

Step 7: Pick a time of day to engage

Put the time on your calendar and keep the appointment. **Response time to social media posts on your channels is important because it reflects the response time of your business.** Start with 10 minutes a day. Login to Facebook and hit “like” on everyone’s posted comment, reply to each comment with an authentic response, and click share if someone posts a cool post on your public wall. Login to Twitter and retweet anyone who shares something with you and reply to people who follow you on Twitter with a “Thanks for following us on Twitter.” Head over to Google+ to see if anyone has engaged with you on your public page. LinkedIn, Instagram, and Pinterest do need to be checked daily, but engagement looks different on these channels. Most of the time you will make sure content is being posted and the private messages are all answered. I will share more tips on all the social media channels in the *Tips & Tricks* section, but

³ <https://itunes.apple.com/us/app/pictures-with-words-free/id505057039?mt=8>

start with keeping a daily appointment of 10 minutes a day of engagement. The beauty of today's technology is the engagement can be done on your laptop or your phone. You can engage for 10 minutes from your office, beach, car, bathroom (I would never do this of course), or coffee shop. You have no excuses.

If you want your business to be heard you need to first listen to your community. Clear out 10 minutes a day of your busy schedule.

Step 8: Observe what your competitors are doing on social media

As a leader of a small business you need to be in a continual state of learning. You are not all knowing. You need help. **I don't care if you make minimum wage or are a billionaire;** you need to humbly observe and learn from others. **Learn from your competitors' successes and mistakes.** I have a list of ten social media brands I check-in on a couple times a week. I will borrow an idea or often a competitors post will inspire me. The bottom-line is you need to be on the look out for something new to help better engage and interact with your social media community.

Let's recap all eight steps:

1. Write down your business goals and start thinking of creative ways to accomplish your goals through social media.
2. Launch on Facebook, Twitter, Instagram, LinkedIn, Google+, and Pinterest.
3. Select the amount of weekly posts and when to post.
4. Write down a weeks worth of posts once a week.
5. Schedule posts once a week.
6. Use photos often to increase engagement.
7. Pick a daily time to engage with people.
8. Watch your competitors' social media strategy to learn and be inspired for new tactics.

Tips and Tricks

Every social media channel is unique. In this section I will give a few quick tips and tricks to best interact and grow your business on the individual channels.

Facebook is about close connections. Outside of LinkedIn, Facebook will be the place you have the maximum amount of growth opportunities. Your personal Facebook page should be the biggest advocate of your business's Facebook Page by sharing and liking everything that is posted on your business's Facebook account.

1. Setup a Facebook Page at www.facebook.com/page.
2. Upload a profile picture and a cover photo, which best represents your business.
3. Complete the *About* section with all relevant business information.
4. Engage on the *Timeline*, *Posts to Page*, and *Messages*. Most people forget about the *Posts to Page* and the private *Messages*.
5. For maximum exposure, create some posts that encourage people to *Share* your page. For maximize exposure only suggest people to share your page once a week.
6. Weekly check *Insights* (Facebook's section on your businesses')

page to monitor your page's performance) to see what posts worked and didn't work. I often find that looking at *Insights* regularly has made me better at doing social media. If a post gets no exposure, check your language, the time of posting, and the photo you selected. Don't repeat the same mistakes.

7. Get your page to 1,000 likes quick. Ask your personal Facebook friends to like the page and to share the page with their friends. I would even consider paying to get extra likes, which I will talk more about in the *Bonus Tips* section.

Twitter is about quick connects. Twitter is great to find new customers and extend your network in the process.

1. Setup a Twitter account at www.Twitter.com/signup.
2. Upload a profile picture, a cover photo, and a background photo, which best represents your business.
3. Complete the "Profile" section with all relevant business information.
4. Engage on *Notifications*, *Direct Messages*, and *Discover*. On the *Discover* section engage by searching hashtags associated with

your business's community and Retweet/reply to their tweet. For example, if you are an adoption agency then search terms like #adoption, #adoptee, #birthmother and *Retweet* and *Reply* to people who are also using those hashtags.

5. Encourage people to *Retweet* your tweets to maximize exposure. Only suggest to people to retweet your tweet once a week.
6. Weekly check what is working and not working on Twitter. There are plenty of free Twitter analytic websites like www.tweetreach.com and www.tweetstats.com.
7. Get your account to 1,000 followers quick. Ask your personal Twitter friends to follow the account and ask your friends to retweet the account. I would consider following 100 people a day who are associated with your line of work. For example, if you sold pizzas I would find a local pizza shop's Twitter account and follow 100 people who are already following the pizza shop's Twitter handle. Because they follow a local pizza shop's Twitter account you can assume they are local, like pizza, and are willing to pay for pizza. Following them on Twitter is good for your business growth plan.

LinkedIn is about business network connections. LinkedIn is great at building up a strong business network. It even provides business services for growing organizations.

1. Setup a business page at www.business.linkedin.com.
2. Upload a standard log, a square logo, and a cover image, which best represents your business.
3. Complete the *Company Overview* section with all relevant business information.
4. Engage by joining *Featured Groups*, following people, endorsing people, writing reviews, and sending private messages associated with your business's field of expertise.
5. Weekly check *Analytics* to see your "reach" and who is looking at your business page.
6. Get your page to 250 *followers* quick. Ask your personal social media friends and followers to follow you on LinkedIn and to share the profile with their friends.
7. Explore the *Premium and Business Services* options. LinkedIn offers a variety of paid options, which might work well for your

business.

Instagram is about personal photo connections. Instagram can be a tough place for businesses because your company needs to have an identity, which translates well in photo form. If you crack the code Instagram can be a powerful place to grow your business, but it takes powerful photos.

1. Setup a business profile by downloading the Instagram app on your mobile phone or tablet device.
2. Upload a profile picture, which best represents your business.
3. Complete the *Profile* section with all relevant business information.
4. Engage on the main newsfeed, notification, private messages, and the *Explore* area by searching hashtags associated with your business's community.
5. Get your profile to 500 followers quick by asking your friends on other social media channels to follow your business. Also, follow people who support or follow your competitor's accounts. You can even search hashtags associated with your business to find new followers. Be aggressive.

Google+ is about search engine boosting. Google+ isn't the most engaging social site, but Google has made some incentives through linking a business's Google+ presence with their search engines optimizing formula. Basically, if you have a solid Google+ page, it's more likely your website will pop up in google searches, which will lead to growing your business. You need to have a Google+ page.

1. Setup a business page at www.plus.google.com/pages.
2. Upload a profile picture and a cover photo, which best represents your business.
3. Complete the *About* section with all relevant business information.
4. Engage on *Posts* and/or the *Stream*.
5. Weekly check *Insights* to see what posts worked and didn't work. Learn from successes and failures.
6. Weekly check *Reviews* to see what people are saying about your business.
7. Get your page to 100 followers and 25 reviews quick. Ask your social media community on other channels to follow you on Google+ and to write a review of your business.

Pinterest is about sharing powerful content. If you can do Instagram right then Pinterest will be a breeze. Photos are powerful in media, but often perfection is expected when photos are used. Don't forget that every post, photo, and comment represents your business.

1. Setup a business profile at www.business.pinterest.com.
2. Upload a profile picture, which best represents your business.
3. Complete the *Profile* section, with all relevant business information.
4. Engage through *Notifications*, pinning customers' posts, and following people who are customers on Pinterest. If someone takes time to engage on your business's account then take time to engage with him or her personally.
5. Setup up three board categories at the launch of the page. I would choose three themes related to your business, which are very broad, to account for any and all potential pins.
6. Upload posts with the *Source field* filled in with a link to your website. The Source field is really important because when people on Pinterest click on the photo it will redirect them to your website, which is great for business.

7. Get your profile to 100 followers quick. Ask your social media community on other channels to follow you on Pinterest. Twice a month promote your Pinterest page on all of your social media channels.

Bonus Tips

Outside of Social Media there are a couple other places you need to make sure you have a presence on. I have added a few tools you should consider using as well.

Hootsuite is a powerful time saving tool to schedule posts. I use Hootsuite with all of my clients. Instead of having to manually post content to Twitter, Facebook, and Google+ at a specific time I can schedule posts ahead of time. It's free and easy. Start using Hootsuite today by visiting www.hootsuite.com.

Google Advertising is a great way to get quick exposure of your business. Advertising on Google isn't free, but it could be worth your time and money. The problem with doing Google Advertising is it's not super easy to setup yourself. Usually, it's best to pay a SEO (*search engine optimization*) expert to setup the account. My suggestion would be to have a SEO expert setup the account and the advertising plan while you manage the ads week to week. Most SEO experts make money off the week-to-

week managing. If you want to try to do it yourself start at www.google.com/adwords/how-it-works/faq.html.

Facebook Advertising is a great way to get quick exposure of your business using targeted parameters. Use create an ad promoting your business and use Facebook's advertisement parameters to market to your competitors Facebook pages. Facebook advertising is easier than Google advertising, but you do need to allow for a learning curve. My suggestion is to spend only \$10 on an ad and then slowly increase the amount of the ad over time. Think of it like a newbie testing out the stock market. Be slow to spend and learn quickly. Start the learning process by visiting www.facebook.com/advertising.

Email is a great way to build a robust list of individuals who elect to give you direct access to send them promotions and business related news in email form. I don't care what anyone says because email is not dead. Email is still essential. The best way to use email wisely is to not over send or over promote. The people who use email the best don't only inform their

customers of deals, but tell stories of customers. Capture and tell stories about your community and on top of the story promote a product or service. You can send and manage your email strategy through tools like www.mailchimp.com/features or www.constantcontact.com. Lastly, watch your open rates on your emails. Open rates tell you if your emails are being read, bounced, hitting junk mail boxes, and helps with creating better email campaigns, which leads to more business. Any good email client gives you the open rates of your email campaigns.

Yelp is an essential website/app to have a presence on if you have a local storefront. The penny saver is no more, but Yelp reigns. Let's say my car needs brakes and I'm looking for a mechanic. I open up the Yelp app on my phone, type in brakes or mechanic, look at a couple local shops, reviews, and promotions, and then setup an appointment through pressing the call button on the app. The experience I just described is what , my friends, family, and the other 132 million monthly users do on Yelp.⁴ I would right now setup your Yelp business page, manage the reviews, setup up special Yelp deals monthly, and think about paying for the premium

⁴ <http://www.yelp-press.com/phoenix.zhtml?c=250809&p=irol-press>

service. I think the premium option is too expensive, but it might fit well with your business. Just be wise and don't jump into a long-term contract with Yelp. You can find out more at www.biz.yelp.com. It's free to setup a public page on Yelp, but Yelp provides a few upgrades through being a premium member.

A **Website** is a vital tool for your business. You need to have a central place online to direct all traffic towards, which is centered on your business's goals. If your business sells a product than your website needs to primarily be about getting people to buy your product. If your business is about providing a service than your website needs to primarily be about getting people to pay for your services. You can use www.web.com or www.squarespace.com to setup a website or you can setup your own website using WordPress by using this free tutorial.⁵ Make sure your website represents your business well and promotes your business's goals clearly.

⁵ <http://michaelhyatt.com/ez-wordpress-setup.html>

Closing Thoughts

You now have the knowledge and resources to build your own custom social media plan for your business. Immediately, **get your plan down on paper** and start engaging with your community. Don't forget to treat others, as you want to be treated on your social media channels. If you want people to listen to you, then listen to people. **Selfish people fail on social media.** I know you won't fail because you are going to treat others as they should be treated. Your business will thrive using social media by following the guidelines covered in this resource.

I wish I could buy you another cup of coffee and start building your personal social media plan with you, but it's time I go. If you have any questions tweet @JayKranda and visit www.socialmediamadeeasy.tv to see more ways I can help with your social media presence. Now, start engaging like a social media professional, grow your business, and encourage others in the process.

Purchase the **Deluxe Starter Plan** on www.socialmediamadeeasy.tv
or hire Jay to manage your social presence to kick start
your online marketing strategy.

A Guide to Your Custom Social Media Plan

This is a step-by-step guide to building your blueprint

1. Write down your business's goals

Business Goal

2. Write down your daily post topic

(Example: Encouraging post, Educational post, Inspiring post, Promotion post)

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday

3. Pick the time and/or times for each post

(Example: Monday at 10:00 am Self-promotion post)

Day/Time	Use Answers from Step 2

4. Build your photo template

(Template and example of photo template)



*I can build you a photo template. Go to www.YourSocialMediaPlan.com

5. Let's schedule your important social media appointments

When will you write 7 to 10 posts every week?

_____.

When will you daily engage on your accounts?

_____.

**Put your appointments in your schedule*

6. List three competitors in your business's field of expertise

1. _____.

2. _____.

3. _____.

**Do the research to see what each of these competitors are doing on Facebook, Twitter, Instagram, Pinterest, Google+, and LinkedIn.*

7. Never stop learning and engaging on your social channels