



Social Media Strategy

You Must Prove You Are Worthy Of Your Customer's Business (Build Your Stable)

How?

- Facebook 'Likes' or LinkedIn 'Connections'
- Customer Comments
- Friends
- Recommendations
- Reviews/Testimonials

The More People You Know, The Less You Know Them

- Quality Over Quantity
- Be Choosy Over Who You 'Connect' Or 'Friend'
- Create Goals and Plan To Achieve Them
- Know When You Have Achieved Your Goals
- Customer Interaction = Success
- Create Policies and Procedures (Do's and Don'ts)

What Do I Say?

Posts Should Be Half Business, Half Personal – Not Just Personal or Just Business.

“Met some great folks in West Rutland tonight for e-Vermont’s first social media seminar. I hope everyone got some useful information. Thanks for having me!”

Post Links To Your Own Site, But Also To Others. Position yourself as an industry authority.

Post Industry Specific:

- Articles
- News Briefs (Do Media’s Work)
- Blogs
- Videos

More Things To Say

- Top Tips (Industry specific tips, best practices)
- Latest Business Specific News (Not Sales)
- Answer Customer Questions
- Local Weather Reports
- Post Photos/Images From Events, Your Shop
- Holiday and Birthday Greetings, Etc.