



TAKE CONSISTENT ACTION WITH YOUR SOCIAL MEDIA & CONTENT MARKETING

1. Understand that the purpose of your Facebook page is to serve the informational & aspirational needs of your audience. It will lead to sales in the long run but your content is there to sell its there to compel.
2. Set up a feedly.com account to discover content of relevance to your audience.
3. Set up a buffer.com account and select the optimized schedule for your posts. A good starting point is 3-5 repurposed posts per week + 2 or more “Trojan Horse” posts = directly about your business & what you offer.
4. Invest in creating content that helps your audience, I like to use canva.com for low cost, good quality content creation such as text over images, downloadable resources etc. Content that you own and have created can be utilised repeatedly and is a way of taking the audience back to your centre of gravity (e.g. your business website or ecommerce store).
5. Take Consistent Action over an extended period of time with discovering, repurposing, creating and publishing content.

If you have any questions, please email me via:
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Thanks very much and best wishes for the future.