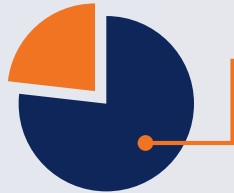


Getting Started with Social Media Marketing



77% of social media marketers say social media marketing has been somewhat to very effective for their company this year.

Steps



1. Determine Your Goal

- a. What are you hoping to accomplish? Are you hoping to generate more leads? Increase visibility?



2. Create Your Profiles

- a. This includes:
 - i. A profile photo (usually an agency logo)
 - ii. A cover photo
 - iii. Your agency's contact information
 - iv. Link to Your Website
 - v. Your Location
 - vi. A short bio



3. Outline Your Content Calendar

- a. Start by creating a 12-month calendar with themes you can share each month.
- b. Some might be obvious seasonal trends like winter snow safety or summer road trip auto tips.



4. Improve Your Posting

- a. Consistency is Key!
- b. Don't Sacrifice Quality for Quantity
- c. Look for Inspiration
- d. Share Articles from Trusted Sources
- e. Test New Things

Tips:

- Follow Trends
- Use Vertical Video
- Be Human!