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!