



COPYWRITING FROM ABOVE

LET'S TAKE YOUR MESSAGE WHERE OTHERS CAN'T REACH.



A PLAN TO GROW REVENUE using SOCIAL MEDIA

MARKETINGBOOST

TRANSFORM YOUR BUSINESS
Winyourclients.com



A PRACTICAL GUIDE TO MAKE SALES using SOCIAL MEDIA

INTRODUCTION

This guide underscores that your company has yet to fully capitalise on the lucrative potential of social media. You're aware there's room for improvement... Yet, turning social media platforms into significant revenue streams is easier said than done, with many companies struggling to master it.

Fortunately, your acumen in recognising valuable opportunities is evident. Armed with this dynamic 7-step plan, you're now equipped to harness social media's power like never before.

FACT ONE: SOCIAL MEDIA AND CONTENT MARKETING ARE HERE TO STAY.

Billions of individuals worldwide are logged into social media, including all of your current and future customers. These platforms offer a unique opportunity to forge genuine relationships with those who truly support your brand. While the popular platforms may evolve, the significance of social media in marketing is undeniable and enduring. We will concentrate on the most vital platforms to maximise your impact.

FACT TWO: NEGLECTING SOCIAL MEDIA MEANS LEAVING MONEY ON THE TABLE.

Regardless of what you're selling, failing to engage with your ideal customers on social media regularly means your competitors will. Winning in today's market requires positioning your content precisely—right content, right person, right time. Ignoring or struggling with social media is a luxury you can no longer afford.



FACT THREE: ACHIEVING TRUE SUCCESS ON SOCIAL MEDIA TAKES EFFORT (BUT PAYS OFF IMMENSELY).

Understanding where your customers spend their time is straightforward. When executed correctly, a robust social media content strategy can dramatically scale your business—and that's something I can attest to from personal experience.

So why don't all businesses monetise on platforms like Facebook, Instagram, and YouTube if they know they should? The answer is straightforward: there's a significant gap between knowing how to do something and actually doing it.

That's precisely why you're reading this document. Perhaps you've attempted to engage with social media previously but merely dipping your toes in won't yield results.

True success begins with a strategic approach. Introducing our proven 7-Step Marketing Method.

Bon Voyage!

STEP 1 - REVIEW

SUCCESS & FAILURES

Nobody enjoys failing, but it's an essential part of the learning process, particularly when you're figuring out what works best for your company on social media.

The truth is, most businesses experience more failures than successes on social media—mainly because very few have a structured plan like the one you're reading about. If this sounds familiar, remember that each failure is a step towards success. It might seem cliché, but these are valuable learning opportunities. You're not just failing; you're failing forward. To truly benefit from these experiences, however, you must be ready to confront them directly.

HERE ARE A FEW QUESTIONS TO HELP YOU REFLECT

- What platform (if any) has produced the most customers?
- Which specific posts (if any) have gotten the most engagement?
- Which specific posts (if any) have gotten the least engagement?
- What type of content seems best fit for your company?

Take some time to review your social media accounts thoroughly. Examining a record of your past successes and failures can evoke a mix of excitement and disappointment, depending on your focus. It's crucial to assess the advantages and disadvantages of each result.

This involves analysing the outcomes from the end and tracing backwards to pinpoint where things deviated from your initial plan (assuming you had one). This method helps identify the critical junctures where your strategy may have faltered.

**TIP:**

Navigating social media successfully involves a great deal of trial and error. You have two choices: either endure the growing pains of learning through your own mistakes or engage an expert who has already faced those challenges and knows precisely how to achieve results.

Often, understanding the reasons behind a failure can be more enlightening than analysing a win. Success rarely occurs by chance, while failures are never planned. By dissecting both your successes and failures, you'll gain valuable insights into what steps to take next—or what to avoid

IMPORTANT NOTE!

If you're new to this and your company hasn't ventured into social media yet, that's completely fine. In fact, 90% of the companies we consult are in the same boat, with minimal to no significant presence on social platforms. You're exactly where you need to start!

STEP 2 - RESEARCH

AUDIENCE & COMPETITORS

Market research is often overlooked by small businesses due to its perceived complexity and time demands. However, it is crucial for saving time and money in the long run.

As discussed previously, social media involves much trial and error, and even experts like us don't always get it perfect on the first try. That's precisely why seasoned professionals dedicate time to research.

Many competitors in your industry are already pouring resources into social media. By analysing their successes and failures, you can gather critical insights that can guide your own strategies effectively.

HOW DO YOU CONDUCT EFFECTIVE COMPETITOR RESEARCH?

While our agency utilises sophisticated tools for deeper insights, you can easily start with basic methods that are straightforward and accessible to anyone. Here's how you can begin:

Make a List of Competitors:

Include both local and national businesses, and consider direct as well as indirect competitors. Use search engines extensively to compile this list.

Locate Their Social Media Profiles

Identify and list down their profiles across various platforms like Facebook, Instagram, YouTube, and LinkedIn. Aim to find a range of examples that demonstrate both effective and less successful strategies.

Review and Analyse

Systematically scroll through their content. Note their posting frequency, engagement rates, content quality, and what appears to be effective or ineffective.

Keep Detailed Records

Maintain a simple spreadsheet to document your findings. This should include links to notable profiles and posts, observations on their strategies, and any metrics you can gather.

FAIR WARNING!

You may discover that more companies are failing at social media than succeeding. This is often due to a lack of real strategy, which is surprisingly common. This situation presents a unique opportunity for you.

We suggest looking beyond your immediate industry to identify companies that excel at social media. This approach can provide fresh insights and successful strategies to emulate.

FAIR WARNING!

Take full advantage of Facebook's "Insights" feature to fine-tune your content strategy. This tool provides a comprehensive analysis of who visits your page and interacts with your content. Utilise the detailed demographic data, likes, and other metrics it offers to pinpoint exactly who your content should target.

During your research, remember that the aim isn't merely to replicate successful tactics but to integrate these insights into your broader strategy. Pay close attention not only to what competitors are posting but also to how audiences respond to these interactions. Many companies miss the mark by not properly identifying or understanding their audience, leading to disconnection.

KEY FOCUS: UNDERSTAND YOUR AUDIENCE

Gaining a deep understanding of your audience is crucial. When you precisely identify who you are targeting, you can more effectively tailor what you offer and how you present it. Detailed knowledge about your customers—such as their demographics, interests, pain points, and buying triggers—enables you to craft strategies that directly address their needs and desires.

This targeted approach prevents you from casting too wide a net, where messages get diluted. By envisioning you're communicating with specific individuals, your messages can directly address their unique requirements, making your offerings more compelling and relevant.

STEP 3 - STRATEGISE

MISSION & MESSAGING

CORE ELEMENTS OF BRAND STRATEGY: IDENTITY AND COMMUNICATION

Developing a robust brand strategy hinges on two fundamental aspects: your brand's identity (your Mission) and the manner in which you convey this mission (your Messaging). Your messaging delivers the information, while your mission evokes the intended emotional response. Cohesion between these elements is essential to generate momentum and prevent confusion in your market.

In today's fast-paced world, it often requires multiple interactions—or "touches"—before a consumer decides to engage with your brand. Every piece of communication should clearly articulate what your brand stands for, enabling consumers to determine if there's a mutual fit. Uncertainty in your message, or perceived uncertainty about your brand, can lead to lost engagement opportunities.

How do you determine brand's mission and messaging?

BASIC QUESTIONS TO ASK YOURSELF

1. WHAT IS THE PURPOSE OF MY BUSINESS?
2. WHAT KIND OF PERSONALITY DOES YOUR BUSINESS HAVE?
3. WHAT ARE YOUR CORE VALUES?
4. WHY DOES YOUR BUSINESS EVEN EXIST?
5. WHAT IS YOUR UNIQUE SELLING PROPOSITION?

Essential Questions to Define Your Brand's Core

If you struggle to answer fundamental questions about your brand's core values, purpose, and unique selling proposition, chances are your customers will also find it hard to understand what you stand for.

While it might feel cliché to some, skipping this foundational step is a common pitfall for many companies on social media. By clearly defining who you serve, why you serve them, and what sets you apart, you enable a much deeper and effective engagement with your audience. Remember, clarity in your brand's mission facilitates connection, transforming your social media efforts from aimless to purpose-driven.

**TIP:****Important Tip for Your Social Media Strategy**

While there's a third critical element in formulating your social media strategy that we haven't discussed yet, it might just be the most crucial because it's where the revenue generation happens! When you join us for your complimentary strategy session, not only will we reveal this essential component, but we'll also guide you through implementing it effectively.

Integrate your Messaging and Mission into every aspect of your business operations to ensure consistency. This clarity will simplify every decision you make, not just in marketing. You'll find that having a clear vision streamlines processes significantly, and your customers will also benefit from this coherence



STEP 4 - GAME PLAN

METRICS & PLANNING

It's a basic principle: if you don't know your destination, you'll never arrive. So, the first step is to define your specific goals. Once you've done that, you can start crafting a plan to achieve them. While the primary goal of most marketing campaigns is to increase sales, there are numerous other metrics you can monitor to gauge success. When choosing which metrics to track, ensure they meet two essential criteria, which will help ensure they are meaningful and directly contribute to your overall objectives. This strategic approach enables you to focus on the metrics that truly matter and align with your business goals. (1) It is statistic that leads to sales (even if indirectly) (2) Tracking the statistic will be an indicator for decision Some of the statistics you'll consider will reflect engagement across various social media platforms, while others will showcase tangible business outcomes resulting from your online activities. Here are a few examples:

Clearly defining your goals is essential because without a destination in mind, you'll never arrive. Once you have set your specific objectives, you can begin strategising how to achieve them.

Typically, the primary goal of marketing efforts is to increase sales. However, there are numerous metrics you can monitor to gauge success. Ensure that any metric you choose to track fulfils these two criteria:

- It should contribute to sales, whether directly or indirectly.
- It should provide data that aids in making informed decisions.

Metrics might include engagement levels on social media or direct business outcomes influenced by your social media efforts.

EXAMPLES SOCIAL STATS

- Post reactions (likes, hearts, etc.)
- Social media shares
- Post reach (how many viewed)
- Video views and/or time

EXAMPLES RESULT STATS

- Direct sales from social
- Assisted sales from social
- New newsletter opt-ins
- Coupon code redemptions

**TIP:**

While "likes" and "shares" might seem like mere vanity metrics, don't dismiss them entirely. Although the ultimate objective is to generate sales, these metrics provide valuable insights into what your audience interacts with. Social media isn't just about gaining popularity; it serves as the largest testing ground in the world!

Establishing regular statistical reporting allows you to monitor incremental outcomes, whether they are positive or negative. You can achieve this by utilising tools like Hootsuite or traditional spreadsheets. We suggest employing both methods for optimal tracking!

IMPORTANT NOTE!

Many businesses grappling with social media fail to monitor statistics adequately. It's crucial to regularly report your metrics, even if they start at zero. You can't improve what you don't track.

Once you identified your key metrics, it is time to put together a plan. While there is an extensive methodology for doing this, we shall talk about it later on, for now ask yourself the following questions:

- What are your specific goals for each metric?
- What platforms will help to achieve your goals?
- How often should you post on each platform?
- Who will be in charge producing these results?

IMPORTANT NOTE!

While you may not have the answers to all of these questions now, you will have more clarity after our 30 minute strategy session.



STEP 5 - CREATE

CONTENT & DISTRIBUTE

Your content not only introduces people to your business but is also the last thing they engage with before deciding to take action. Because of this, the quality and substance of your content are much more crucial than merely gaining "likes" or "follows."

Content comes in various forms and can be distributed across many different platforms. To establish a strong omni-channel presence, it's essential to tailor your content specifically to each platform or medium. This means understanding the unique characteristics and audiences of each platform to ensure your content resonates effectively. Let's dive into a structured overview of the social media landscape to understand how best to craft and place your content for maximum impact.

THE TREE P's OF CONTENT CREATION

PLATFORM Here are a few sample platforms you could be using to market your business...

Facebook	Tumblr
Facebook Messenger	Discord
WhatsApp	Instagram
WeChat	LinkedIn
TikTok	Twitter
Pinterest	YouTube
Reddit	Clubhouse

IMPORTANT NOTE!

While every major social media platform offers significant potential for reaching audiences, it's not necessary—or even advisable—to use them all. Spreading yourself too thin across multiple platforms is a common pitfall that can lead to ineffective social media efforts. Instead, focus on selecting 2-4 platforms that best align with your business goals and audience demographics.

Commit to these channels consistently, refining your strategy and content until you see tangible results. This focused approach allows you to build a strong presence where it matters most, without diluting your efforts.

PROFILES

Each social media platform offers the opportunity to create a profile, which essentially acts as your business's homepage on that network. This profile typically includes a profile picture, a short bio, and other relevant information about your business. It's important not only to take the time to craft a well-designed profile when you set it up but also to keep it updated regularly.

Updating your profile can involve refreshing your bio to reflect current information, changing the profile picture to keep the look fresh, and continuously updating any links or details to ensure they remain relevant.

This upkeep is crucial because your profile often makes the first impression on potential customers, and a well-maintained profile can significantly enhance your business's image on social media.

POSTS

Each social media platform provides different ways to post and distribute content, ranging from simple to highly feature-rich interfaces. For instance, while YouTube focuses entirely on video content, it offers multiple formats such as short clips, live streams, and traditional video posts, each suited to different types of audience engagement.

To illustrate with Instagram, here are some key features and functionalities that are vital for success on the platform:

PROFILE

Used to share your picture and a short bio. Your profile is the only place on Instagram where you can place an external list.

STORIES

These are a quick-to-create, sharable content format that makes Story photos and videos visible to an Instagram account's followers for only 24 hours. Stories can be saved and arranged in the Highlights area of your Instagram profile, and they appear separately from your standard photo and video posts found in your main gallery.

When using Stories, make sure you leverage the "hidden" text, music, stickers and GIFs to make your stories that much more engaging for your audience.

REELS

This content type is essentially a string of up-to-30-second clips featuring music. Clips are made seamless using the Align feature, and speed can be adjusted for the video and audio.

Available customisation tools for Reels include text, AR filters, and audio. Users also have the ability to "Remix" a Reel by combining your video content with someone else's.

IGTVs

Instagram TV gives users the ability to post video content up to an hour in length. Normal video posts are capped at 60 seconds, Reels and Stories can be up to 15 seconds long.

IGTV content can be placed into groups called "Series," with multiple episodes organised inside of each Series. While regular posts use a square format, IGTV videos are fullscreen and vertically oriented.

SHOP

One of the most recent additions to the Instagram platform, Shops are a storefront that enables your business to show your products to the world with a native experience. You can link your audience to your Shop directly from your Instagram profile, Feed, and Stories.

INBOX

This is your direct connection to your followers. You can send messages, photos, videos to your followers, and you can also connect with your audience with video chat. Think of your inbox as a great tool for networking and building relationships with your followers.

Remember, those features are specific to Instagram, and each social media platform has its own set of unique qualities and quirks.

No matter which platform or type of post you choose, it's crucial to create content with a clear objective in mind. Think about what action you want your viewers to take. Your content could be designed to educate, entertain, or inspire. Regardless of its purpose, the key is to deliver it in a way that not only captures the audience's interest but also encourages them to interact.

Engaging content that resonates well with the audience will more likely lead to the actions you desire, whether it's sharing the content, leaving comments, or following your calls to action.

TIP:

To maximise results with as little effort as possible you should always repurpose your most successful posts. Always assume that people missed it the first time, because most people do! When crafting your content, maintaining a consistent theme and message that aligns with your brand's core values is essential.

However, it's also beneficial to experiment by branching out in different directions to see what resonates with your audience. This approach allows you to "test the waters" without straying from your foundational mission and objectives. By doing so, you can discover new ways to engage your audience while ensuring that all your content reinforces your brand's identity and goals. This balance between consistency and experimentation can lead to more effective and dynamic content strategies.

IMPORTANT NOTE!

Try not to feel overwhelmed by the multitude of platforms and features available. As the old saying goes, "Rome wasn't built in a day."

We can help you narrow down which platforms to focus on during our 30-minute strategy session. No matter which platforms you choose, it's crucial to approach each one thoughtfully.

Your audience will interact differently depending on the social media platform, so it's important to tailor your content to fit the specific dynamics and preferences of each platform's user base.

This strategic adaptation ensures that your content is not only seen but also resonates well and encourages engagement.

AUDIENCE & MONETIZE



Just because you've created and distributed your content doesn't mean your job is over. In fact, if you're aiming to convert viewers into paying customers, the real work has just begun. You need to go the extra mile to engage your audience actively.

This means not just catching their attention, but holding it, and compelling them to take action—whether that's making a purchase, signing up for a newsletter, or any other profitable action.

Engaging content is key, but how you interact with your audience after they've seen your content, how you follow up, and how you cater to their needs and interests all play a critical role in converting engagements into sales.

ASK YOURSELF...

- How can you help them?
- What can you do to make them feel special?
- Why will they want to come back?

People enjoy content that is both entertaining and useful, and when these elements are combined effectively, viewers are generally receptive to related offers that enhance their experience.

For instance, if you produce a video demonstrating a new method for cleaning carpets, it's perfectly natural to end by suggesting where viewers can purchase the cleaning tool used. This approach feels less like a hard sell and more like a helpful tip, aligning with the informative nature of the content.

When it comes time to direct your audience towards your products or services, framing these as suggestions rather than outright sales pitches can make a significant difference.

This strategy not only feels more genuine but also respects the intelligence of your audience, who are more likely to respond positively when they don't feel pressured into making a purchase.

**TIP:**

Never create your posts for everyone, or nobody will pay attention. Instead write for a specific audience, or even better, for a specific individual. Developing marketing “personas” is a great exercise we highly recommend.

Remember, building a loyal fan base on social media doesn't happen overnight —it can take multiple posts to win someone over as a dedicated follower.

However, it's crucial to be mindful that it can take just one misstep to lose them. While this may sound daunting, there's a silver lining: once you cultivate a group of highly engaged followers, they can become powerful advocates for your brand.

These followers often help amplify your content and attract new fans through their enthusiasm and engagement. It's important to value every interaction on social media, no matter how small it may seem.

Each positive engagement contributes to the growth of your community. With consistency and attention to quality, your follower base will naturally expand over time.

SECTION 7 - OPTIMIZE

PERFORMANCE & DATA

The last step involves diligently tracking your metrics and implementing necessary, data-driven adjustments. This ongoing optimisation process fuels your business's growth. It's inevitable that some aspects may fail and others may require tweaking as you develop a profitable social media strategy.

It's important to remember that even successful elements can be further optimised. Contrary to common practice, you should focus most of your efforts on refining what already works, rather than only fixing what doesn't. Embrace iteration as a critical component of your social media success; it helps you progress rather than stagnating with the status quo.

TIP:

Social media is less about creativity than most people think. When you watch the numbers, both yours and your competitors', you will have much more clarity on what works. Let others do the experimenting while you hit the target!



Always rely on data and audience insights to guide your decisions. If something isn't working, stop immediately. If it is working, replicate it and improve it. This is the essence of optimisation.

To optimise effectively, implement small, measurable changes and monitor their performance against your current processes. This is the foundation of split testing. The key is to make incremental changes, so you can clearly attribute any performance shift to one specific variation. Once you identify the more successful version, make it your default and start a new split test on a different aspect of your process.

Ultimately, it's about continuously refining your approach, using data to inform decisions, and making regular adjustments. Track, optimise, rinse, and repeat.

CONCLUSION & NEXT STEPS

No matter what your business offers, your customers are on social media. The fact that you've made it this far means you're ready to tap into this massive revenue potential.

While the opportunities are endless, as you've seen in this free report, success on social media doesn't happen by chance. Getting social and content right requires careful planning, dedication, and persistence. This is why many companies struggle to make it work online. It's also why those who succeed on social media generate substantial revenue.

That's where our 7-Step Marketing Method comes in—it's incredibly valuable because it's the key to success. When implemented properly, these 7 steps help you engage your audience and consistently turn them into paying customers.



As you can see, steps 1, 2, 3, and 4 are everything that happens before we create any content. These are the crucial steps that many businesses overlook, which is a big part of why we're so successful at what we do. Without properly executing steps 1 through 4, the rest of the process becomes a waste of time (as you may have already experienced!).

Step 5 is where the real work begins. This is where most businesses focus their efforts—creating and distributing content—but we know that content alone is meaningless without a strategy for monetisation. That's where we come in.

WHERE DO YOU GO FROM HERE?

If, after reading this report, you decide to manage your own social media, we hope you've found value in what we've shared! While we've only scratched the surface, having a clear approach will save you from the frustration of social media failure.

However, if you're thinking, "These guys really know their stuff" or "This sounds like more work than I want to take on," we'd love to talk to you!

During your free 30-minute strategy session, we'll dive deeper into each of these steps and start creating your personalised strategy and plan—whether or not we end up working together. Either way, you'll walk away with tons of valuable insights.

Looking forward to speaking with you soon!

CONTACT US

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