**A 3-Step Approach to Intentional Social Media Marketing**

Hello everyone and I hope everyone is having a great morning and thank you so much for taking time to be with us today. Right now is such a perfect time to be focusing on having an intentional social media marketing. We always want to be putting and moving with intention with what we are putting out and how we represent our brand and during COVID where we are trying to figure how does our message even fit and how to a fitness conversation and getting intentional is more critical than ever before and potentially you have more time on your hand to focus on that and this is a great time to dive in and rethink what you are doing with social media marketing and come out on the other side stronger and ready to really make it work with something that may have been stressful or frustrating for a while. That is exactly why I love to do what I'm doing today which is teaching you exactly the way I think, the way I approach work with clients and for my own business.

Here is a little overview and we will start with my five pillars of social media marketing specifically for small business and we'll talk about that in a second and the meat of what you came here for and how to get intentional so I have added a bonus, a little fourth step that is really specific to what is going on now with COVID. And finally we will take your questions and I am super excited to do a little workshop with everyone.

Let's start with the five pillars and the reason I am presenting these in addition to the steps I will give you, sometimes it is hard to remember the little pieces so if you can remember the broad strokes of what intentional social media marketing looks like it can be more helpful in terms of every day management. The five pillars are selective use of platforms, and when I say that I mean not being in five places at once and instead really killing it and doing great on one or two platforms. Platform specific goals, we will talk about I don't want you to necessarily set smart goals and there's nothing wrong with that but we'll talk about goals that are specific to each platform you are using and we'll talk about why. Getting in alignment with your business and brand and that is of course one of the most important pieces. Driving engagement and getting engaged more importantly and engaging with your community and your audience. And finally data, using data centric decision-making and this is mission critical and one of the most important things to do with marketing and likely we have lots of data and accessing the data and using it to make decision is the best thing you can do and the number one way to be intentional with social media marketing and we will definitely be diving into that.

Let's start with step number one, why and how to leverage the power of doing less.

I talk about this because we want to be everywhere all the time, as business owners we feel like we need to be every platform to reach every customer every potential client, but not only does that run you thin you don't have time in the day but there is also means that you are potentially not doing well and that is not really doing great in one or two platforms and you are slacking in four or five places and I feel like this is a great example and the potential downfall using that message and potential client reaches out on Instagram or any social platform and they are not active and maybe you see it 10 days later or maybe a month later depending on how often you log in and when you reach back out they have already found someone else to work with. Not only have you lost a business but you look like you are not involved and you are sort of out of the picture not checking messages and in this day and age when everyone is on social media and expect you to be there to it really does not look great for your brand and with so many options in most industries, it is so easy to lose customers to your competition and this is one way that is totally avoidable. The first step is to pull back and I want to give you more time and I want to make it easier and that is my biggest goal teaching this stuff, I don't want it to be difficult for you because it does not have to be. It can be fun and it can be interesting and I am always curious about data and hoping you will be to want to start diving into it and we want to make this enjoyable and simple in the first way to do that is pulled back where you are.

The next question I get one talking about this is, how the heck do I decide where it is I should be active and which platform should I be using? I have three areas for you to consider as your auditing your social audience in your presence in the first is historical data. When I say that I mean your historical data, this is the first way we will start typing into the insights. What is already working for you? Is that what will look different for potentially everyone on this webinar and when I say working, I mean which of your sites are doing something and driving traffic to your site, getting really great engagement, driving messages that are converting people into leads, what is it that seems like it is working so if you are on Instagram and posting and not getting nothing or any DMR increase in followers and not getting any traffic to your site but Facebook you happen to get a lot of traffic to your site actually and potentially you get a lot of leads coming through. And that case may be Instagram is not the great place for you but Facebook and LinkedIn are and using the data to make the initial first step. Next I want you to look at competitors. You do not always have to fall in footsteps of your competitors and this is a way to gauge the landscape. Where are they actively posting for example you are a fashion brand, a lot of fashion bloggers and fashion brands are on YouTube but that does not mean you have to be on YouTube but if you see your dress competitors on YouTube and doing really well there is a space for you and there's a space for you to bring your unique brand and your unique voice to a platform where your competitors are already at of. Take a look at that and see what is working because your competitor could be on platforms and it is not doing anything for them and we unfortunately cannot see how many leads they are getting in traffic they're getting from the site but what we can see is engagement and follower count. Just take a look are they getting a lot of comments on their videos on YouTube for example on do they have a large subscriber base on YouTube or maybe Instagram are they getting a lot of likes. That is really the only way to base that but I think it is a great way to have a foundation what other people are doing in your state or space because that is what customers come to expect is if your competitor is doing it or all your competitors are doing it and you're not there you are missing out on that opportunity. Finally I want you to consider user data and from every platform is so different.

I have this really great graph I love to use to show you what I mean. We look at average monthly users and you get a general idea how many people are using that platform each month but I think more curious and more interesting is the percentage between males and females and the largest active age group because this will go back to the business personas and customer personas you have. Where does your customer persona fit? Do you have a largely male customer base that falls in the 18 through 29 age group? While Facebook is a bit more, most people are on it I think Facebook is the main social platform it is still worth considering maybe there is more males or more females and a platform for example like Pinterest is an obvious choice for someone who is maybe in a very female dominated space sort of 18 through 49 age range and that's a pretty large age range rate but you can dial it down so knowing where your potential clients are is a great way to also pull back and say where should I be. Something not included here I would recommend doing if you have an email list of past customers and clients or even if you have a survey that goes out, adding a question where they are most active on social media is a great way to figure out where customers and clients are which will dictate where you want to be active and it could surprise you. Sometimes learning directly from the people you're trying to reach is your best bet so add that in to the data you have two sort of get a clear picture of exactly where it is you need to be.

That is your homework. After this call at some point this week or the next few weeks I would love for you to sit down and list out all the platforms even ones where you are not active. I want you to get into the data we talked about. This will be a good way to start getting familiar with accessing your insights and Google analytics in terms of historical data and insights on each of your platforms will be helpful and Instagram Facebook and twitter, they all have their own proprietary insight dashboards and use those to gather up some of the analytics. Competitor research, again, this can be straightforward and competitor research can be very in-depth but this can be sort of surface level spent an hour or two cruising around checking out where your competitors are the best way to do that would be go to their website and at the top of the header is where you will find their social like so you can click there and play around and if you want but that into a spreadsheet and this could blossom out and be a larger competitor research if that is valuable for you and then the user data, considering the graphs we were talking about, and you can find this information anywhere. Simply typing in average user for each social platform and all of the major, this data comes from sprouts social but all of the major social sites that offer social scheduling tools for example they all release each year their own report on this and you can dive in that way your self.

Each situation, you will have one or two sites that will come out on top that will really be the key winners in each category. Go ahead and sort of take the average of those. Which one or two sites consistently came out on top for each round of your sort of data and research? Those are the one or two sites I want you to keep. Put the rest aside and don't worry about them, they focus on the ones and in terms of catching messages, I suppose would be the only question if let's say you had an account on Twitter but did not use it. It could be wise to post the account is not active right now or getting rid of the account if you have unique brand name I am sure you can get it back because you don't want to miss opportunities for potential clients. Keep that in mind as you are sort of shifting your focus and maybe one or two best sites for your brand.

Now we'll shift into step number two. This is where, did you want to say something?

Okay. I thought I heard you. Now we will move into how to define your goals and I say platform specific as I explained before because I want them to be specific to each site you are using and I also want them to be based on business needs because ideally social media supporting your business and this is I think one of the biggest, not complaints, but issues that I find and when I work with clients we are talking with small business owners, they feel like it does nothing for them and they just sort of post things when they think of it because they think it does not matter it is not doing anything anyway but when we get intentional and we set these goals that are specific to our business needs and said these goals specific to the platform, suddenly you have something that is dic dating what you should share and I know a number of you had sent not knowing what to share is your biggest challenge with social media and this will help you figure that out because you are no longer pulling things out of thin air but you have a clear goal and you have to move toward that goal .

As I explained provide a roadmap, so you know what you're aiming for and for example let's say you know that you want to drive 100 cells from Instagram and that is a goal and suddenly your hyper focused on what you can do on Instagram to drive the sales and perhaps it means you start using their product tool or you change the link in your bio or perhaps you are sharing more about your product so you can actually drive interest and sales for that project or product. We want to get the goals really clear and really specific and I want to share a few typical, bad, well it is maybe not a good word but not the best but something really big, get new clients I hear that all the time I want to use Instagram to drive new clients. Great, of course you do you are running a business. How many clients and where you want them to come from so getting insight from Instagram is a much better goal. See how clear that fills when you say that even if you say that to yourself right now what is a goal I would say for X and pick a platform. Now take a second to figure how you can make that specific and it don't have to be specific just find a way to make it specific in your head and feel in your head it is less stressful because it is not sort of cloudy thing you cannot see it is very clear. It will help you start moving with intention. Another not great goal increase leads. Great let's absolutely do that by how much and from where? Increase leads from Facebook by 15%. If you have your data and looking and we'll talk about how to do that we will figure out how to do that so drive more sales, earn $500 in sales from Pinterest. Again there are so many ways to make goal specific to the platform into your business so what you probably noticed is quantifiable which is key and platform specific. You want to be able to measure it.

One way I like to manage these goals is to break them out into categories. I want to run you through the categories because I find goal setting can be challenging and where do I even begin. Where do I even start and how do I come up with a goal out of thin air? These categories I find pretty structure and accountability. I like to consider a few different types of goals and the first being a growth goal and I refer to these as vanity metrics so it is follower count, how many likes you are getting so engagement based growth. These are still important to consider because when people are looking at your profile and the higher the follower count the little more credibility you have and whether or not we like that it is the reality so keeping an eye on that and making sure you are actively going because if you are going it means you are doing something right and if not you need to consider what you are posting and there are number of things to consider. We can talk about that in the data portion. Traffic, this is key because at the end of the date we want to drive sales but to do that we have to get people to our website and make that conversion. We want to make sure people are going from our social media platform to our website. That is pretty straightforward. We want to be looking at revenue and when I say revenue I mean however you measure that for your self. It may not necessarily be financial but we will say any potential leads you can be tracking leads, the sales, direct bottom-line revenue and even downloads to freebies because if your freebie drops that person into an automation flow that is beneficial for you and you want that to be happening and again figuring out what you will track and what your goal will be will go back to your business goal. If your business goals are focused 100% right now on getting people into your subscriber base because you're building up your product after your service that is your area focus versus maybe business he was focused 100% on quantifiable revenue ROI. Finally I love production goals. I love them because so often we say I should do this or I should do that and we don't do it because we're business owner and have 1000 things to do and recording and video is the last thing on our mind. However, doing that work is what is going to help you grow and getting intentional about being active on social media accounts is what will help you get more followers and ideally reach the goals. A production goal for example maybe record three videos or YouTube or get on Instagram live or post five times about my product this month and notice I am saying month and I recommend setting goals on eight monthly basis. I love production goals and I would love for you to bring them into your goal setting to help you stay accountable what you need to actually get done to see the growth you would like to see.

When we talk about setting goals, we talked about this a bit in terms of setting goals that are specific to your business goals and business needs and that is sort of, what do you want to accomplish and when you sit down like what will my goals be, I want you to look at what you want to accomplish and what your business goals are and the piece we talked about what is already working. For example, maybe you will never drive a ton of traffic to your site from Instagram. You find you have a lot of great conversations and it is like a great brand building tool and that is okay and maybe that is working for you and maybe one of your goals is to build your brand. Taking a look at the pieces you talked about and bringing them into your goal setting, what I have here pictured is the goalsetting template I am going to have Alexa send after this and it is really simple and I keep things basic and I don't like complicated trolls and for me giving a spreadsheet, this is just a spreadsheet so we will send the template so you will have it and this is an example from one of my clients and this is from Justine from a business card debt free millennials and as you can see she got really active with goalsetting and her goals were to increase YouTube subscribers, drive product purchases and she has a few financial products and drive traffic to her site. If you look at the image, you can see that is reflected in her goals so 50 clicks to freedom project page is one of her products and 250 clicks to site, a production goal. 8 PM Sunday Facebook light because she has a Facebook group to drive more engagement. There is a mix of goals and I love what she does which is when she goes back, once you set goals you want to's not set it and forget it, at the end of the month or the first of the month is when I did I look back and say what were the goals I set and what did I accomplish and she goes through and she adds and ask for something that was not accomplished with the accurate data for example but maybe she got 21 clicks and she put a green check next to anything she did accomplish so I like the idea because it is nice to be able to look at your sheet and get a general feel how your goal setting for what you are accomplishing and at that point you would then set your goals for the following month so based on what you did last month the goals may be somewhat similar and they may be completely different or based on something new and cool you found this month you want to focus on next month but the point is to contently come back each month and assess your goals and reset goals and maintain that intention.

Looking forward to your homework, you have more of it, I want you to write down your top two or three business goals and ask yourself how can social media support these goals? You don't have to know necessarily, you don't have to an expert and Facebook to say I want to drive traffic from Facebook to my site for example. Just write it down and get a plan in place. I want you to open up your social media goalsetting freebie that you will have and I want you to start dropping those goals into your freebie. I want you to add your social platforms and customize is basically what I am saying that freebie and I want you to add your goals and revisit each month and see what work and write new goals and we'll talk about analyzing in analyzing the data at the end of each month in the next part.

Here we are on step three and what I love the most, I am a total data nerd being in marketing has made me that way and I want you to get intimately familiar with your data and I want you to know how to use that to be more effectual in social media. The best way to get intentional with your data is to track it monthly I want you to start doing monthly reporting because when you start tracking data month over month you will start to see patterns and it will help you understand what is working and what is not working. A social media strategy is going to change constantly. It is going to change and could change potentially monthly depending on what is happening with algorithm changes, your product or business or brand and by using data you are able to make changes very confidently because the data does not lie and what is happening is happening. I want you to get in the habit looking at that every single month and again I do this on the first of the month so I can look back at a full month and for March was able to look back every day and March and see exactly what was happening on my site in social media. To do the reporting, there are lots of key performance indicators or KPIs you can look at and these are the ones I find to be most important part you can use these initial suggestions of a baseline and add in your own depending on your business and what is specifically important to you. Engagement, telling the comments or the like send direct messages and I like talking about that because it is so easy to get caught up in the bottom-line ROI went really if people are commenting and if they're taking the time to comment or share your post you are resonating with them and that is an opportunity and I want you to make sure you are tracking that. As we talked about traffic to website even traffic to download pages, then you can sort of cross-reference that with sales or download and see what conversion rates are we looking at from the social media sites. Resource downloads, sales, leads, follower count, I put that up and it is a vanity metric and I don't like being hyper focused on it but as I said I want you to consider it does indicate growth. Don't get caught up in it and people can buy followers and they do and it does not mean what you are doing is not as good as what they are doing it means you don't see the full picture so don't get attracted to just let it be what it is.

In terms of tracking monthly data you need if you things, your analytics tool, maybe Google analytics or e-commerce site or square space they have their own back and analytics to get traffic data and see exactly where it is coming from and which social platform. You need about 30 or 60 minutes and I do at about 20 or 25 and once you have it set up and know exactly where to look it is fast. The steps are simple, input your data in the key is analyze the data. We don't want to just track this if you want to say what are we saying happening and what does that mean for my strategy.

To give you a few examples the example number one, downloads to your free workbook have gone down the last two months. You want to find out why and what can you do differently to change that. A few things I often see, did you forget to link to it in your post and it sounds silly but we are so focused on trying so many things we may forget to show the one thing that is most important and the one thing we drive downloads. Did you forget to tell people to download it. Did you get or forget to tell people to do this so don't underestimate the power of call to action. Maybe you forgot to talk about it altogether and you didn't press about it or mentioned in your story so it doesn't exist. Again that is why you want goals because they are going to direct you and if your goal was to drive X downloads to the workbook you would focus on sharing it. Keep that in mind and as you're looking at the data and looking at your goals and am I ignoring my goals are moving toward them or not. Another example follower growth has slowed on Instagram and why might that be? A common reason is you're not engaging you are just posting and not looking at Instagram or commenting or liking or bringing people into your community. Maybe you shifted your messaging without realizing it or maybe you started talking or have become education focused and product focused and that is turning people off and as you can see looking at the data and letting numbers guide you is going to help you get intentional with what you are posting and what your strategy ultimately is.

Step 3 is, I want you to pop open a spreadsheet and add KPIs like you saw here. Very simple. It does not have to be complicated. It can be straightforward. I want you to fill in the last three months of data and you will be able to grab that from Google analytics or website and sites in social media analytics on the platform and I want you to do that so you have something to look back on and as you look back to April and May and further you have the extra data and it takes a little time to add it. After you do your reporting every month I want you to write a qualitative report. Just like we did where I was talking you through that and asking yourself essentially like you're sending it to a boss, these are the things that happen and this is why I think it is happening. I literally for the first six months of my business to that just for myself so I have my qualitative and quantitative and you don't need to do it forever but it's a great way to start hitting into the thinking process and getting into the idea of taking the data and getting, pulling the qualitative data I suppose out of it and that is really important. Please don't forget that step.

Finally I added this because it is so important in general and especially important right now to focus on engagement and you will not see growth if you're not engaging and that is the bottom line. Maybe Coca-Cola does or Apple or Starbucks but they are a massive brand and as a small business unfortunately we have to work harder for it but that does not mean it is not possible and it is actually very easy to engage and the reason I bring this up with COVID and in relation to COVID is because people are looking now for the connection and people are desperate for that connection and I have noticed so many more Instagram live videos and so many more videos in general because I think it's a great way for people to connect in real time and this is your opportunity to bring your voice and your message and your impact to people who may need your support or maybe have to say or hear what you have to say so engaging in your community you can provide that report or support instead of just posting and walking away.

To prioritize that engagement, I already told you all of this so look at me I'm one step ahead. This is also key for growing your social channels and driving new followers and getting likes, it is again everyday life as well and that is why I want to talk about how to prioritize.

I have two things to consider prickly data and the actual act of engaging. I would love for you to track the engagement data as we were talking about in your spreadsheet so tracking comments, DM's, shares, lights, these are signs that people are engaging with you and the more you do it with them the more you will see the data increase in the numbers increase. Daily engaging this is I think where people get stuck because we don't have a lot of time in the day and I love to have a little fun planning us and really easy times to pop on and do a little engaging. For example while you're pumping gas, with morning coffee, maybe during a commercial of your show, maybe take a break or a brain break from the work you are doing and all you need is three or five minutes to pop on and write some posts and very thoughtfully comments and don't just write great post and so provide insight and use it as an opportunity to show expertise and give some, well your take on the post but make it thoughtful and valuable and impactful because otherwise it does not really matter at that point if you don't. Take the time to engage and I would recommend doing that, I personally do it probably four or five times a day but if you could start one or three times a day that is a great starting point and see where you can build this into your routine and it will probably make it easier and it is key, now and always really.

As we are going to the homework, it is today for step 4 and that is to take the three or five minutes when you get off of this workshop and this webinar to comment, like some posts, maybe ask someone a question, via DM or via comment and I would love for you to post to your story either Instagram or Facebook and you can post a picture of this something your learning or we would love if you would tag them and I would love you to do this three or four times today. So start now and try to find at least another two or three times to do it. The more you do it it is like anything the more you do it the easier it will be and it will be easier to hop on why you're drinking coffee and make that engagement and you will be surprised how people react and they love people knowing they have been heard and you know, you know the feeling like I do posting something and get crickets and no one responds in a panic and you think you put yourself out no one is responding so get what you want to get and show people you hear them and see them and use that as a chance to build your brand.

Wrapping up, I want to remind you to do less and that is the first thing I want you to consider, how can I pull back and do better on fewer platforms. I want you to make sure to set clear, quantifiable platform specific goals. That will drive you and be your roadmap and if you want to get intentional that is the number one thing you need to do. Get data centric and do your monthly reporting and start looking at what the insights are telling you and pulling out the qualitative data and start seeing patterns and understanding what is working and what is not and let that dic take your goals and the efforts you do. Finally engage. Talk to people, share on your stories, put your face out there and drive that connection people want it now more than ever and if you can start creating solid relationships right now after COVID just imagine the possibilities. Take the time now and you will see a payoff down the road. If you have other questions outside of what we will answer now or if you want to know what is up or connect I am on twitter and Instagram and LinkedIn and I have a blog which is filled with content marketing related resources and content and I have my free resources page and there are probably 10 or 15 resources and a few courses if you want more support with anything marketing related from competitor analysis to setting goals and creating a content plan etc. Thank you so much and that is all I have for you today and I'm looking forward to getting into the questions.

That sounds great and we will go ahead and move to the Q&A portion of the webinar and we will address as many audience questions as we possibly can in the time remaining. We have such an amazing turnout here today with lots and lots of questions and definitely more questions than time is going to allow us to address. I just want to mention with that, if we don't have an opportunity to get to your specific question in this webinar, we highly recommend reaching out to your escort mentor after today's session who can help you address these questions that you have and help you apply the strategies and if you're not already working with a SCORE mentor you can get more information and request to work with a SCORE mentor virtually and by going to SCORE.org and we are going to be sending out the presentation slide deck to all participants today and it is going out in an email just after the webinar ends and it contains Jessica's contact information as well. You can reach out to Jessica for getting questions answered and further assistance as well.

With that let's go ahead and jump into the question so we can take as many as possible. The/17 minutes before we close out for today. Jessica I want to start off with one of the most frequently asked questions we had today is around the age group of 50+ and where is that audience, a lot of the folks attending that is their target audience and looking for that group.

Facebook I find is the most popular platform for that group. That is just I think, that is what the data says and that is what I have seen personally when working with clients and that is not to say they are not on other platforms and I think look at your age group and also sort of bring in other pieces and your age group and your industry. Perhaps you are in let's say scrapbooking or something like that, maybe Pinterest would also be a good platform or a better platform so you are bringing the age group and the gender and your industry together to figure out the best platform but Facebook is a great place to start for 50+ for sure.

Okay, quite a few questions for startup folks in the audience is it recommended to begin marketing before you even have an actual business established and how do you select a platform if you are a startup so any advice there?

Absolutely. There's definitely something to be said for brand building so starting your social media presence before you have a product you can put in the bio the name of your product coming soon and start building an audience and building excitement around whatever the product or service you will provide so there's definitely value in doing that. The second part of the question, remind me what that was?

If you are a startup, how do you go about selecting the platform .

Yes product that is when you go to competitor analysis and user data so like we were talking about, if you are starting a business I delete you know who your target audience is and if you don't that is the work you need to do first and what you know your target audience you can pick your platform based on user data and competitive analysis and looking at the landscape and where are your potential if you don't have the business yet but where competitors active and what does that mean for what you have to offer and choosing the one or two that fit as you overlap the various layers and one or two platforms that pop up for you.

The next question is from Samantha and Samantha would like to know if it is good to know your competitors content and see their responses?

To note your competitors content?

It does not elaborate much further than that but is it good to maybe keep an eye on the content your competitors are putting out there and what kind of responses they are providing to clients is that something to maybe keep track of?

Definitely pricked definitely. There is value, absolutely and knowing what your competitors are doing and in terms of a content strategy outside social media that is one of the steps I always recommend taking is drink your competitor analysis in terms of content and what content they are creating and the content they are putting out whether it be video or images or maybe they are just posting on twitter and posting blog posts or something and not really a major graphic base but definitely it is valuable to be entering what competitors are doing and the responses they are getting what they are putting out.

Jessica, the next question comes from Michelle. She would like to know what is the timeframe we should be giving ourselves per platform to see if it is really working ?

But is a great question. Three or six months for sure because that is enough time to start building up relationships and you have to think of this and have to think of social media if you want to do well as a relationship building tool. While you are driving leads and driving traffic what comes first and before someone buys from you they have to know you and trust you so giving yourself time to build some of the relationships and see what comes from that so I would say definitely at least three months that minimum but six months and even better timeframe if you can stick with it.

The next question is from Alexis regarding the reporting and is there a way and we had several questions around this, is there a special template or way to automate the monthly reporting and what are the best solutions for doing this and can you talk about that a little bit?

Yes and depending on the tool you're using a lot of tools offer or will send you a monthly report you just have to build it out. You can do the Google or Google analytics and build a dashboard it will have the specific data you want to look at so rather than digging through Google analytics you have it in one place and you can export the data or put it in yourself. One thing I would be or I would want to tell you if you choose to do that which is fantastic, it is not to forget to really take the time to look at it because we automate something it say, the report comes to your inbox and you ignore it and three weeks go by before you sit down to look at it. Even if it is automated I want you to take the time to sit and look at the data and analyze and digest it and allow it to guide you because it is easy to get into a process where you get into everything else is more important and you don't actually end up using the data you've taken the time to set up for yourself. And in terms of a template, honestly, I am sure you can find templates online and I have a template I could send after if you would like but like I said it can be really straightforward, meant that the top and KPIs on the very last row or column and sort of fill in your data each month as you go.

With regard to the reporting, we had several folks ask what are KPIs and what does that mean?

KPIs are key performance indicators and that is what it stands for. It is basically data points and KPI is a business term but that is why I used it but maybe you are like me and super business he because I am not [ laughter ] but regardless it is just data points and they as it says key performance indicates that indicates where you are performing well and where you are not.

Okay the next question comes from [Indiscernible] who would like to know why don't you put time requirements when setting up goals?

The goals are monthly and that is the time requirement, 30 days or whatever or however many days are in the month. You could set longer goals if you like to absolutely but I work in the one month range in terms of immediate goals.

The next question is from Natalia asking how can I get people to share my posts?

That is a tough one because there is no blueprint for making that work. You just have to play around with it and a few things I would play around with, it sort of depends on what platform you are on but something that is educational and something that provides value so not a picture of yourself but let's say a graphic you created is a lot more likely to be shared because it is something that resonates, if it resonates with the person looking at it it is emotional and psychological piece to sharing or someone people want to be the first to show to their friends and want that social status and it seems very strange but there is interesting studies on it so giving them something that is going to let's say at their status if they share it is a great way to ink about that. Asked maybe seems to be strange or forward but if you love this plea share it and it is not a word thing to do or turn off your followers and we have to tell people what to do and that is why the call to action is important so tell them what you want them to do to take in the information and look at your data and see what content is regular and being shared and maybe you have a few pieces consistently shared if a few types of content and how to create more of that content. You could also look to see your competitors and what content they are creating that is getting shares and how you can bring your perspective to that selectively style of content to that topic and tested out and marketing all it is this testing print you are constantly in a state of testing and what is working and what is not and what is doing this and during that and you have to be in the mode of there may never be a right answer and it may be not working in two months and that is why the data is key because we have to track fluctuations and have strategy based on that.

Jessica I am blending a couple of similarly asked questions regarding if there is a tool you can use to post across multiple platforms and if so is it something recommended.

Yes there are lots of tools and most social scheduling tools you can choose multiple pages or multiple platforms and post the same thing. I would recommend, you can post the same message or similar message but I would recommend scattering them so not posting the same exact thing on Facebook and Instagram and twitter on the same date because if you do have overlap followers or customers you don't want to look lazy and it looks a little lazy to have the same exact message on every platform so scatter them out so one day Facebook you should this and three days U sure the same thing on Instagram and a day later you share on Twitter so spread it out but yes any social scheduling platform will allow you to do that and I highly recommend social scheduling and I recommend picking one day a week like a Sunday and scheduling your content for the week so you don't have to think about it over the next few days and all you have to worry about is getting on and engaging.

Jessica what are your thoughts on pre-publishing and can you talk about what that is.

Pre-publishing, I do not know that I would know what that is.

Okay, maybe it is like publishing, I am not getting a whole lot of additional information. Sorry I have not heard that term before and you can tweet me or catch me on my website.

Okay. We have time for a couple more questions before we close out today and we will go ahead and move on to our next question, this is from Coburn and I hope I pronounce that name properly so people are not engaging, what are your recommendations on getting them to engage and is it worse to create a post with a question?

Is it worth creating a post with a question?

Yes let's take the first question first so how about getting them to engage if you are finding they are not.

I would honestly give the same response as I did about sharing because sharing is one form of engagement and it is to consider what people want to engage with and I actually like, if you are your ideal customer and I suppose that is the only way this works but your ideal customer, what do you like to share and what encourages you to like and comment on something and what drives that and that is what you have to get to is what is driving the action at a very baselevel and see how you can bring that into what you are doing and again something educational or value-based is very emotional and something that elicits an emotion is stuff that gets engaged so the emotions of happiness or excitement those tend to drive engagement versus sadness unhappiness so considering the emotion of your post and again remembering to ask for the engagement and another really great way to drive engagement as tag people. Tech people in your post and either call them out like an expert or tag them and say hey so and so we were talking about this the other day so what is your take on this so asking people to engage with you and maybe not inadvertently but adversely by simply tagging them and that's a great way to tag them on twitter and Facebook as well.

Okay let's take one more question before we need to close out for the day and this comes from Knoll and he is asking if you can provide practical examples of doing less in the marketing strategy. Absolutely and that was my client Justine that is exactly what we did. She was using twitter and Facebook and the Facebook page and Instagram and YouTube and where can you dial back and we dialed back on Twitter and dog back on her Facebook page, her Facebook page on her group because she knew she was in the finance industry and a lot of expert's on YouTube and she has video skills she knows how to do that and she does it herself and she knew she wanted to be on Instagram which is a popular platform for her age group which are millennials which she also wanted to be in her face group group because it exploded and it was usually popular in the finance world and the debt-free community and it is really as simple as that her taking the data we talked about and stepping back from those platforms. She maybe had her blog post auto published to Twitter but she was not doing anything it was a blog post publishing to Twitter and her Facebook page she short, she sort of let be because she was able to see if she got any messages and that is a nice thing about Facebook you will see messages come through if you're not active because you'll have a notification so as long as you login for your page you can see it. That is it's practical as it gets and she did that and she seemed extremely, she saw improvement and she does not really have any activity on her Facebook page and she sees a lot better results than having to step back and I don't know if that is practical enough but I hope it is.

Those are all of the questions that we have time to take during this live webinar segment. If we did not have a chance to address your question, we recommend you connect with your SCORE mentor after today's webinar who can assist you further with your questions and with your business needs if you're not already working with a SCORE mentor. We recommend going to www.SCORE.org to get further information about mentor services and request to work with one. Also as a reminder we are going to send a link to the webinar recording from today as well as the presentation slide deck that does contain Jessica's contact information as well so please reach out to get your questions answered and for further assistance. If you missed the introductions during the webinar I want to conclude by taking a moment again to recognize the unique circumstance all businesses are in now and impacted by the Coronavirus outbreak and remind you that SCORE is here for you and the mentoring services are going strong with one on one mentoring and workshops being held virtually. Again if you are not working with a mentor you can request to do so and going to SCORE.org and find mentor in the SCORE site has a wide variety of COVID-19 resources you can access by going to SCORE.org Coronavirus and you can access the hub page or the homepage so it's very easy to find and access and we currently have three national webinars being held in April to answer your specific questions in a Q&A session being held with SCORE mentors and another session that will be providing an offer detailed information about national resources and policy update as well as a session to provide marketing advice to combat an economic downturn and there will be more relevant sessions being held in May and those are going to be posted on the site this week. Please know that SCORE is here for you and your business and please do not hesitate to reach out for assistance and utilize the available resources. On behalf of SCORE I would like to thank you for attending today and give a spray special thank you to Jessica Theifels for presenting and Jessica, thank you so much for this information and for this awesome information .

Thank you for having me I'm grateful for being here.

We wish you all good health and safety and resilience during and after these unique and unchartered circumstances so take care and we look forward to seeing you back next week.

[ Event Concluded ]