

# 4th Annual Women Building Businesses Conference



**Jennifer Gardella**



**How to Target your Ideal Customer  
Through Social Media Channels**

# How to Target your Ideal Clients Through Social Media Channels

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**The Gardella Group**  
LLC

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# Current Opportunity

## Create and Execute a Strategic Social Media Presence

1. Know your ideal client as if you can introduce him/her
2. Describe the way he/she searches for your goods & services (Keyword Research)
3. Know where your ideal client hangs out on the internet
4. Set-Up your social media accounts to WOW them.
5. Create and follow an editorial calendar (you must blog)
6. Build your know, like and trust factor
7. Offer a freebee so you can start communicating with them.
8. Be social!



# Define Your Ideal Client

Who do you like working with?

Who do you want to work with?

1. All demographic information  
Age, gender, marital status, children, income, home ownership, education
2. Occupation - how do they make money?
3. Goals and values: Make more money, peace of mind, better spouse/parent, improve his/her reputation, better at work, save time,

Name Your Avatar!





# Keyword Research

How is your ideal client searching for you?

What are their pain points?

5 Questions they ask when they call

Google Search Assistant (let Google answer your questions).

Uber Suggest - Answer the Public - Moz Explorer

Google Adwords - SEM Rush - Hubspot





# Where do they hang out on the internet?

Facebook

Google Business Profile

Instagram

Pinterest

Twitter

YouTube

LinkedIn

TikTok

Let go of Facebook as the one and only!



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# Set Up Your Accounts to Wow

1. A great picture
2. Detailed description talking to your ideal client that highlights your expertise in solving their problems.
3. Fill in every single section of every profile.
4. Don't forget your services
5. Logo and cover photo that set you apart



# Create an Editorial Calendar

1. One document - each month of the year.
2. What months and seasons are important to your business.
3. Content needs about a week to “rank”
4. Holidays, special days. What are you going to talk about when - ALL the things.
5. Created a coordinated machine around themes:

Blog Post  
Images

Video on YouTube  
Social Media posts

Newsletter





# Build your “Know, Like and Trust Factor”

Blogs: Based on the questions your ideal clients are asking Google.

Social: Consistent and personal message

Images: Create in Canva

Videos: Jen’s golden rule of video

Then share it all on social media



# This isn't about YOU

Make it all about them and content they can relate to.

And make it ALL authentic. Don't do "girl boss" if you don't actually support women and will help them.

What should you share?

75% content should be yours that you share.

25% should be the content of others.



# Offer a Freebee

Builds your email list - own your traffic

Solves a problem and creates a problem

Webinar - Checklist

White Paper - Worksheets

Template - How to

Resource list - Case studies

When you hear a problem on social you can say  
“Oh, I have the solution for you to get started in solving that.”





# Engage and Interact: Be Social!

1. If I tag you in a post or share your content, you must respond.
2. Do not just say “thank you.”
3. Respond: encourage questions and discussions
4. Respond to ALL direct messages
5. Get out there and be a proactive social media connection

Like - Comment - Share in your posts  
Share in your story - Retweet



# How to manage it all

1. Set aside time in your calendar
2. Get organized - one set of documents
3. Auto-scheduler
4. Collect ideas in one place.



# Word of Caution about Chat GPT & AI Tools

1. Only trained up to 2021 - so not up-to-date in certain fields.
2. Plagiarism is a huge issue - you could get into trouble both with another business or with Google
3. You'll need another service to double check for duplicate content





# Have Fun!

Follow and interact with content that you want to see, or like to see.

Ask your ideal clients for help when you need it.

Stalk your competition

Get a buddy



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