**The 5 How To’s Of Social Media:**

**Attract More Fans and Grow Your Email List**

**3 of 3**

Notes / Outline

**I. Choosing a “Core Social Platform”**

A. Select a platform where the most of your patients are hanging out

1. On your created marketing plan, plan to increase a platform every 2-3 months

B. List Building

 1. 80% content and 20 % mechanics/promotion

 2. Organic Growth is stronger, but Paid Content is quicker

 3. Quality over Quantity

**II. Commit to a Social Strategy**

A. Connect and Create Daily

 1. You must be passionate

B. Social Media Content Sheet

1. Example of a template: [www.SocialMisAlignments.com/SMATools](http://www.SocialMisAlignments.com/SMATools)

 C. Content

 1. Create your content around your mission

 2. Create an Experience

 3. Make it short and “snackable”

a. Use something that has already been created be made into an image or video

 b. Turn a video into a transcription and made a blog

 c. Website info in to a burse

**III. Build Your Digital Contact List with Social Media**

 A. Indirect Postings

a. When you have Engagement from a “good engagement source” then 2-hours later, post an ‘offer/give away’ post you can create more traffic

1. Sources for “good engagement” posts

 a. FCA posts

 b. Amplified

 c. Health 2020

2. Ex: of Discount or Trial Offer (anything ‘of value’)

 a. resource guide

 b. Webinar

 c. cheat-sheet for 1 aspect of healthy living

 d. recipe books

 e. children’s (downloadable) coloring books

 f. 30 day challenge

**IV. Automate Communication (Automated Responder System)**

 1. Constant Contact, Mailchimp, etc.

 2. Set up and send to Landing page

 a. This provides them to enter name and contact information

 b. [www.coschedule.com](http://www.coschedule.com)/headline-analyzer

 1. can test headliners

 2. download words, familiar words, power words

 c. 1 Call To Action with no distraction

 1. location

 2. easy to see and read

 3. confused customers do-not-buy!

d. [www.leadpages.com](http://www.leadpages.com) – preset templates for landing pages that connects to an auto-responder system

 1. ex. Name, phone-number, email

3. You can pre-set the Automated Responder System for registration, reminders, quiz-reminders, etc.

**V. Advertise**

A. Pay per click advertising

1. Advantage – you pay for only those who are interested and ‘click’ on the Ad.

 B. Enable the following on your FB page, and use them for a ‘Call to Action’

1. Watch the “video” button

2. Sign Up