

Beginner's Social Media Marketing *Workbook*



Jacqueline T. Hill

Copyright 2018 Jacqueline T. Hill All rights reserved.

All rights reserved. No part of this book shall be reproduced or transmitted in any form or by any means, electronic, mechanical, magnetic, photographs including photocopying, recording or by any information storage and retrieval system, without prior written permission of the publisher, except in the case of brief quotations embodied in critical reviews and certain other noncommercial uses permitted by copyright law. No patent liability is assumed with respect to the use the information contained herein. Although every precaution has been taken in the preparation of the book, the publisher and author assume no responsibilities for errors or omissions. Neither is any liability assumed for damages resulting from the use of the information contained herein.

Table of Contents

Who Am I and What Qualifies Me to Help & Teach You	4
What's All the Hype About Social Media Marketing? What is it?	5
How to Use & Setup A Facebook Business Page	7
Social Media Banner Creations	11
Who is Your Ideal Client? Who Gets Your Product/Service?	16
How to Use Instagram & Twitter for Traffic	29
How Often Should You Post Content & What Times?	33
Let's Plan Your Content	34

Who Am I and What Qualifies Me to Help & Teach You

Hey you!

I'm Jacqueline T. Hill. I help many brands and business owners with content strategies, conversions and growth. I'm also a writer, ghostwriter, editor and inspirationalist.

I'm a 20 plus year veteran writer and strategist; 10 years certified former English teacher turned business owner.

Obtained my BA in English Writing, M.Ed in Educational Leadership & Administration, M.Div in Theological Studies and will soon begin my Doctoral studies.

I understand "degrees" do not matter to many people in business and writing. However, understanding this part of my background shows more credibility, education on this subject-matter and proper training in writing, editing and research.

For thousands of writers, authors, and business executives, I evaluate, proof-read, provide developmental and line edits to their published essays, a plethora of published books both fiction and non-fiction, poems, articles (with fact check sheets), and blogs.

While I am enthusiastic about writing, I also enjoy helping businesses – whether startup or advanced – find their ideal clients, gain more exposure, and ultimately eke out decent profits from content strategies.



What's All the Hype About Social Media Marketing? What is it?

For what it's worth, social media marketing also known as SMM is worthy of every moment of your marketing efforts.

Social media marketing is a needed strategy in your business. It doesn't matter if you're an entrepreneur, business owner, writer, blogger or author.

I consult with many business owners, writers and authors weekly. And, while there are thousands of incredible content in search engines, you can easily get pulled under the currents of information and feel overwhelmed.

One of my clients mentioned how she has a large file and courses on everything, but now it's collecting dust. This situation is common, where you:

1. opt-in to MANY emails from the persuasion of other marketers and experts.
2. purchase books and courses, which end of sitting on your shelf per se.
3. sign-up for too many webinars that only seek to tell you about a problem and up-sell you in the end.
4. purchase consulting services for \$2500 or more for 90-days with little to no results
5. an inbox flooding with thousands of email marketing headlines from those opt-ins

**Social media marketing refers to
the process of gaining traffic
or attention through
social media sites.**

WHAT IS SOCIAL MEDIA MARKETING?

Source: <https://searchengineland.com/guide/what-is-social-media-marketing>

LET'S DO THIS!

How to Use & Setup A Facebook Business Page

As you can see, Facebook is the largest social media platform. It has over 2 billion users worldwide, and is the leading platform in the US.

Let's break this down for the sake of your reach, exposure and market.

Facebook

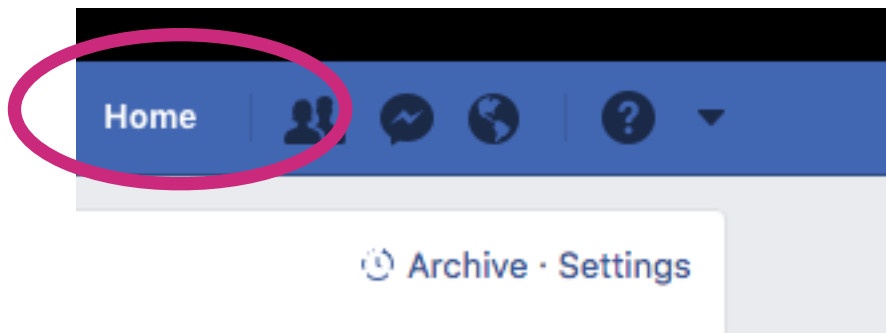
- Over 2 billion monthly active users
- Majority of Americans of all ages have accounts
- In the U.S., Facebook is most popular with millennials
- People check in 8 times a day
- People look for jobs on facebook
- Facebook users are high earners
- In the U.S., more women use Facebook than men
- Lots of Facebook Groups
- Majority of Facebook audience is based outside of U.S.
- Half of its users only check Facebook on mobile

Source: <https://blog.hootsuite.com/facebook-demographics/>

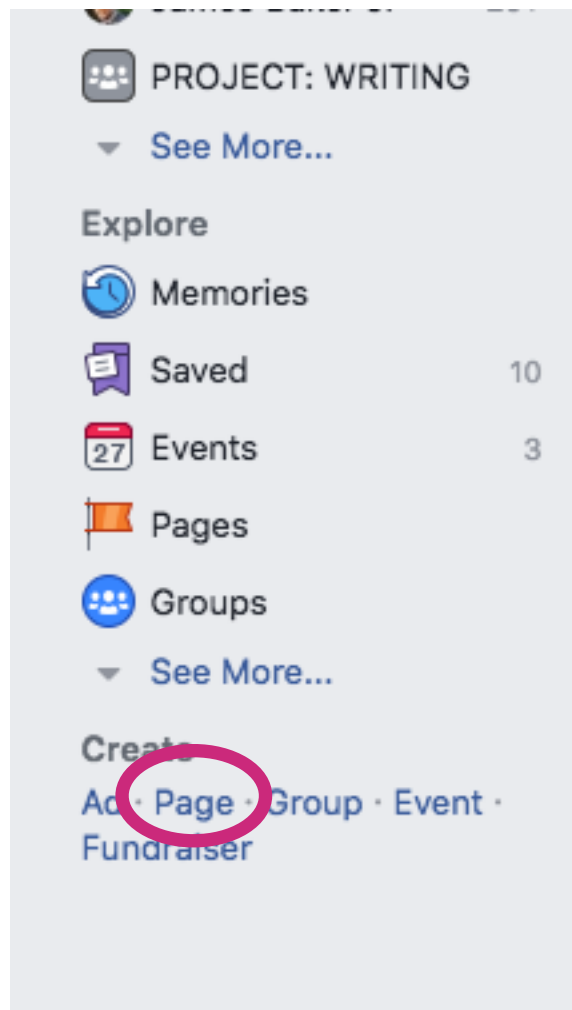


With this information, let's start planning. First thing's first—you need a business page.

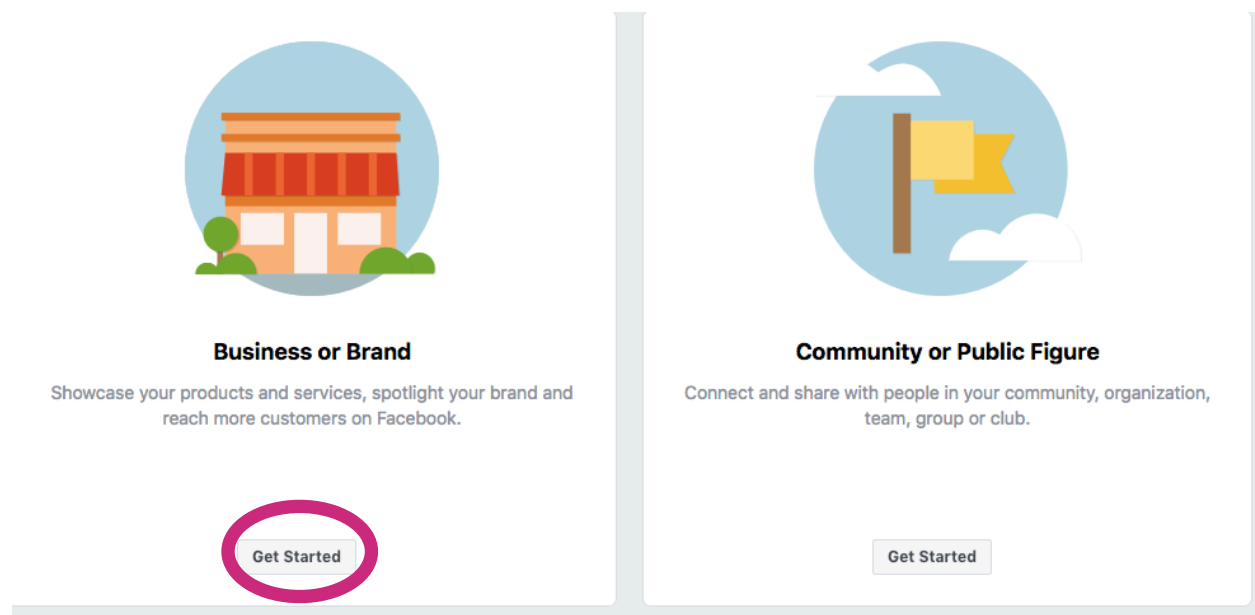
Move away from your personal page to build your business. Plus, it's against Facebook's policy to promote business on any personal page.



1. Make sure you're on your personal page. At the top, it should say home like above.
2. On the left side of the "Home" personal page, look for "Create" and click on "Page."



3. The next page you'll see is "Create a Page." Click on Business or Brand and Get Started.



Facebook will continue to lead you with what to fill in. Here's where you'll begin to fill in things about your business and the kind of set up you want.

What do you want the name of your business page to be? Be specific and intentional about your business (Brand) name.

What name do you want to Brand as your business. Keep it simple and easy to remember.

For example, I am branding my name as Jacqueline T. Hill, and not my company, "The Living Acts Corporation."

Think carefully about what name you want to brand.

Write your brand name here

This is the name you will use for your Social Media Channels. Keep them the same.

My Twitter, Facebook, LinkedIn, YouTube, Instagram ALL say Jacqueline T. Hill.

Write Your Brand name here for all of your Channels.

Twitter _____

Facebook _____

Instagram _____

LinkedIn _____

YouTube _____

Medium _____

Do you see the pattern? Right! You want consistency. But, Jacqueline, what if my brand name isn't available?

Great question!

You can add a specific title or entity to your name. For instance, my facebook business page name is <https://www.facebook.com/jacquelinethillbiz>

Adding "biz" to the end of your brand name or "coach," or "consultant" or "author" or "writer" or "Pastor" to the FRONT is fine.

Also, remember that branding your business name is okay, too! Just use it on all channels.

If you start a Facebook Group, keep the name consistent with your brand.

Social Media Banner Creation

Change your banners every month. Use professional pictures and don't forget your brand colors.

Your banner can be used to promote your services or products —(one at a time).

Your banner can have a picture and blurb that explains who you are and what you do.

Your banner can have a picture and inspirational or motivational quote.

Here are a few examples:



Promotional Book Banner

WRITER. INTERNET MARKETER. CONTENT STRATEGIST.

Let's plan & market your next book, blog or content with a profitable strategy that brings magical results!

Click here to download your copy!

The Ultimate Guide To Writing Non-Fiction Through Your Fears

SEEN IN TOP 25 SOCIAL MEDIA MARKETING

DIGITAL JOURNAL INDIE SOUL MAGAZINE smallbiz with Virtual Solutions Medium VoyageDallas

THE ULTIMATE GUIDE TO WRITING NON-FICTION THROUGH YOUR FEARS

7 KEY SECRETS THAT WILL UNLOCK YOUR POWERFUL VOICE AND STYLE

JACQUELINE T. HILL THE WRITING MENTOR



Inspirational Banner

Hey there!

It's important to give and create the BEST CONTENT you've GOT to your reader's life! Period.

#WRITINGYOURBEST

CONTENT CREATOR. EDUCATOR TO WRITERS. BUSINESS CONSULTANT.



NOTICE: I HAVE “WRITER.” “CONTENT STRATEGIST.” “CONSULTANT.” FOR SOME and not for others.

At this time I was rebranding myself. I started out as a business consultant and educator.

After some time in the business, and as it continued to grow, I found my target market and niche by noticing the kind of businesses who came to me for advice.

I also had to pay attention to the type of advice and help I gave to them.

Many of my clients needed content strategy and writing services.

The page’s picture should be the same across all social media channels.

Let's plan your banners for the first six month's. Circle one and fill in the lines with your design, picture/graphic you want to use, etc.

Month 1: Promotional | Inspirational | Motivational | What I Do

Brand Colors

Quote or What I Do Blurb

Type of Picture or Graphic

Promotional

What are you offering?

Call To Action & Link

Month 2: Promotional | Inspirational | Motivational | What I Do

Brand Colors

Quote or What I Do Blurb

Type of Picture or Graphic

Promotional

What are you offering?

Call To Action & Link

Month 3: Promotional | Inspirational | Motivational | What I Do

Brand Colors

Quote or What I Do Blurb

Type of Picture or Graphic

Promotional

What are you offering?

Call To Action & Link

Month 4: Promotional | Inspirational | Motivational | What I Do

Brand Colors

Quote or What I Do Blurb

Type of Picture or Graphic

Promotional

What are you offering?

Call To Action & Link

Month 5: Promotional | Inspirational | Motivational | What I Do

Brand Colors

Quote or What I Do Blurb

Type of Picture or Graphic

Promotional

What are you offering?

Call To Action & Link

IMPORTANT: Your link from your social media channels should always click and lead exactly to the service or product page.

Who is Your Ideal Client? Who Gets Your Product or Service?

Let's pause for a little from social media pages and focus some on your ideal client.

If you're asking why is this important for social media marketing, it's because not knowing who your ideal client is will cause you to target the wrong traffic for your product or services.

This is IMPORTANT! I speak with many people and clients who cannot say who they are targeting. They're not sure of what kind of traffic to target.

It's easy to feel confused about your audience, targeting and market. But, being clear about your ideal client helps you to create the right content, products and services that will solve their problems, and meet their wants and needs.

Your ideal client is your main focus. This is the person that represents your market and or niche.

You will need to be very clear and specific about him or her. All three of them should have levels of experience: beginner, intermediate and advanced.

Your ideal client is real and exists in your market.

Here's an example of an ideal client as a beginner. We will analyze it.

Ideal Client (Beginner)

Meet Jennifer (Has a name. Give your ideal client a name. Also, notice she's a female). She's in her mid-thirties and almost 40 years old (What is the age range). She's married with older children (Is your client married, single or divorced). Jennifer loves non-fiction and an aspiring writer (What are some interests). She desires to become a best-selling author (What does your client really want/what's his or her end goal). Jennifer wants to tell her story to help people in the areas of self-development, self-improvement and how to overcome different life challenges.

- Avid iPhone User (What kind of technology does this client use mostly)
- Gets writer's block and writer's anxiety (Problem #1)
- Has a book and blog Idea (Do they have any ideas towards their goals?)
- Struggles with what to write (Problem #2)
- Struggles with how to start writing her book (Problem #3)
- Struggles with procrastination and motivation (Problem #4)
- Lacks writing skills like details, voice and style (Problem #5)
- Only one social media platform (Any social media platforms?)
- Clueless about an audience, building multiple platforms, & marketing (What does he or she need to learn from your product or service that'll help solve their problem)
- Works hard, but wants to transition from her 9 to 5 to a full-time writer (Does he or she work? Full-time? Part-time? Business Owner?)
- Clueless about the general things to have in place as a writer (What do they want & need to learn)
 - Optimized Website
 - Blog
 - Email Lists
- Needs a list or step-by-step plan for writing the book content (What other things do they need / want from you)

Your turn. Use the questions to create your beginner ideal client.

Name_____

Gender_____

Age_____

Marital Status _____

Name some interests _____

What is his or her end goal? What does he or she really want?

What kind of technology does this client use mostly?

Any ideas towards their goals?

List Five Weaknesses or Problems

What Social Media Platforms does he or she use?

What does he or she need to learn from your product or service that'll help solve their problem?

Does he or she work? Full-time? Part-time? Business Owner?

What does he or she want & need to learn?

What other things do they need / want from you

Use the same example for your intermediate and advanced. This will require you to think a little differently in terms of their problems, wants and needs. The problems, wants and needs of the intermediate and advanced clients should look different than you beginner.

Here are examples of both.

Ideal Client (Intermediate)

Meet Amber. She's in her late twenties and almost 30 years old. She's married. Amber loves writing fiction and nonfiction. Part of her nonfiction includes blogs, articles, and content. She thinks they're all the same. She seeks more exposure, traffic, and sales.

- Avid iPhone User
- Gets writer's block and writer's anxiety
- Doesn't understand accuracy in research
- Needs help with SEO
- Needs to Rank High in Search Engines
- Needs to understand her market's wants/needs, what triggers them to buy
- Needs to know where they're hanging out

- Needs to know how to reach them
- Needs an optimized website
- Needs optimized content for higher search engine ranking
- Needs a marketing plan during a startup phase
- Needs to revisit marketing plan—evaluate and analyze for strengths and weaknesses
- Needs to understand the value of content
- Needs to know and understand how to market their service and or product using content and SEO/optimization
- Needs to not be locked into Facebook
- Needs to know ALL of their customers are NOT ONLY on Facebook
- Needs copy that converts
- Needs to build a list
- Needs to be on other platforms

Name _____

Gender _____

Age _____

Marital Status _____

Name some interests _____

What is his or her end goal? What does he or she really want?

What kind of technology does this client use mostly?

Any ideas towards their goals?

List Five Weaknesses or Problems

What Social Media Platforms does he or she use?

What does he or she need to learn from your product or service that'll help solve their problem?

Does he or she work? Full-time? Part-time? Business Owner?

What does he or she want & need to learn?

What other things do they need / want from you

Ideal Client (Advanced)

Meet Sarah. She's in her forties. Sarah is married. Sarah loves writing fiction and nonfiction. Part of her nonfiction includes blogs, articles, and content. She already has a website in place, content is written and published a few books. She seeks more exposure, traffic, and sales for her all her writings

- Needs to know how to write content for conversion
- Needs to understand A/B Split testing
- Understand how to write proper headlines for clicks
- Doesn't know the difference between a book funnel and sales funnel
- Needs to know when to use and test between long and short copy

Name_____

Gender_____

Age_____

Marital Status _____

Name some interests _____

What is his or her end goal? What does he or she really want?

What kind of technology does this client use mostly?

Any ideas towards their goals?

List Five Weaknesses or Problems

What Social Media Platforms does he or she use?

What does he or she need to learn from your product or service that'll help solve their problem?

Does he or she work? Full-time? Part-time? Business Owner?

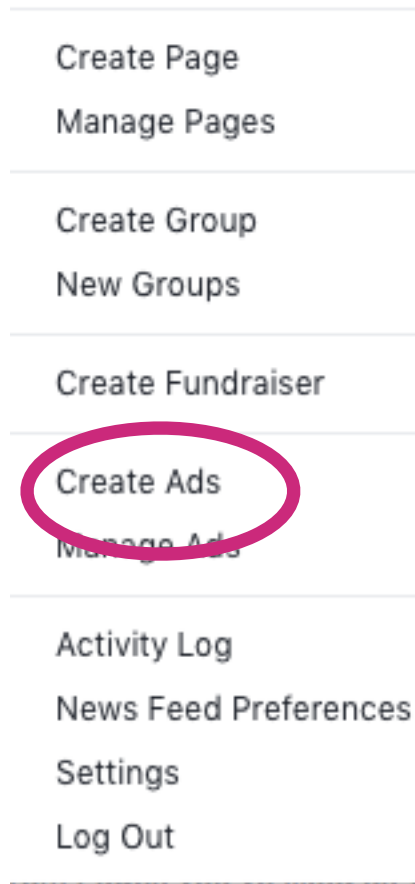
What does he or she want & need to learn?

What other things do they need / want from you

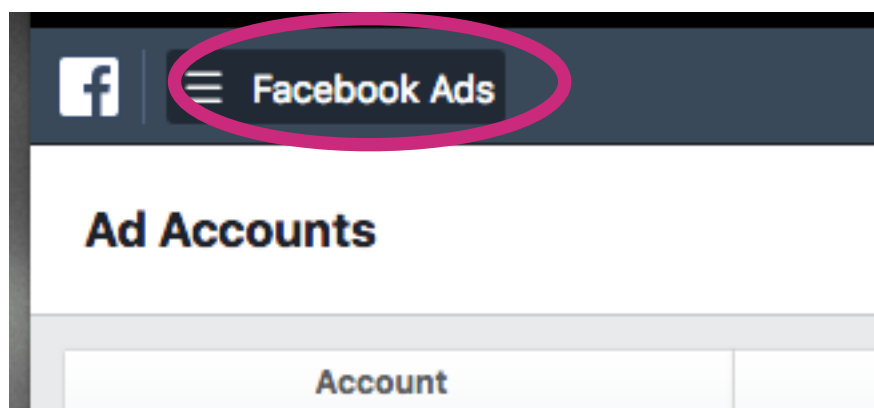
Use this information to for all three of your ideal clients to target as traffic for social media.

You can also use Facebook's Audience Insights tool to see more layers into your ideal client.

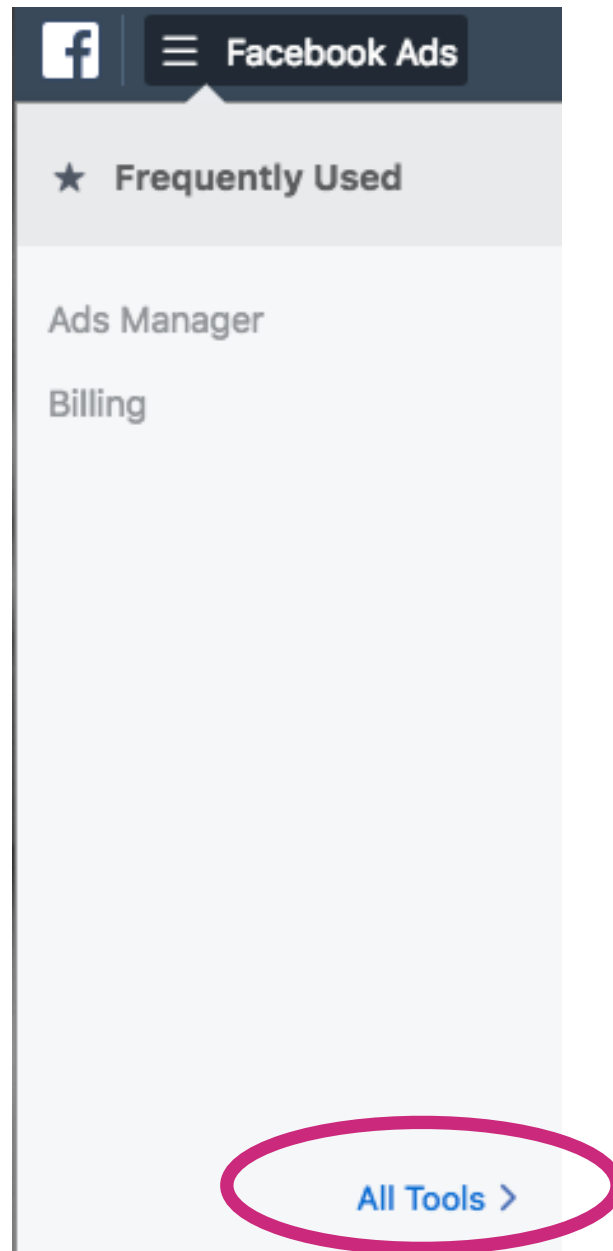
1. Go to your business page. At the top right corner next to the question mark will be a drop down area. Click it. Then, click on "Manage Ads"



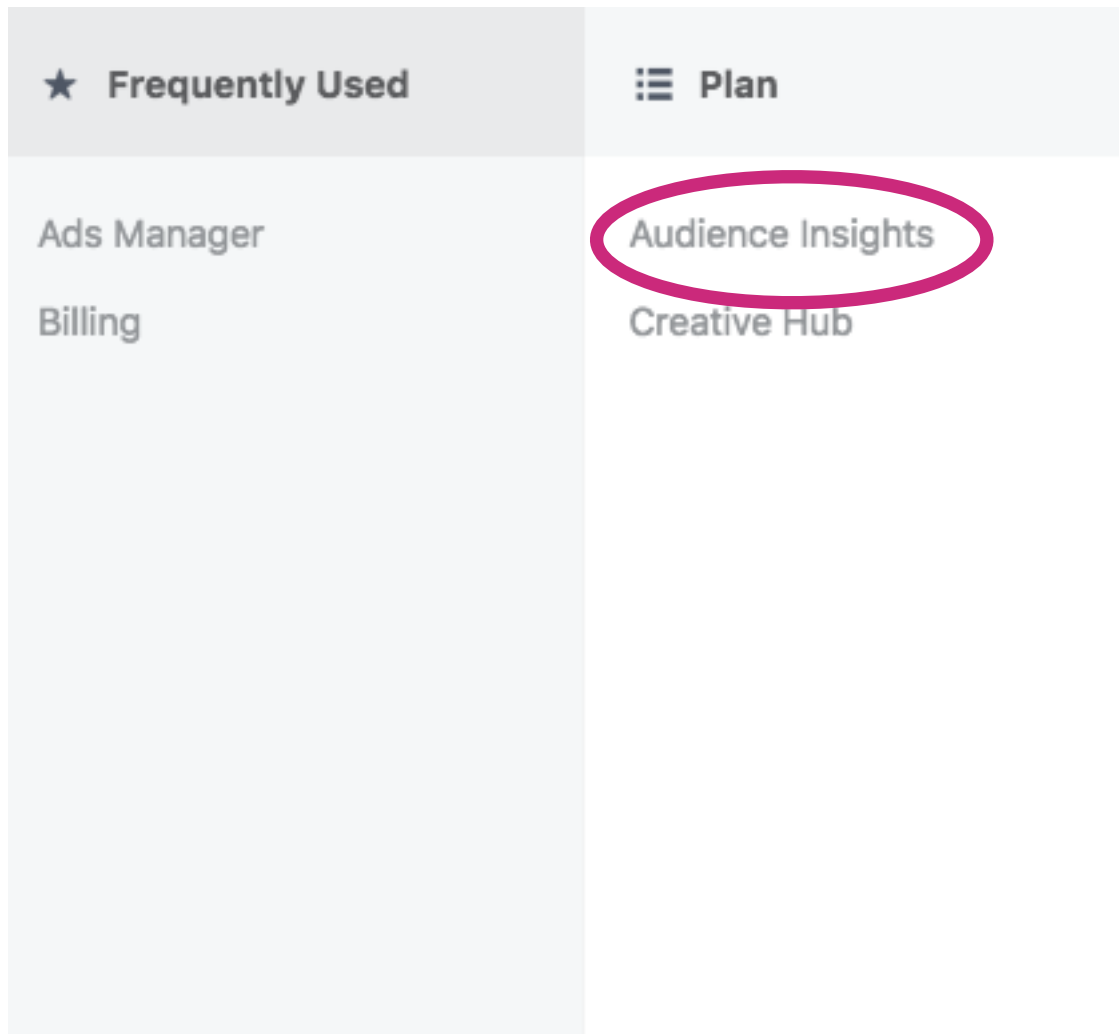
2. At the top left corner click on the three stacks that look like a hamburger.



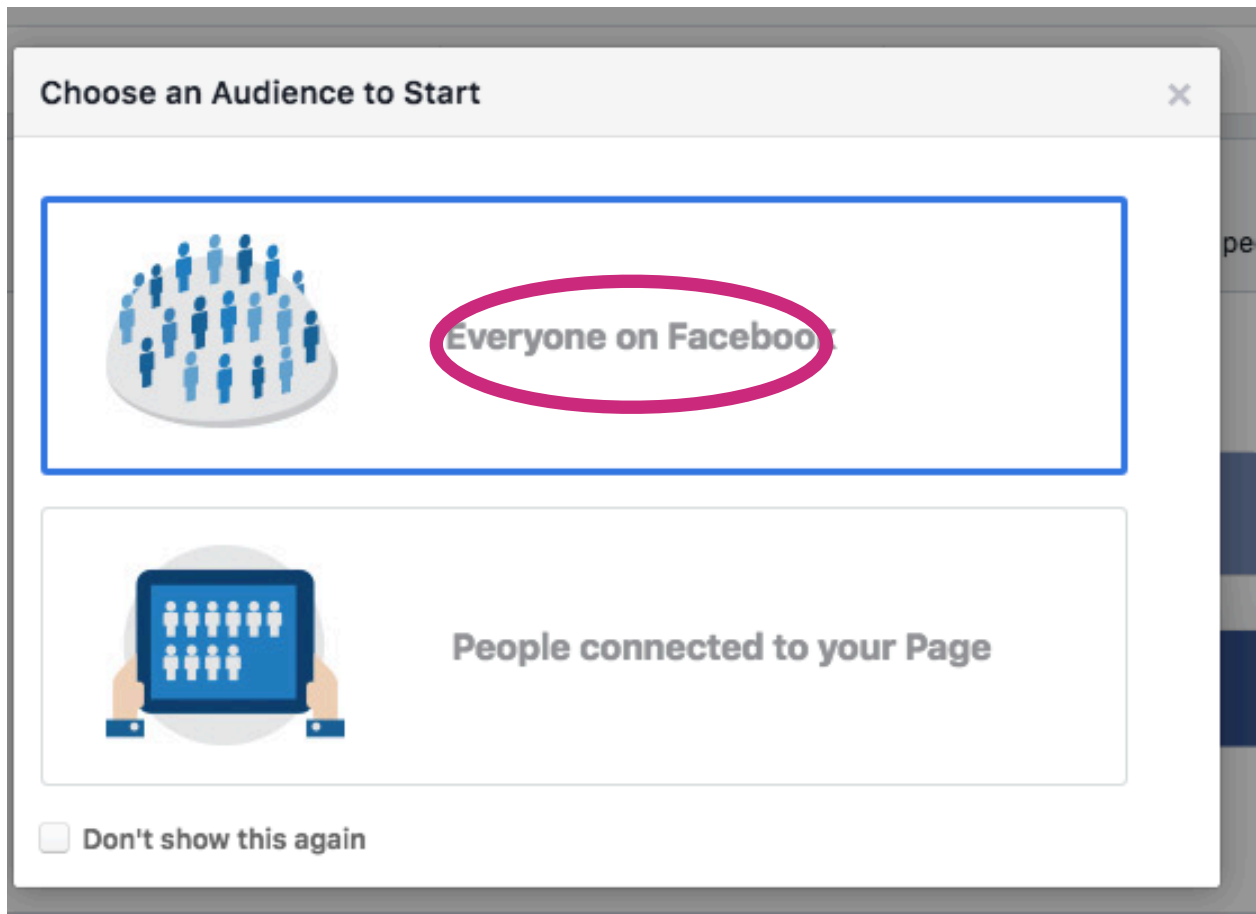
3. Next click on “All Tools” bottom right.



3. Click on “Audience Insights.”



3. Click on “Everyone on Facebook”





Fill in all of the information on the left, EXCEPT “People Connected to” & “People Not Connected”

For Location: Put in Canada, Australia, United Kingdom & United States

Add the age range for your ideal client (FOR NOW—as you collect more data, you’ll begin to see a clearer age range for your ideal client)

Fill in the Gender.

Begin to Type in different interests like who or what your ideal client may REALLY like.

Click on the different tabs: Demographics, Page Likes, Location & Activity to get more into their interests and demographics.

Now, keep in mind this is only revealing their interests and a brief info into using Facebook Ads.

I’m sharing this just to help you dial in a little more into your ideal client.

How To Use Instagram & Twitter for Traffic

Set up an Instagram Business account using your profile settings. Treat Twitter LIKE a business account using your profile bio and banner.

Both of them rely heavily on hashtags.

Let's start with Instagram.

Firstly, optimize your bio and who you are in business. You can use the same bio with hashtags on twitter. But, for Facebook use them without hashtags.

Yes. You can and will use the same mini bio or 7 second elevator pitch for all three channels.

#contentstrategist #writer I help businesses with strategy, conversions & growth | editor | blogger Grab my guide to writing nonfiction for profits 📌
bit.ly/2LnNR4d

Notice, the bio tells WHO I am, WHAT I do, and has a CTA (Call to Action) telling visitors and fans to do something.

WHO - uses hashtags so people can see me amongst others when searching in these platforms.

WHAT - explains to people what I can help them with in their businesses.

CTA - Is needful because this drives traffic back to your website. Offer a freebie of some sort or promote your product or service.

Now, you try!

What hashtags describe WHO you are? _____ & _____
What do you help people with or what do you offer to people?

Which CTA? **Grab my | Click Here | Learn More | Subscribe at**

The CTA can be tricky for certain products. For instance, if you're selling jewelry, a book, ebook, course, etc., it may not be free. You can say, **"Get my 50% off coupon for..."**

Also, the CTA is used for your giveaway. Giveaways should be specific.

Think of Instagram like a microblog. Tell a story of your brand. Become a storyteller.

Post things related to your brand on ALL channels.

Instagram posts should include (Use this Content for Facebook, too)

1. Taking Pictures of laying items
2. Screen shots of analytics in action & products
3. Seasonal Photos
4. Audience Proof / Screenshots
5. Pics of People / Selfies
6. Food (Only if relevant to your brand)
7. Behind the Scenes
8. Flowers
9. Things that Inspire You in your Daily Life
10. Educational
11. Inspirational
12. How-To's
13. Personal Stories
14. Quotes
15. Blogs

In the post area, write a mini blog / story related to your brand. And, use up to 30 hashtags in your niche.

Using the Instagram search, look up hashtags in your niche and the ones related to your niche.

Don't use hashtags that have more than 10K users. Stay between the range of 800 to 10K.

You will begin to see more traffic visiting your page and website. Also, your likes and follows will increase overtime.

Here's an example of hashtags under 10K in my niche and market

Group 1

#discoveryyourself #selfdiscoveryjourney #selfdiscovery #abundancemindset
#abundantly #abundantlife #lifestye #purposeoflife #purposeinlife #learnyourpurpose
#jacquelinethill #theabundantlife #motivationalwords #motivatedlife #motivationiskey
#motivationdaily #leavetoxicpeople #toxicpeople #toxicrelationships #toxicfriends
#leavethembehind #youcandoanythingyouputyourmindto #youcandobetter
#lifestylebusiness #writerssoul #businessmarketing #businessconsultants
#newbusiness #gottago #bestdecisionevermade

Group 2

#balanced #balancedlife #balancedlifestyle #balancedlifestyleliving #success
#excellence #mindgoals #mindset #mindsetiseverything #mindsetiskey
#excellenceisahabit #wearewhatwedo #wearewhatwethink #inspirationalquote
#motivationalquotes #motivationalquotes #jacquelinethill #businessconsultant
#lifestylebusiness #writer #writing #amwriting #author #entrepreneurlife
#millionairemindset #greatthinker #wholeheart #allin #nothingcanstopme #allthewayup

Research your hashtags and write out 2 groups here, where you'll use them for different posts. Remember, you can only use up to 30 total.

[illegible]

For Twitter, be sure to use the “WHO” hashtags in the bio like Instagram. Use the same banner from Facebook.

Your text posts should include hashtags.

Another form of content for Twitter is Periscope. This video platform can be used like YouTube or Facebook LIVE.

Post on Twitter as often as possible.

But, POST everyday on your TOP social media channels that get most engagement.

You should definitely master one platform. However, work on another as your upcoming and secondary one for traffic.

The objective here is to optimize these platforms with your brand to drive the traffic to your website, products and services.

How Often Should You Post Content & What Times?

There are articles that give you general times to post on social media. They collect data that records the time of days users are mostly active.

One rule of thumb is to post this often during these times:

Facebook 6 Times per day

Eastern Times 7AM, 9AM, 12PM, 3PM, 6PM, & 9PM

Instagram 6 Times per day

Eastern Times 7AM, 9AM, 12PM, 3PM, 6PM, & 9PM

LinkedIn 2 Times per day

Eastern Times 9AM, 12PM

Twitter 6 Times per day

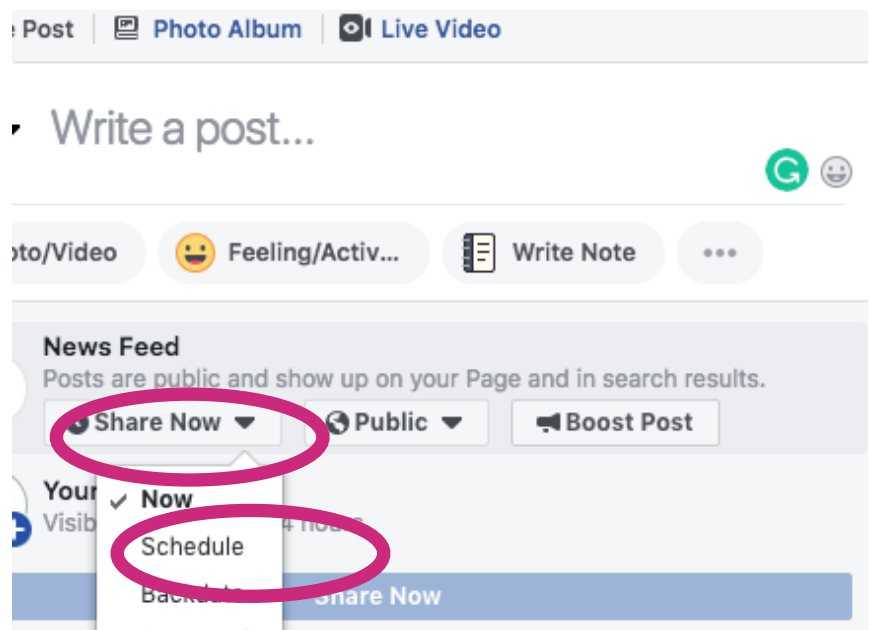
Eastern Times 7AM, 9AM, 12PM, 3PM, 6PM, & 9PM

I understand that some of your schedules will not permit you to post as frequent as suggested. So, pick your top two or three platforms and start somewhere—even if it's only once.

You want your brand to be visible consistently on social media, especially if you're trying to get traffic and conversions.

Also, consider Facebook's business page auto scheduler.

Another option is to use Hootsuite, Planoly for Instagram, Sprout Social, and many others to schedule your posts in advance.



Let's get to planning some things to schedule. Try to start three times per day on TWO platforms. Post once in the morning, afternoon, and evening.

Sunday

Time	Platform	Type of Content	Completed
	Facebook		
	Facebook		
	Facebook		
	Instagram		
	Instagram		
	Instagram		
	Twitter		
	Twitter		
	Twitter		
	LinkedIn		
	LinkedIn		
	LinkedIn		

Monday

Time	Platform	Type of Content	Completed
	Facebook		
	Facebook		
	Facebook		
	Instagram		
	Instagram		
	Instagram		
	Twitter		
	Twitter		
	Twitter		
	LinkedIn		
	LinkedIn		
	LinkedIn		

Tuesday

Time	Platform	Type of Content	Completed
	Facebook		
	Facebook		
	Facebook		
	Instagram		
	Instagram		
	Instagram		
	Twitter		
	Twitter		
	Twitter		
	LinkedIn		
	LinkedIn		
	LinkedIn		

Wednesday

Time	Platform	Type of Content	Completed
	Facebook		
	Facebook		
	Facebook		
	Instagram		
	Instagram		
	Instagram		
	Twitter		
	Twitter		
	Twitter		
	LinkedIn		
	LinkedIn		
	LinkedIn		

Thursday

Time	Platform	Type of Content	Completed
	Facebook		
	Facebook		
	Facebook		
	Instagram		
	Instagram		
	Instagram		
	Twitter		
	Twitter		
	Twitter		
	LinkedIn		
	LinkedIn		
	LinkedIn		

Friday

Time	Platform	Type of Content	Completed
	Facebook		
	Facebook		
	Facebook		
	Instagram		
	Instagram		
	Instagram		
	Twitter		
	Twitter		
	Twitter		
	LinkedIn		
	LinkedIn		
	LinkedIn		

Saturday

Time	Platform	Type of Content	Completed
	Facebook		
	Facebook		
	Facebook		
	Instagram		
	Instagram		
	Instagram		
	Twitter		
	Twitter		
	Twitter		
	LinkedIn		
	LinkedIn		
	LinkedIn		



Follow me on Facebook at <https://www.facebook.com/jacquelinethillbiz>

Follow me on Instagram at <https://www.instagram.com/jacquelinet.hill/>

Follow me on Twitter at <https://twitter.com/jacquelinethill>

Follow me on LinkedIn at <https://www.linkedin.com/in/jacqueline-t-hillbiz/>

Grab my book “The Ultimate Guide To Writing Non-Fiction Through Your Fears” at amzn.to/2MddxnT