



3 THINGS YOU NEED TO KNOW TO WIN ON SOCIAL MEDIA

by Matt Sommerfield

PREREQUISITES TO SOCIAL MEDIA ENGAGEMENT

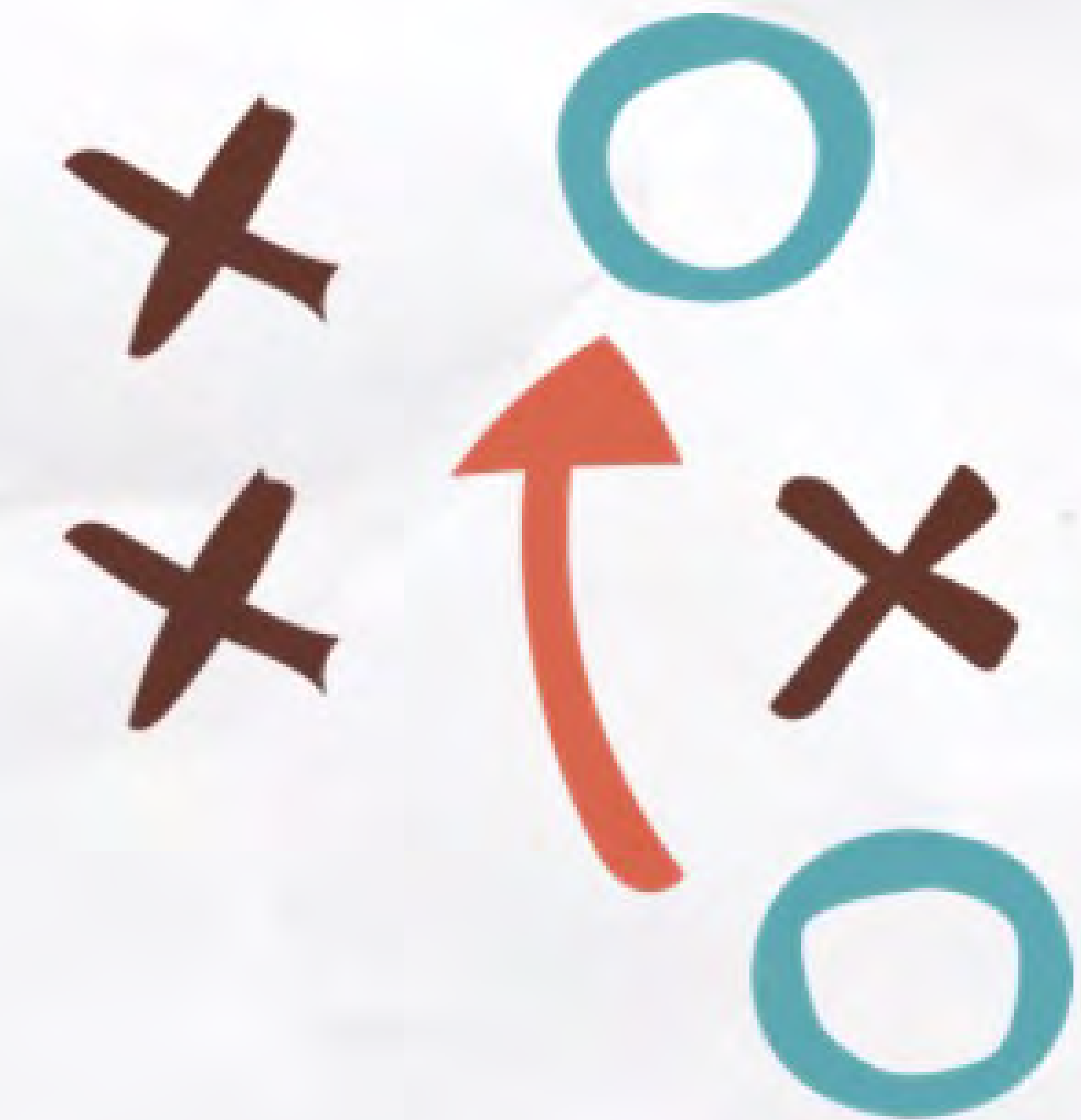
Know Your Brand



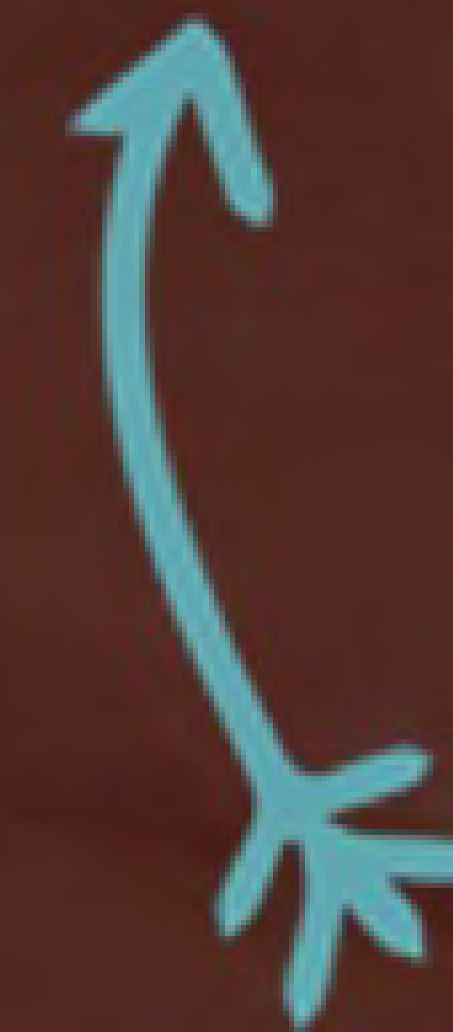
Know Your Customer



Know Your Plan



KNOW YOUR BRAND

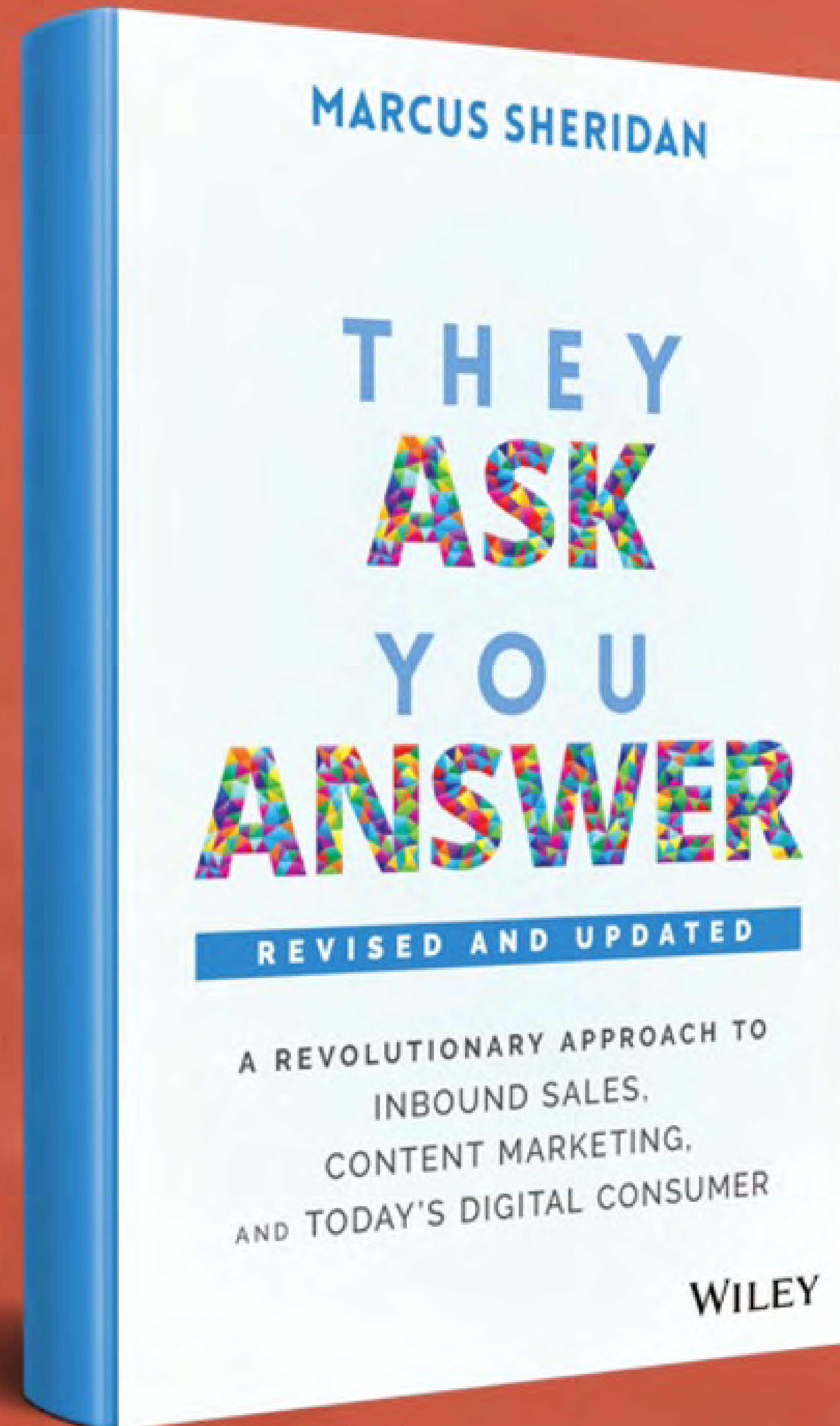


ONLINE PRESENCE





RESOURCE



“THEY ASK, YOU ANSWER” – *MARCUS SHERIDAN*

WHY?



INTENTIONAL TRANSPARENCY



“If you confuse, you lose.”

“BUILDING A STORYBRAND” – DONALD MILLER

VISION COMMUNICATION



UNWAVERING BOUNDARIES

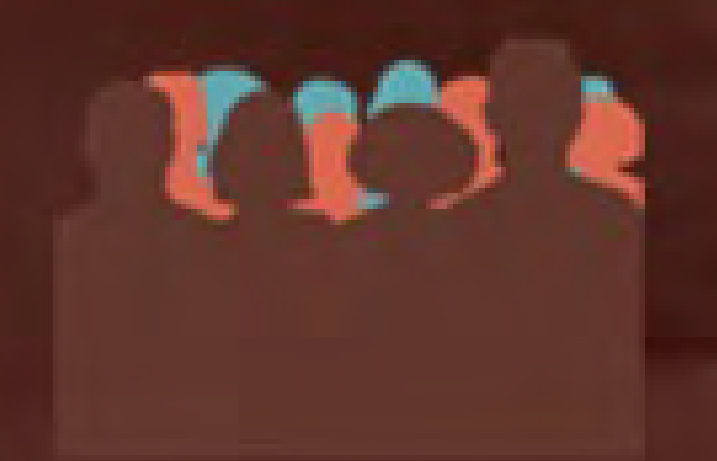
SUPER IMPORTANT!

Don't Compromise!

“So that we may no longer be
children, tossed **to and fro** by
the waves and carried about
by every wind of doctrine, by
human cunning, by craftiness
in deceitful schemes.”

EPHESIANS 4:14 ESV

KNOW YOUR CUSTOMER



KNOW YOUR CUSTOMER



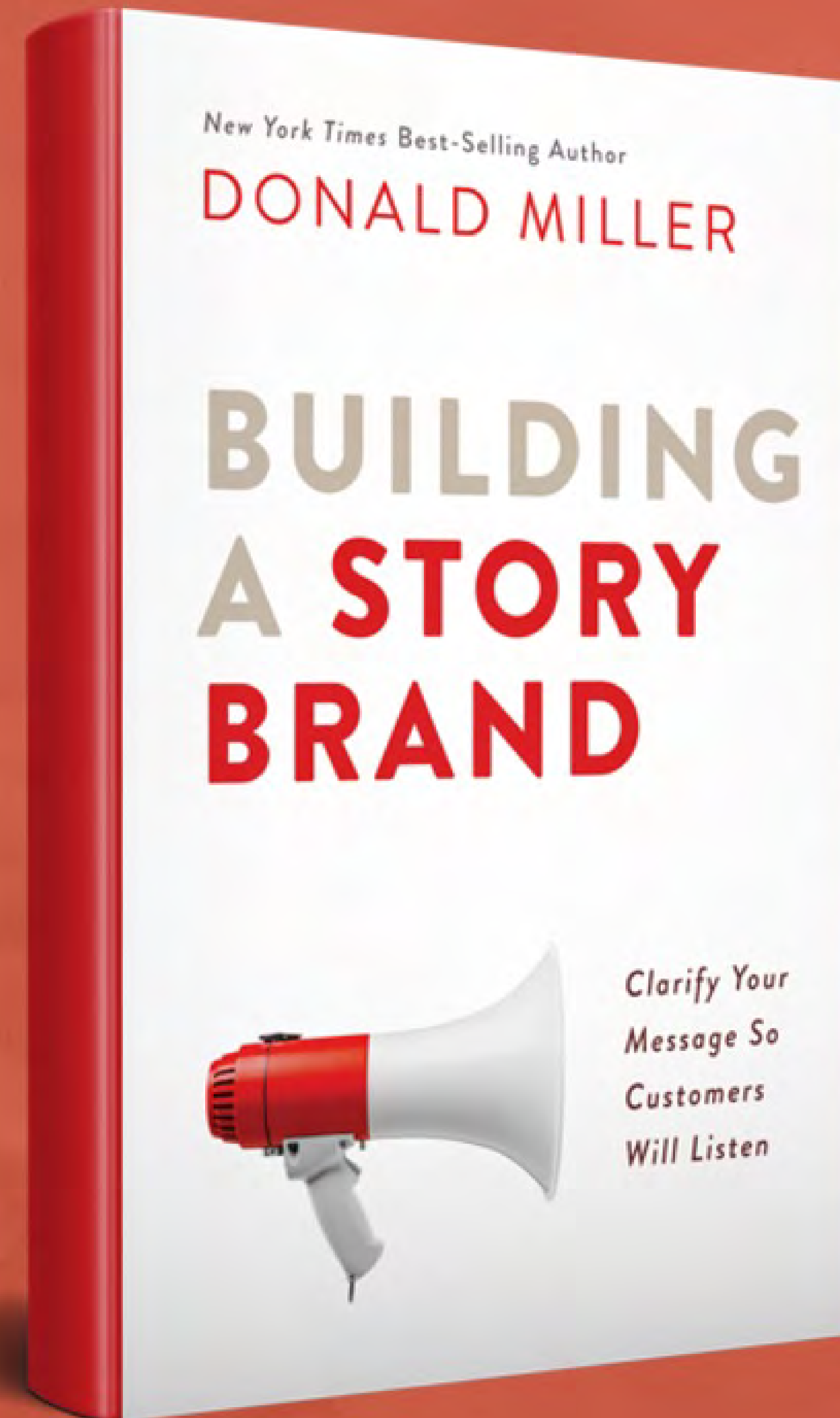


KEY POINT

**WHAT IS
YOUR
CUSTOMERS'
JOURNEY**

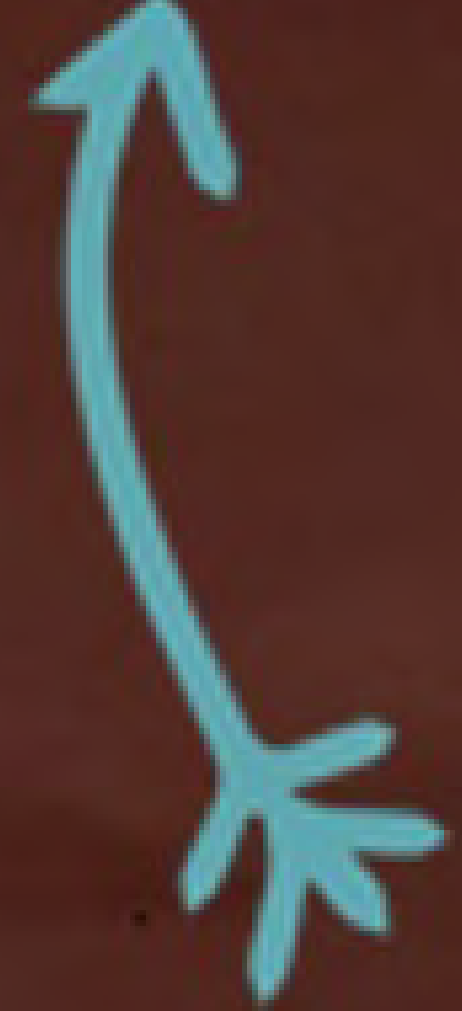
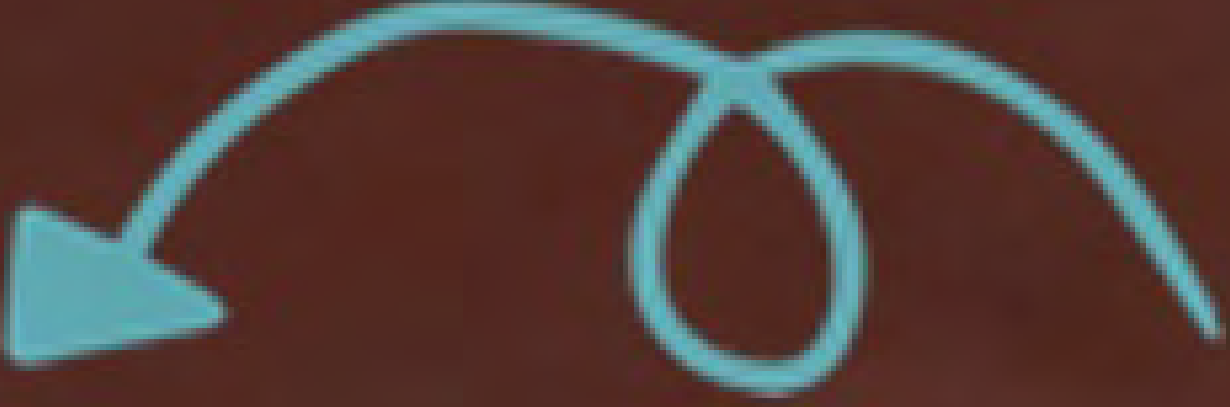


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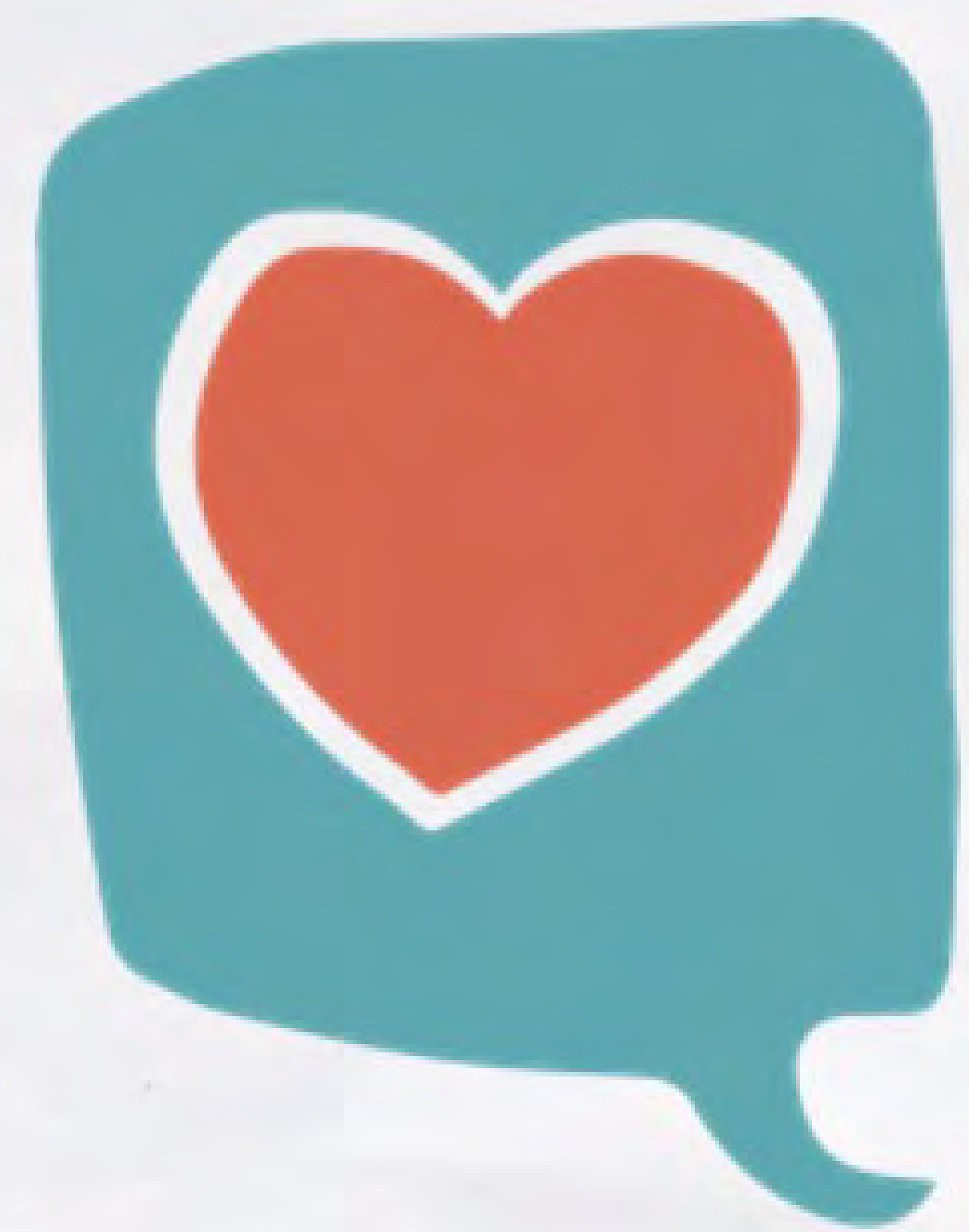


“BUILDING A STORYBRAND” – DONALD MILLER

KNOW YOUR PLAN



KNOW YOUR PLAN



Actually, Genuinely Care



“62%

say their purchasing decisions are influenced by a company’s ethical values and authenticity.”

“63%

are buying goods and services from companies that reflect their personal values and beliefs.”

“74%

crave transparency into how companies source their products, ensure safe working conditions and their stance on important issues.”

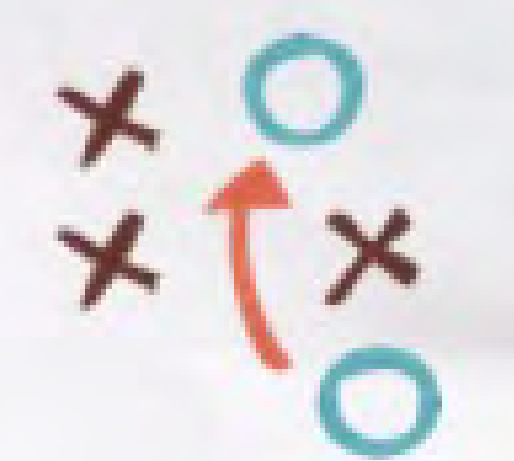
ACCENTURE STRATEGY

KNOW YOUR PLAN



Personalized Content
Actually, Genuinely Care

Be Humanly Accessible

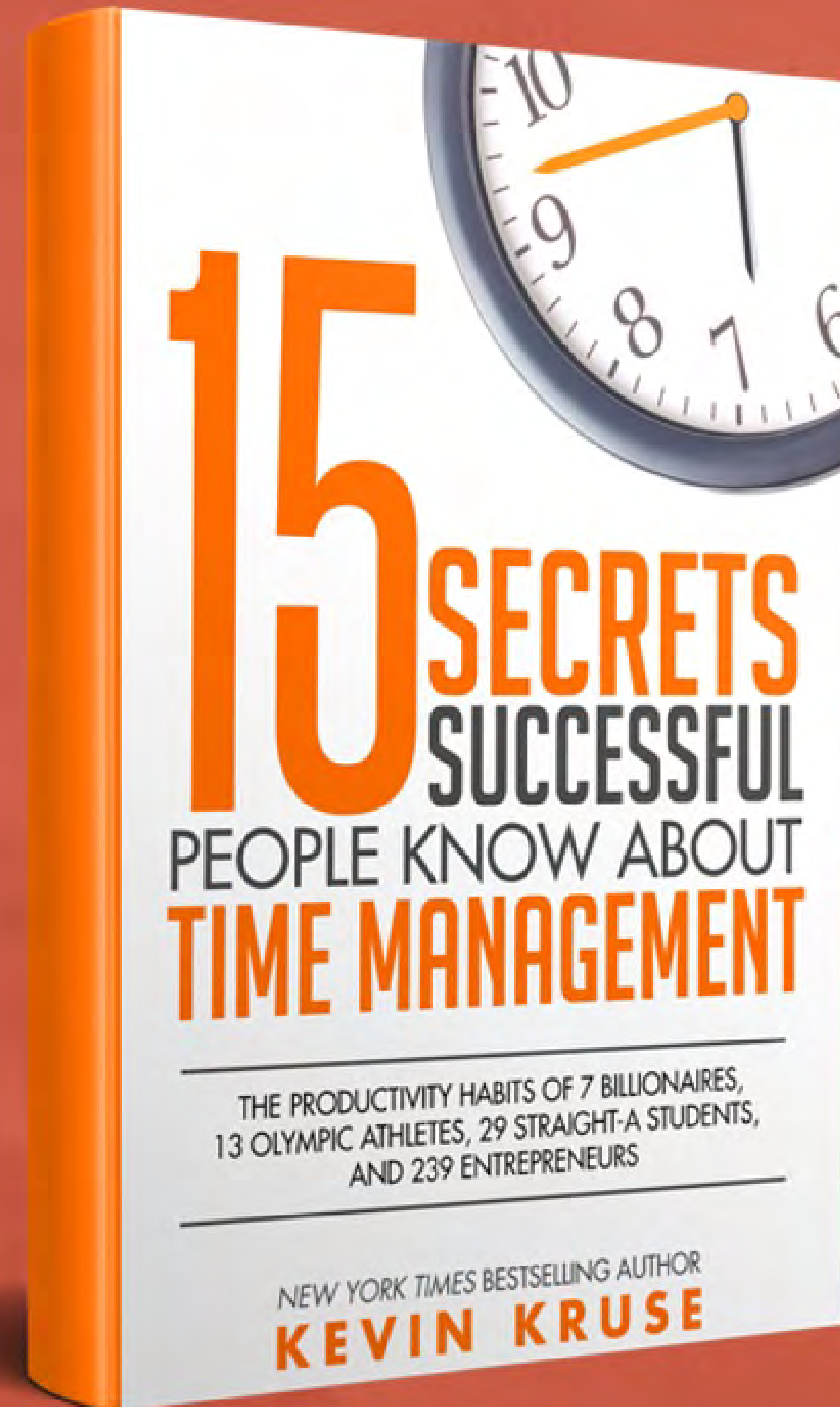


“Poor planning on your part does not necessitate an emergency on mine.”

- BOB CARTER

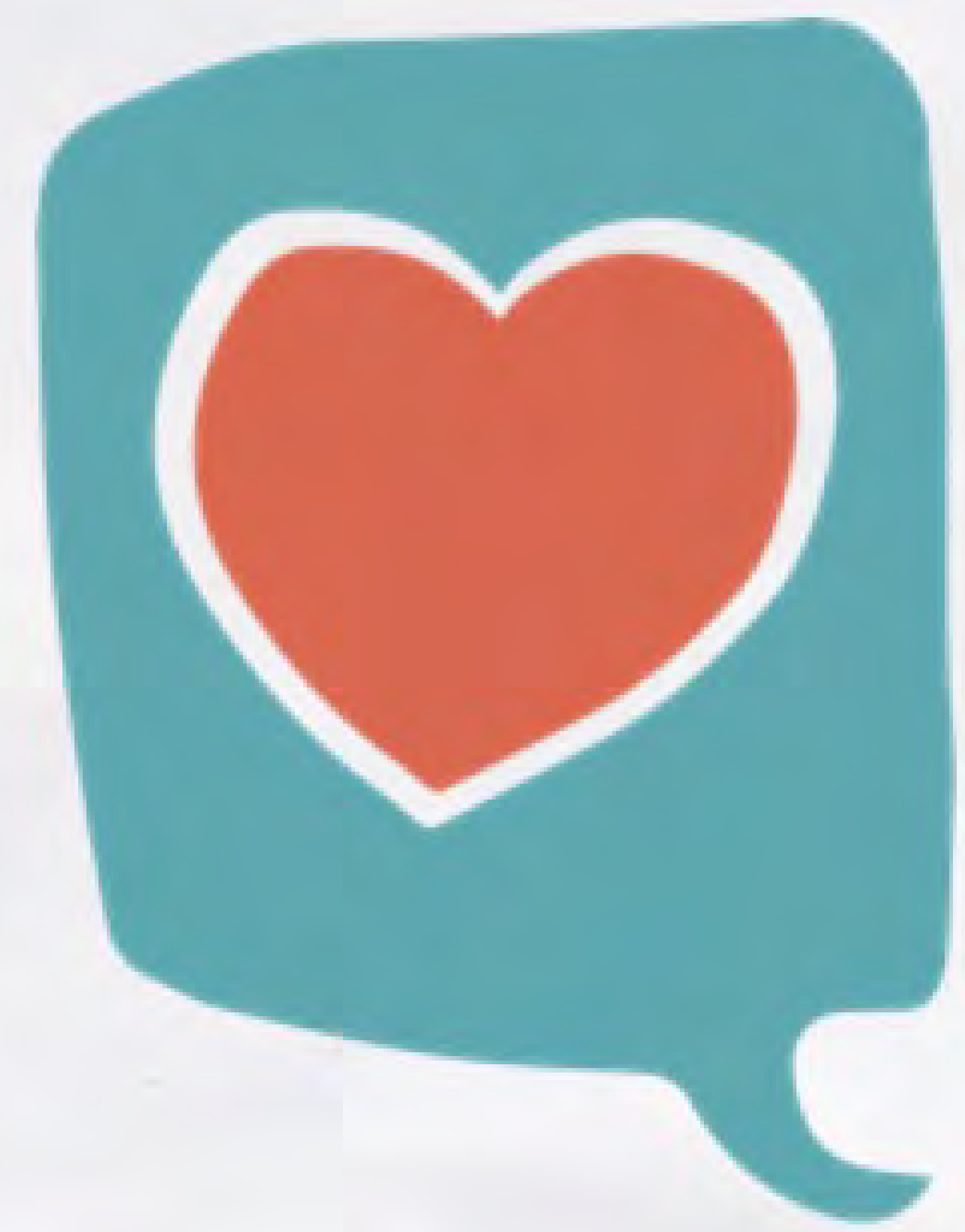


RESOURCE



“15 SECRETS SUCCESSFUL PEOPLE KNOW ABOUT TIME MANAGEMENT” – KEVIN KRUSE

KNOW YOUR PLAN



Personalized Content



Actually, Genuinely Care

Be Humanly Accessible



Say, "Thank you!"



THANK YOU

ENGAGE WITHOUT SELLING

The text "ENGAGE WITHOUT SELLING" is centered on a dark brown, crumpled paper background. The word "ENGAGE" is in white, "WITHOUT" is in white, and "SELLING" is in a light blue color. There are several decorative elements: a thick orange arrow pointing down towards the word "SELLING" from above; a light blue arrow pointing left towards "SELLING" from the right; a light blue arrow pointing up towards "SELLING" from below; a light blue arrow pointing left towards "SELLING" from the top right; and a trail of small orange dots leading from the right edge towards the word "SELLING".

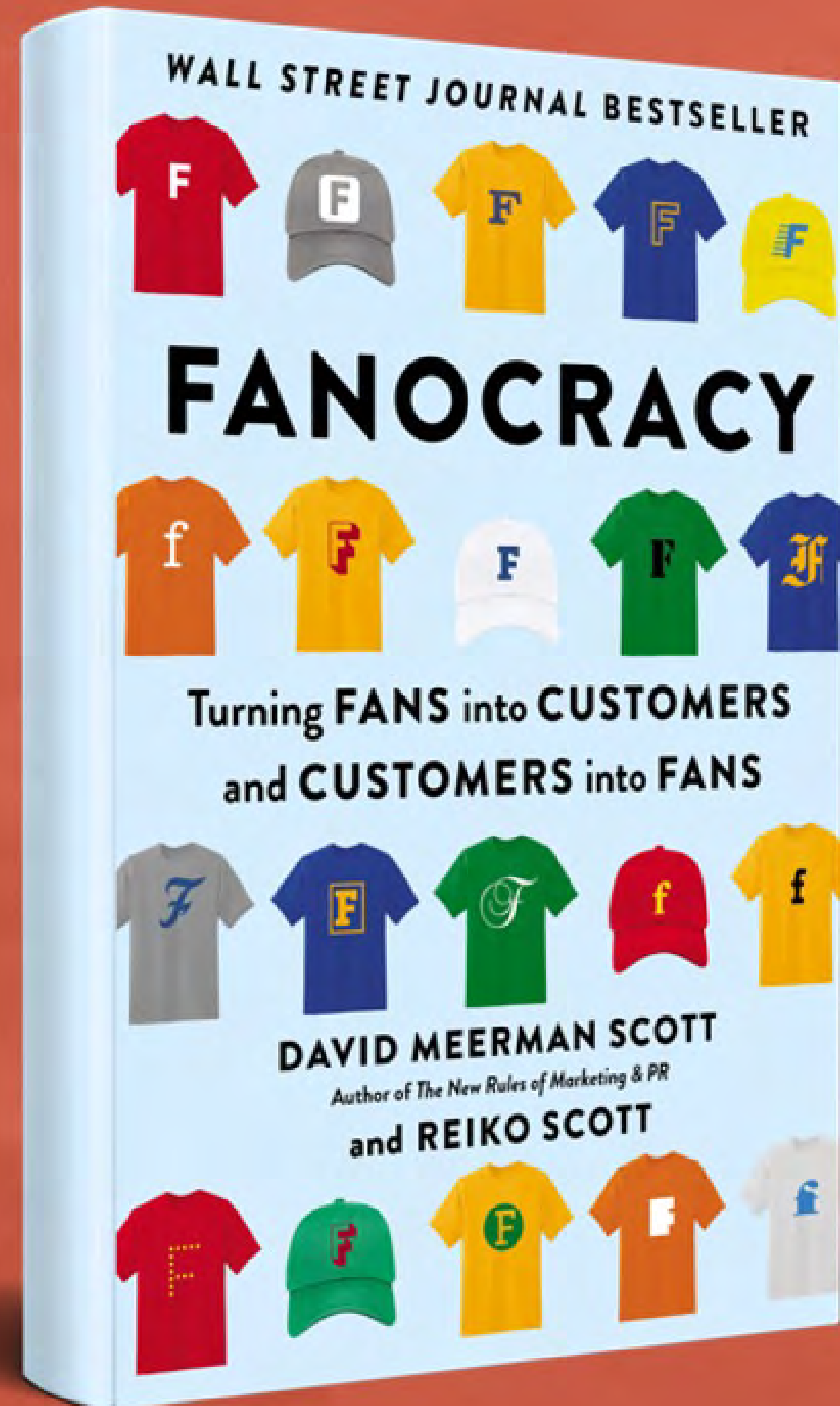
ENGAGE WITHOUT SELLING

Add Value



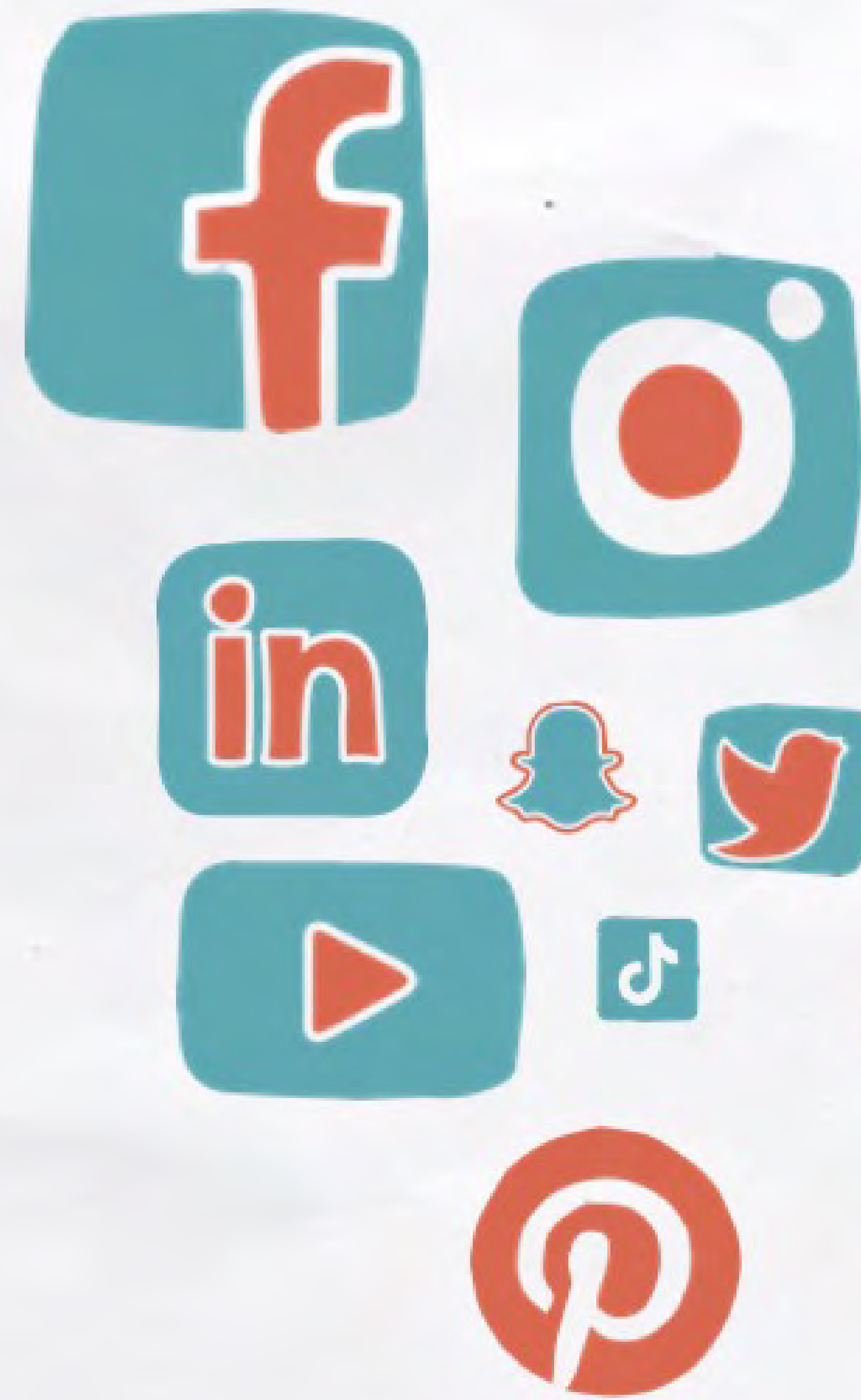


RESOURCE



“FANOCRACY” – DAVID MEERMAN SCOTT & REIKO SCOTT

ENGAGE WITHOUT SELLING



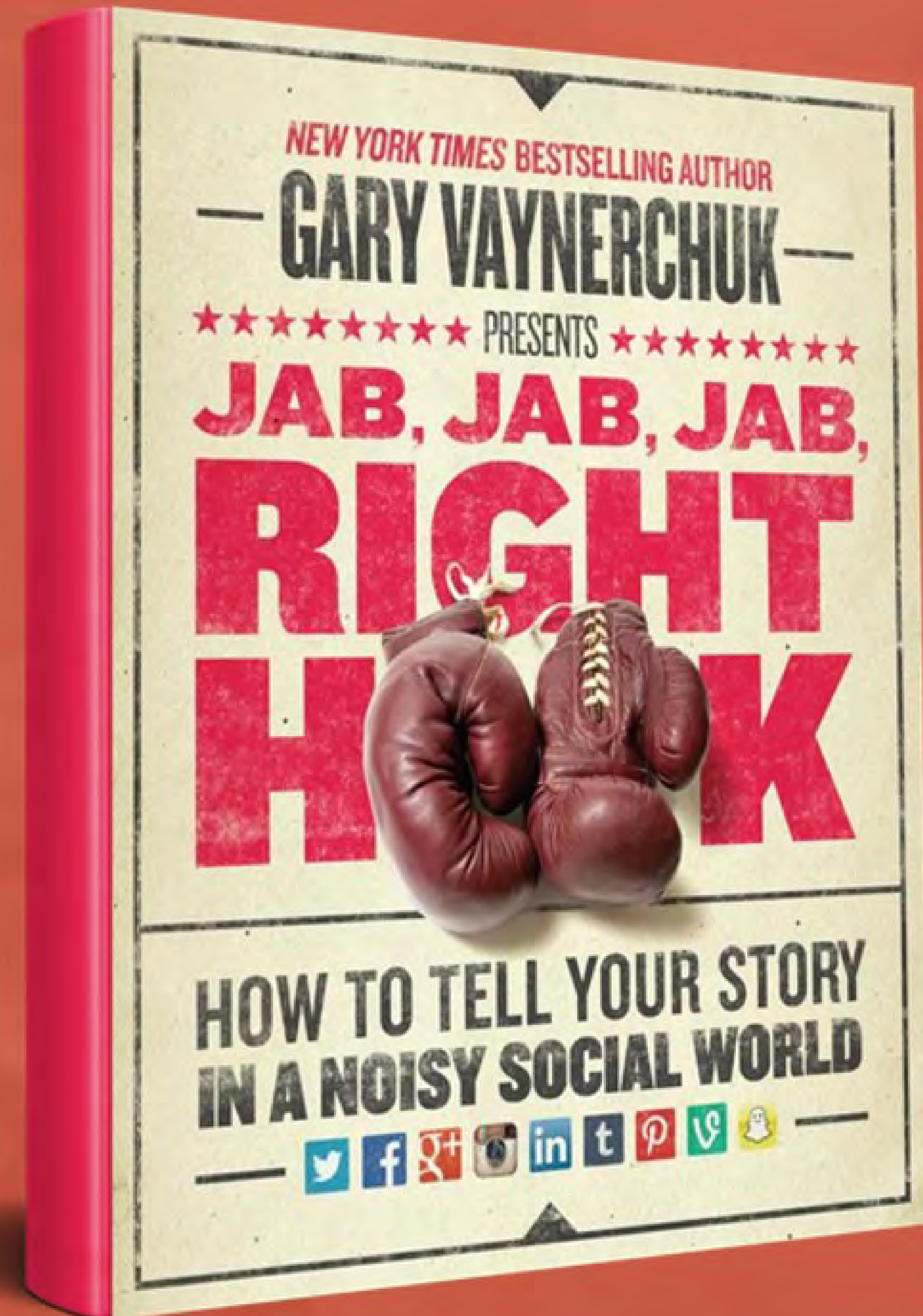
Add Value

..... Post Natively



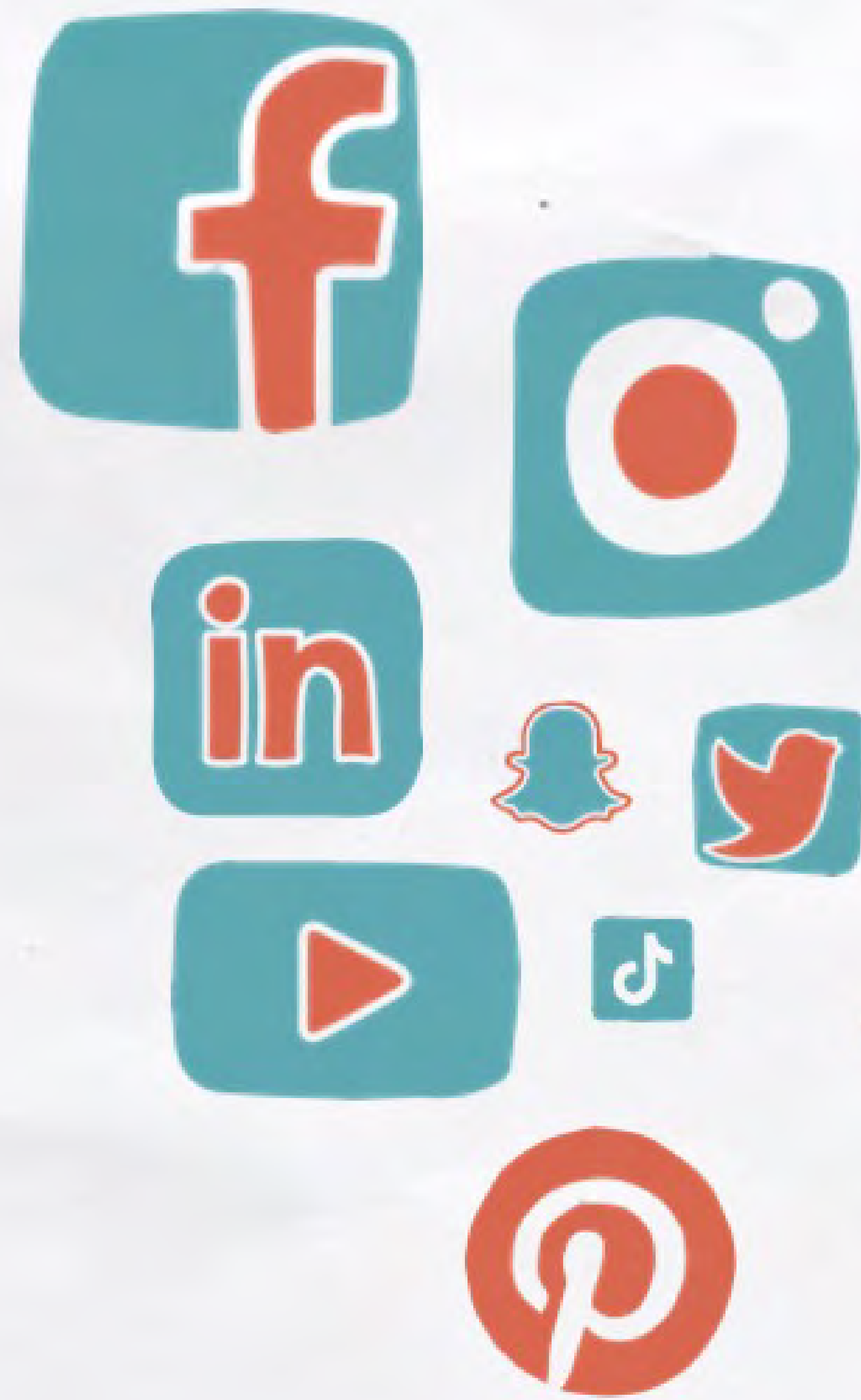


RESOURCE



“JAB, JAB, JAB, RIGHT HOOK” – *GARY VAYNERCHUK*

ENGAGE WITHOUT SELLING



Add Value



..... Post Natively

Post Often



“I am careful not to confuse excellence with perfection. Excellence, I can reach for; perfection is God's business.”

– *MICHAEL J. FOX*

KNOW YOUR **BRAND**



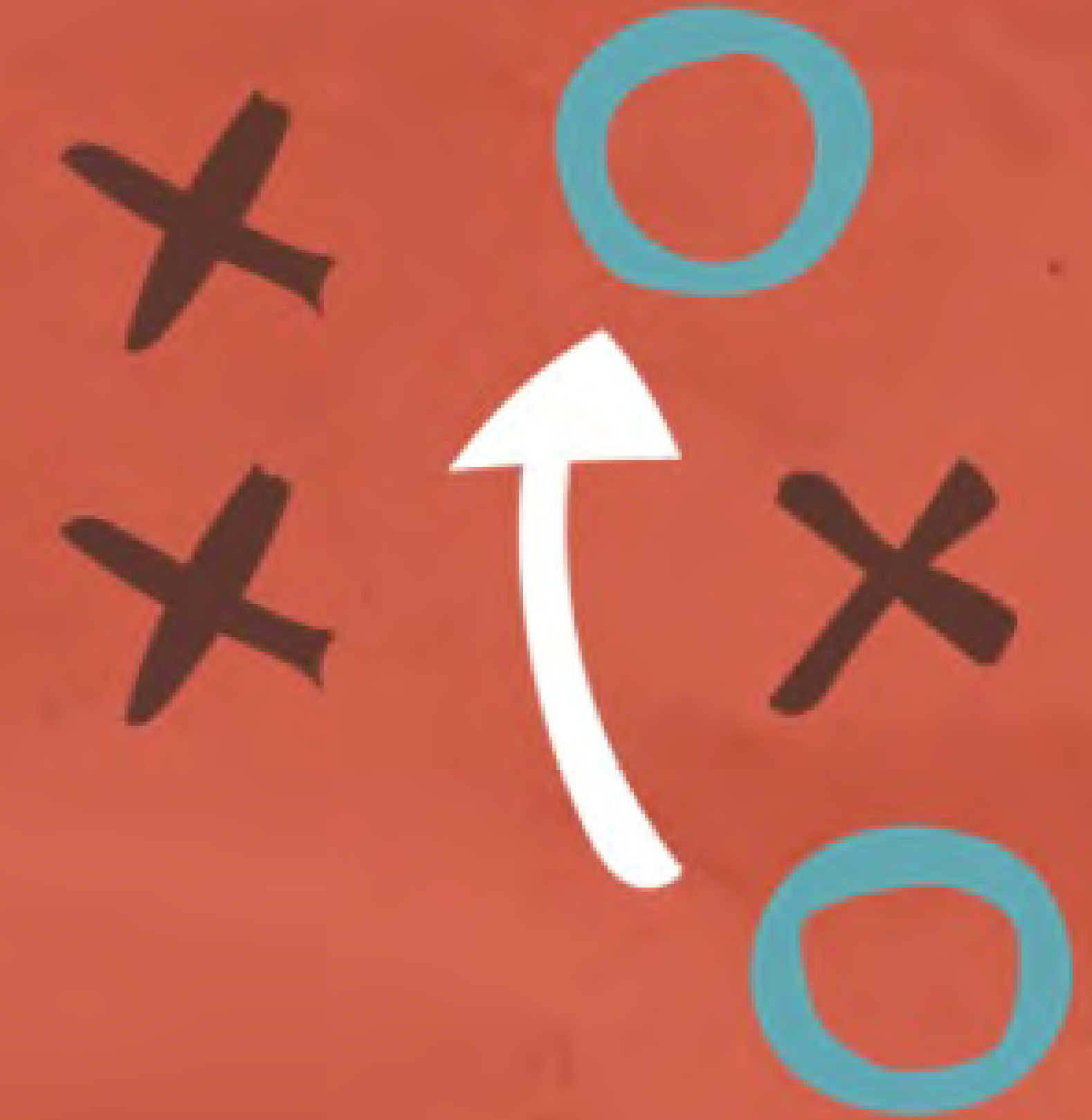
ENGAGE

KNOW YOUR **CUSTOMER**



WITHOUT

KNOW YOUR **PLAN**



SELLING

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