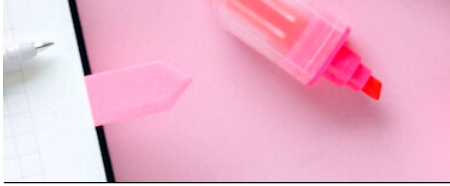


How to Connect With Your Ideal Customer

using
Social Media
MARKETING



How to Connect With Your Ideal Customer Using Social Media

Your customers and potential customers are DEFINITELY on at least one social media platform, if not more. With such a staggering number of people using social media every single day, it is a POWERFUL way to grow your business.

Many creative entrepreneurs think that if they simply start posting on social media, they'll be successful and attract new customers. But it doesn't work this way. In order to build your business through social media, it's essential to have a strategy for engaging with your audience. Without a definitive plan for how you're going to use social media, you probably won't get the results that you want.

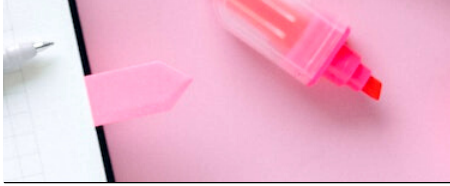
Choose Your Platforms

- Instead of trying to post on every social media platform out there, focus on the one or two that will have the most impact on your business.
- In order to do this, you need to know your target audience.
 - Where do they spend most of their time when it comes to social media?
 - Where do they like to interact with brands and businesses?
 - What sites influence them to purchase?
 - Who are the biggest influencers in your space and what platforms do they use?



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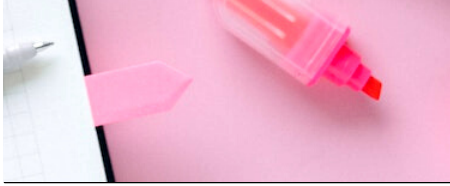
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- Be where your audience is. Publish most of your content on the social media site where your audience hangs out the most. After all, you want your audience to interact with your content.
- If you don't know where your audience spends most of their social media time, simply ask them! Send out an email to your list and ask them to tell you what social media platforms they use the most. Create a poll on several different social media sites and ask your followers to respond.
- Another great way to determine where your audience spends their time is to look at the content you've already posted on social media and see what has gotten the biggest response.
- As you consider which platform(s) to use, it's essential that you think smaller rather than bigger. In other words, you don't want to spread yourself too thin across multiple social media platforms.
- It would be better to focus on and master one or two platforms than to try to constantly post on ten different ones. You will get better results if you give 100% of your energy to a few platforms instead of 25% of your energy to a bunch of different platforms.
- At the end of the day, what matters most is not the particular platform you choose but rather that you choose one and stick with it. When it comes to social media, consistency is almost always the most effective way to connect with your audience.



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Optimize Your Social Media Profile

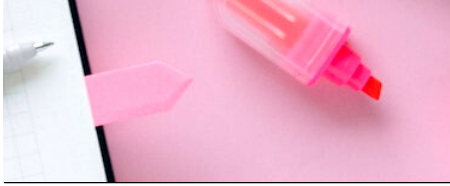
Make your profile as informative and concise as possible. You want your profile to draw your audience in. So how do you optimize your profile? Here are some specific recommendations.

- Select a professional username. Ideally, you want your username to be either your name or the name of your business.
- Use a high-quality profile photo of yourself that looks professional.
- Write a compelling “Intro/Bio/About” section. This section is where you tell the story of your business. It’s where you communicate what you’re all about and what matters most to you. What is it that you do that sets you apart from everyone else?
- Upload a professional cover photo. Almost every social media platform allows you to upload a cover photo. The cover photo spans the top of your social media profile and sits *behind* your profile photo. Like your profile photo, you want your cover photo to be as professional as possible.
- As you optimize your overall profile, think about how you want to represent yourself and your business online. Your social media profile will be the first touch point for some potential customers, and it’s important that your profile feel professional.



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Create A Posting Schedule

Once you've optimized your social media profile, it's time to map out how often you'll be posting, as well as what you'll be posting.

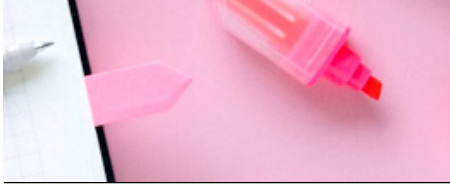
- Consider creating a social media calendar in which you map out what you will post each day during a given time period (week, month, year). This calendar will include what you're going to post, as well as when you'll post it. When creating your social media calendar, ask yourself the following questions:
 - How often will you post? That is up to you, but you do need to be consistent. This will keep your social media profile active and it shows that you're engaged with your followers.
 - What sort of content will you post? When it comes to determining the types of content you're going to post, think of what will add the most value to your audience.
 - What formats will you use? The most effective businesses utilize a variety of formats on social media. You can choose from text, images, videos, polls, quizzes, and more. Do what you are comfortable with.

Utilizing a social media calendar helps you be consistent and organized with your posting. One of the biggest challenges that business owners face when using social media is being consistent.



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Begin Posting On Social Media

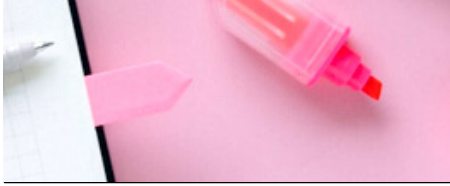
Once you've created your social media content calendar, it's time to start posting. If you want to connect with potential ideal customers and engage your existing ones, consistently post things that will add value to your audience.

- You're not just posting to post. Rather you're trying to provide your audience with information that will help you build a relationship with them. They can be informative, insightful or inspiring.
- Consider posting things like:
 - Inspirational quotes
 - Tips and tactics
 - Tutorial videos
 - Live videos
 - And of course your work
 - plus more
- If you're not sure which types of content add the most value to your audience, try experimenting with different formats. You might find that videos perform better than photos, or that your audience really likes tutorials and tips.
- You may be thinking, I don't have time to constantly be posting! Using a tool like Facebook's Meta Business Suite or [Tailwind](#) (which allows you to create graphics as well) can actually help you schedule weeks, or even months, of posts in advance.



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Engage With Your Followers

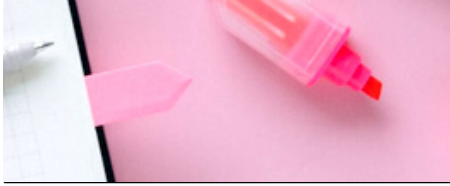
The real power of social media is that it creates conversations between you and your followers. At least, it should create conversations. Conversations are the key to getting more clients through social media.

- It's important to regularly and consistently engage with your followers. Respond to comments, answer questions, solve problems, and more. If you want to build relationships and gain customers through social media, you need to be having conversations, not just posting your work and selling. You want to authentically engage with your followers. This will attract new followers and turn them into new customers.
- Social media platforms tend to prioritize the posts with the most engagement. The posts with the most likes, comments, shares, and overall engagement get shown more frequently than those posts with very little engagement.
- What are some ways that you can create conversations with your followers?
 - Ask questions.
 - Do live videos in which you talk directly with your audience.
 - Conduct polls.
 - Ask people to comment on a particular subject.
 - Ask for opinions.



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Follow Those That Your Audience Would Follow

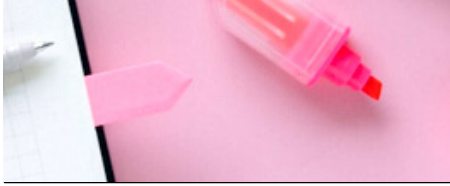
Consider following influencers in your industry. These could be bloggers, interior decorators, and more. They should have a large following with lots of engagement.

- Once you've started following them, interact with the material they share online. Comment on it, repost it, and share it with your own followers. Try to develop relationships and simply be part of the conversation that's happening.
- Also join groups that are related to your industry. Both Facebook and LinkedIn have robust group features, and there are literally millions of groups about every subject imaginable. When you join a group, focus on adding value, not just promoting yourself.
- As you follow influencers in your industry and take part in groups, take note of the valuable information that others are sharing. What sorts of posts do others share that resonate deeply with you? This is the kind of content that you want to be sharing with your audience.
- In addition to joining online groups, there are also some platforms that focus heavily on answering questions that are posed by users. For example, Quora lets any user post a question and then other users try to answer that question.



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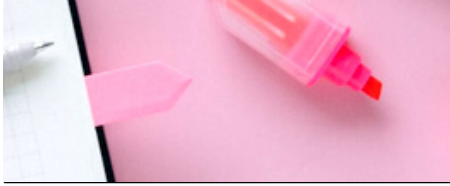
Use Hashtags

- For those of you who are not sure what this means... Hashtags are words with the “#” symbol before them. For example, #MondayMotivation or #CreativeLife. Hashtags are used as a way of grouping posts by subject. If you add a hashtag to a post, it will be grouped with all the other posts people have made using that hashtag.
- If you see a post with a hashtag, you can click on that hashtag and see all the other posts with the same hashtag. You can follow hashtags to regularly see posts with a given hashtag.
- The power of hashtags is that they allow you to get your content in front of a broader audience. By adding the appropriate hashtags, you can get them seen by thousands, if not millions, of people.
- How exactly do you use hashtags? Typically, it works like this. You create a social media post. At the end of the post, you add hashtags that are related to the post AND what your audience is searching for.



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Experiment and Test

- If you truly want to succeed on social media, you'll need to experiment to see what works best. Different types of content will resonate with your audience. You may find that videos work really well while inspirational quotes don't perform as well.
- Experimentation is especially important since social media platforms are constantly changing. Currently, Facebook gives preference to posts that keep people on their site, such as videos. But this could change. In the future, Facebook may give preference to some other type of content.

Be constantly testing to see what works most effectively. You'll discover what adds the most value to your audience. But do remember social media is just one channel for marketing. You ultimately want to get your followers on your email list. I've seen people's accounts get hacked or shut down and they lose all their followers. If you have them on your email list you will still be able to stay in contact. Use social media as just one of your marketing strategies.



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I hope you enjoyed this resource.

I help women fine artists, photographers, and makers attract customers and increase sales with effective branding and marketing strategies.

How would it feel to attract ideal customers and get sales on repeat?

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