

My social media

Secrets



How to schedule your posts



How to grow your following



What apps I use



What does a typical post look like?



How to make the sale



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The why



Why is Social Media so important?

95% of Most business clients comes from referrals through social media.

Social Media is the number one way that people can connect with you and relate to you



Why is it important to plan
your social media?

**Just like in losing weight and
creating a lifestyle- a lot of
the concepts that we teach in
Wellness, planning your
social media gets you in the
mindset of a consistent
posting schedule-**

**people need to see you
consistently at least seven
times for learning to book you
and to trust you**



What if I am not a graphic designer?

Pixabay, over, canva and Unsplash has tons of free images and graphics to use

Using free resources that you already have on your App Store are all great for time saving tricks



I'm a busy parent. I don't have time for this.

Just like you would meal prep and do time saving menu planning for a busy lifestyle, you can do time-saving tricks and hacks on social media as well.

You can copy and paste content into your notes folder for later while you're sitting around in traffic.

You can go to online resources like Canva and over & start downloading pictures and testimonials for the week while you're watching TV.

While you're already at the gym or meal prepping, you can make a reel about what you're using and how you're working out that day.

I manage four businesses full-time and homeschool full-time and I usually create all my content for all of the businesses in one weekend and I reuse it all week.



I can create all my content for the week and one day?



I love reusing and repackaging content.

Let's say that your menu planning for the week. You can take a picture of your meal prep calendar and do an entire post about how you do it with a call to action for a free consult.

Then as your menu planning, take a reel of real supplies and materials that you're using to make meal prepping easier.

Then take your IG TV video of you actually prepping the meal or making the food (I use a free app called Quik to make all my videos!)

Then you can take a picture of your actual prepped meal and use that for stories or for your feed.

Then take a photo of you eating the food that you prepped and then you can use that as a story or Recipe for a future content.

Now you've already successfully made 4 to 5 different posts in one day. Then you just fill the other days with testimonies, quotes and other contacts from other online resources.

**How do I have the sale
mindset?**

My iPhone comes with me everywhere I go- i'm constantly taking video contacts of me doing random things with my kids or even when I'm at the grocery store!

I can make Reels and Content out of a literally anything around me. If I'm sitting in my car waiting for my kid to be picked up from school- I can make it IG TV video about a common question or concern from a client.

I would say the average time on spending on a post would be 20 to 30 minutes a day- you can literally make a post while working out on the treadmill!

Remember that people need to see you on a consistent basis daily in order for them to book you! The more they see you, the more they message you, the more your social media grows in the more you get hired!



The how





Daily posting checklist

- Does it have at least 2 to 3 sentences of a caption with meaningful copy?
- Do you have a call to action button on the bottom of your post with people to DM you or request for information on a product or service with a link?
- Are you posting at an ideal time? (9 AM to 9 PM is when most people are online)
- Are you sharing it to stories daily and putting it in the right highlight folder for later?
- Are you using reels at least three times a week and I G TV at least once a week?



How do I grow my page organically and double my following?

Are you posting meaningful content daily?

Are you posting to reels at least three times a week?

Are you using IGTV at least once a week to share a longer video?

Are you following every person that likes your content daily or comments?

Are you following at least 20 new people today that are in your same target market group?

Are you sharing the stories daily?





Pro tip:



Caption writing formula

This magic caption formula will help you increase engagement on your posts

1. Start with a punchy intro (keep it short and sweet)
2. Tell a story about your post
3. Ask a question to prompt your audience
4. Call to action - what do you want your followers to do after reading this post?



*The different
audiences*



**What is the difference
between Reels, stories, story
highlight an IGTV?**

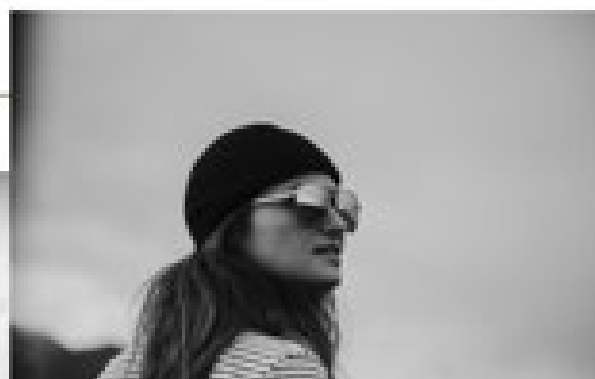
If you think about all the different facets of Instagram and how they were actually created to be in competition with other social media apps, then it's easier to remember what kind of audience you're going to get from each type.

Reels were created to be in competition with TickTock-therefore the audience that are watching reels are looking for how to videos, behind the scenes and tips and hacks

IG TV was created to be in competition with YouTube- so therefore the people are watching Igtv want longer videos and content that is more meaningful

Stories were created to be in competition with Snapchat-therefore your audience is looking for small behind the scenes and tips and tricks that are in a small format

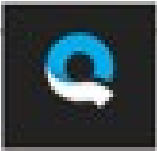
Stories highlight was made to organize your contact in a way that digestible to a potential client that's looking for a quick place to get info



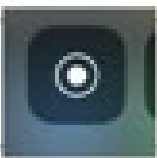
Apps I use



What are some apps that are free that are easy to use?



For a video, reels and stories content- I use Quik



For a screen recording a video content that I find - are use the video recording screen app that's already in my phone



These are my three favorite apps for resizing, cropping video and making content different shapes and sizes



Most people use Canva but I prefer this app- over



If I have a client that's posting a testimony or some type of helpful information-I love using this app because I can just repost and download their video without having to screen record it!

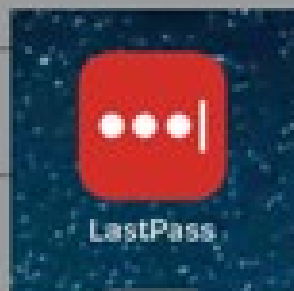
Other helpful apps



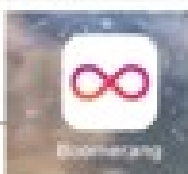
I can pre-make some captions and save them in my notes for later so I can focus on other things



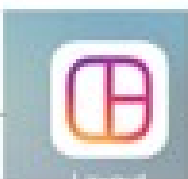
For a free app, this is absolutely my favorite for awesome photo editing



I literally couldn't even run all four of my businesses without keeping my passwords organized



Boomerangs are super fun and a quick and easy video creation tool if you want some thing low maintenance and fresh on your feed!



I want to make a quick collage this is a great app to download that way you don't have to have it done watermark from another company on it

Final tips



Final tips

Social Media is like a crockpot-you plan for it, you prep for it, you post it- and then you set it and forget it!

I have a particular time in my day that I dedicate to doing social media- need to be a part of your schedule and plan!

I promise you that if you post consistently daily and use a lot of these helpful tips- you will see a double or triple of following.





Daily posting timeline

5 mins- planning what you are going to do

5 mins- making video, making graphic or post

5 mins writing copy and making the sales pitch with copy and pasted hashtags

5 mins- sharing to story, reels or feed to reuse content in different ways

5 mins to follow people, interact with people, Check dm's, unfollow people

Only 30 mins a daily to double your following



