

A woman with blonde hair and glasses is sitting on a bed, looking down at a laptop. A dog is lying on the bed next to her. The background shows a white headboard and a patterned bedsheet. The overall scene is dimly lit, with a dark overlay.

BUSINESS SOCIAL MADE SIMPLE

We are helping leaders overcome uncertainty about social media for business and grow a community of collaborators, customers and advocates.

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SOCIAL INSTRUCTOR



GINA YOUNG

17 Years of Experience in B2B Social Media
12 Years in Marketing Leadership

Meet the mother of organic website and social media growth.
And the Co-Founder and CTO at BigOrange Marketing. I help
you get the right stuff done and have fun. 🍷



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WHAT WE PROMISE IN THIS COURSE

You're on a mission to improve or take over your social media. You want to know the strategy and plan you choose for your business will work. And that it's simple enough that you can do it.

CONTENTS

PART 1

BUILDING YOUR AUDIENCE

Your target audience must be clear for you to become a magnetic force they will start to notice and connect with.

PART 2

SELECTING YOUR SOCIAL TOPIC

Put on your thinking hat. You're likely to find your main topic to focus your social media on here.

PART 3

WRITING SOCIAL MEDIA HOOKS

It's simple. Attention is suffering. Your hook is clear and consistent and draws in who it needs to.

PART 4

POST FORMATS AND EXAMPLES

There are a lot of directions you can go in when you look at all the types of social media posts you can create. Narrow your focus on what works.

PART 5

ENGAGEMENT STRATEGY

Every company has a team, customers, advocates, partners and friends. Let's start engaging them.



**Get ready to
level up
your business
social media
knowledge
and plan.**

BUILDING YOUR AUDIENCE

You're responsible, aware or curious about the topic of social media. So you're here, you're already active on social media and wanting to improve your strategy and plan. We're the same in that way and live in your shoes. Because of that, we're relatable.

The person you're talking to on social media cares about something more specific to help the business be able to grow or move forward. Something to overcome or something we need to happen for growth and continuity.

ACTION ITEMS:

1. Who are the 2-3 different people you talking to?
2. What is the number one challenge each person has?
3. Make or go back to your own buyer personas. See an [example](#).

Next, learn how to set on a topic for social that reaches who you want it to. This trains your audience.



DISCOVER MORE



HOW TO REACH YOUR TARGET AUDIENCE ON SOCIAL MEDIA

SOCIAL STRATEGY



SELECTING YOUR SOCIAL TOPIC

Topic authority is a measure of how much trust and respect others in the online community will attribute to a person or brand. It's all about perception. How does your audience (not you) perceive your knowledge, insights and contributions to a specific role, industry or event?

But the premise is this, you know who you're talking to. Give people in your audience a chance to see the same thing in different ways and formats and enough time to remember it. To remember you. To associate you with something.

ACTION ITEMS:

1. Narrow the focus of your content so people remember you and are less likely to get confused.
2. What most often drives your audience and best-fit customers to seek out your product or service?
3. Where do you have the most momentum?

Next, we'll show you how to start and end each social post with attention-grabbing hooks.

DISCOVER MORE



WHAT IS SOCIAL MEDIA TOPIC AUTHORITY?

STRATEGY TIP



WRITING SOCIAL MEDIA HOOKS

We all know people skim and scroll content. A social media hook draws attention in at the beginning and at the end of each post.

That's two chances you get to stop someone scrolling their feed or make someone you're being recommended to come on in.

The start of your post draws people in. The end of your post provides a clear call to connect and how to engage on this channel.

ACTION ITEMS:

1. Use a hook at the start of every social post from now on. Experiment and reuse your favorites.
2. Write an end hook for your post, it can be the same every time or vary by persona.

When it comes to the most engaging types of posts, learn our winners next.



DISCOVER MORE



WHAT IS A SOCIAL MEDIA HOOK?



STRATEGY TIP

POST FORMATS AND EXAMPLES

There are a lot of choices and directions you can go in when you look at all the types of social media posts, designs and templates.

People on social media love to do these three things. Scroll. Watch. Swipe. Social media hooks, plus these two formats will cover all three grounds.

The more consistent the look and feel, the more memorable and standout you are. Stick to templates and brand guidelines.

ACTION ITEMS:

1. Stop waiting and add animated videos and videos of your people to your social media mix.
2. Use carousels to bring the key points of blog posts and web pages to the social platform. Not a merry-go-round, a post of revolving images you swipe through.

Let's bring this course home with our final topic, a social media engagement strategy that works.



ENGAGEMENT STRATEGY

What most business social media pros and agencies get wrong is not including other people and companies.

Every company has team members, customers, advocates, partners and friends that help them in the bigger picture. Let's start engaging them.

Let's talk about how often and how to respond, comment, repost and more. All in one hour or less.

ACTION ITEMS:

1. Institute a daily or weekly check-in and go through the steps
2. Institute a monthly check-in to review insights, your audience and revise your content plan

Next, you'll find a simple yes or no assessment to help you understand where to improve your social media and get to work.



ASSESSMENT

		YES	NO
1	I know the target audiences I am speaking to and their top challenges.		
2	I have a topic and theme to center my social media content around.		
3	I have a way to create a consistent look and feel for my business social media channels.		
4	I'm focusing on no more than two social channels to not spread myself thin.		
5	I set goals and review insights on the specific social media platform, not for website traffic.		
6	I am writing social media hooks at the beginning and end of each post.		
7	I am using more interactive, creative and high-performing post formats.		
8	I am engaging daily or weekly and monthly to support our growing community.		

WIN ON LINKEDIN

BONUS CONTENT



#LEADWITHCONFIDENCE

Learn how we make a daily post shared on LinkedIn and Instagram. Our audience keeps coming back and instantly knows it's from us.

[WATCH NOW](#)



HOW TO FOLLOW FROM YOUR COMPANY PAGE ON LINKEDIN

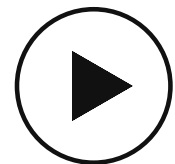
Follow the LinkedIn pages of your partners, conferences, customer companies, favorite tools you rely on and start engaging.

[WATCH NOW](#)

PREPARE CONTENT IN BULK

LINKEDIN LIVE REPLAY

MAKE SHORT VIDEOS AND ROTATING IMAGE POSTS
(CAROUSELS) IN BULK



NOTES:

In this video, I share creative strategies to create engaging content for LinkedIn, specifically focusing on "boring" industries like IT and manufacturing.

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CLIENT TESTIMONIALS



TONY H.

The EO Cincinnati spring campaign was a huge success and exceeded our goals. We enjoyed working with BigOrange and highly recommend them.



MONTANA E.

I truly enjoy working with BigOrange Marketing! Always a joy to work with and manages our blog and social accounts perfectly.



KEITH C.

The entire team at BigOrange is always very creative with their content and graphic designs.



BRILL A.

They delivered on their promises and helped us increase our online visibility. It's been a pleasure working with them!!



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GET MORE FREEBIES

We've recently updated our most popular guide of all time.

Get The 22 Best Digital Marketing Ideas to Drive Sustainable Lead Generation in 2024.

GRAB A COPY

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1:1 SOCIAL MEDIA CONSULTATION

Get connected with our team to help support you on the journey of navigating social media and improving your results.

**SCHEDULE
TODAY**





A REMINDER TO BE CREATIVE AND HAVE FUN.
SWIPE FOR LITERAL 🔥

THANK YOU!

At BigOrange Marketing, we are passionate about what we do. We believe in the power of American businesses to make a difference in the world, and we are dedicated to helping our clients succeed. We are committed to providing exceptional service that is based on honesty, transparency, and a deep understanding of our clients' needs.

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