

MKM LIVE: Wednesday, May 30

- 88% of people trust online reviews as much as a personal recommendation
 - Think about it
- So...how do I get more
 - Reviews
 - Likes
 - Comments?



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- Keep the social in social media
 - Take time to engage with other businesses too
- The origins of Facebook
- NOT a marketing tool, a community tool
- How are you growing a community?
- Do you have a good product/service people need?
 - Demonstrate, provide educational material, inspire them
- How are you being a good community member?
 - Like, comment, share for others?
- Are you showing you?
 - Or is it all about your product/service?



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- If you want a like, you need to give a like
 - How did I learn this?
 - Don't immediately unfollow
 - Insta-spam
- It's ok to ask for reviews
 - Even though it feels weird
- Provide value and education
 - (Rebekah Radice link)
 - How are you supporting your tribe? It shouldn't just be asking your tribe to support you
- Community over competition
 - Why do you give all this info for free?
 - Why do you link to other blogs?
 - Aren't you scared the competition is learning from you?
- The end result is not the sale, it's the connection you make



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- Call to Action:
 - Go out and leave one review for a business you frequent
 - How do you do that?
 - Go out and like one new business pages
 - why?
 - Go out and comment on one post by someone you follow and admire
 - Molly's examples
 - Go out and share this video with one friend who could benefit from it
 - why?



MKM LIVE, Wednesday, May 30: Events

- NEW Mondays live at noon CST
- Monday, June 4: What NOT to do on your business social feeds
- All summer topics to be released next week
- Gratitude series on Insta
 - #mkmgratitude
 - Winner on Mondays at noon in July for a book giveaway
- Social Summer Nights
 - Monday nights in July (not July 2)
 - Start with a free session
 - 3 weeks of paid workshops

