

MKM LIVE: Monday, June 4

- New Time: Mondays at Noon
- Gratitude Giveaway
 - *Tribes* by Seth Godin
- July Workshop: Two Gingers' Tavern, Cascade
 - Monday, July 9: Free overview
 - Monday, July 16, 23, 30: themed workshops
- Challenge from last week
 - Did you do it?



MKM LIVE: Wednesday, May 30 Challenge

- 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: Monday, June 4

- What NOT to do #1
 - Don't think this is your marketing silver bullet
 - Not easy, fast, or 100% the answer to your sales
 - Depends on your audience
 - Depends on your budget
 - Depends on YOU
 - Consistent
 - Engaging
 - Risk-taking



MKM LIVE: Monday, June 4

- What NOT to do #2
 - Don't treat this like traditional marketing
 - Using graphics for print
 - Showing only your shiny, finished product



MKM LIVE: Monday, June 4

- What NOT to do #3
 - Ignore the socials because you don't want a bad review
 - They will say it anyway
 - This way, you can address them



MKM LIVE: Monday, June 4

- What NOT to do #4
 - Don't hide from the camera
 - Show yourself
 - Feature your team



MKM LIVE: Monday, June 4

- What NOT to do #5
 - Think your personal account will have no bearing on your business account
 - Even if your account is private
 - Newsflash: people can and will find you on Google
 - Newsflash: people can and will screenshot your posts and send to your employer



MKM LIVE: Monday, June 4

- What NOT to do #6
 - Ignore your data
 - If you don't measure your results, how do you know what works?
 - If no one is engaging it's time to change



MKM LIVE: Monday, June 4

- What NOT to do #7
 - Try to be everywhere at once/distracted by the next best thing
 - Pick one thing and do it well
 - Don't keep bouncing from platform to platform



MKM LIVE: Monday, June 4

- What NOT to do BONUS
 - Don't have your business Page set up as a personal account
 - Violation of Facebook TOS
 - You're working with a ticking time bomb



MKM LIVE, Monday, June 4: Events

- NEW Mondays live at noon CST
- All summer topics to be released throughout this week
- Next Monday, June 11: Even more Canva!
- Gratitude series on Insta
 - #mkmgratitude
 - Winner on Mondays at noon in July for a book giveaway
- Social Summer Nights
 - Monday nights in July
 - At Two Gingers'
 - Start with a free session
 - 3 weeks of paid workshops

