

MKM LIVE: Monday, November 19

- Welcome back to LIVEs
- Today's title: Social Media and Digital Marketing Strategy for Small Businesses



MKM LIVE: Wednesday, November 14

- Social media strategy is NOT just filling your content calendar with different types of posts



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- “Hope is not a strategy” - Rachel Hollis
- Random info will only get you so far, but will result in frustration
- Think about anything else in your business or life
 - Finances
 - Scheduling
 - Project management
 - Marketing
 - Fitness
 - Family Scheduling/Routines
 - All require a system or else frustrating



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- Strategy of Social Media from Molly Knuth Media
 - a. Orient your business
 - In the beginning
 - Now
 - In the future
 - b. Think about your target audience
 - c. Be realistic about what social will allow for your business



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- Strategy of Social Media from Molly Knuth Media
 - a. Orient your business
 - In the beginning
 - What was your WHY? Is it the same?
 - Now
 - What do you do?
 - What makes you unique?
 - In the future
 - What are your goals?



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- Strategy of Social Media from Molly Knuth Media
 - a. Think about your target audience
 - Most important
 - *Who* does your product or service help?
 - What problem does this person have?
 - What does this person do?
 - What does this person enjoy?
 - How do you help him/her?
 - What will they be able to do after working with you?
 - b. Where will you likely find this audience?
 - c. Keep them at the front of all your social decisions



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- Be realistic about what social media can do for you and your business
 - a. What are your goals?
 - b. How well are you able to commit to this marketing?



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- Strategy is knowing who you serve and how your unique brand/product/service can help them



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- Implement systems, processes, and tools to help you
 - a. Content Calendar
 - Using MKM 5
 - b. Branding
 - Visual
 - Verbal
 - c. Tools
 - Graphic design
 - Video production
 - Brand photography



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- Strategy can and *should* evolve
 - a. Based on audience needs and engagement
 - b. Based on your comfortability and growth on social
 - c. Based on seeing what works for others
- Revisit every so often (monthly, quarterly) to evaluate if you are achieving your goals and committing to your strategy



MKM LIVE, Wednesday, November 14: Events

- Happy Thanksgiving!
- Next week live Wednesday, November 26 at 11 AM:
 - Facebook 101
 - This is for:
 - People who are in charge of their company's social accounts
 - People who don't yet have a social media account
 - People who are Facebook users and want to control their algorithm
- More LIVE topics released through the week!

