



7 DAY SOCIAL MEDIA GUIDE

FOR SUSTAINABLE GROWTH



ONLINE



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SEVEN DAY SOCIAL MEDIA GUIDE FOR SUSTAINABLE GROWTH ©

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A Note From Marki Lemon-Ryhal



Social Media Marketing has forever changed the way in which we conduct business. No one ever imagined that Facebook would grow to over 1.8 billion users.

Technology is always changing!

In order to survive in today's world of business, you must embrace timely change and have a strategic marketing plan in place to bridge your online and offline marketing.

While on maternity leave in 2007 I finally had a chance to “Google” my name. I was very disappointed that I only had a few entries. As I was bringing a new life into the world, I decided to embark on a new marketing plan that would include these things called social media marketing, social media tools, and gamification (terms I was unfamiliar with). It took me over a year to make up my mind that I needed to get serious. Finally, in October of 2008, my mind was made up, and I spent the rest of 2008 setting my plan in motion.

While setting my plan in motion, I realized that the average person would be discouraged and would abandon their social media marketing plan because of the time consumption and all the different steps that are involved. Therefore, I wrote a step-by-step guide as I implemented my new marketing plan so that others would have a road map that would save them energy, money, and time.

The goal is for you to connect with customers where the customer is comfortable. Online is the new hot spot. Let the connections begin.

Socially Yours,

Marki Lemons -Ryhal

Expectations For The Next 7-Days

In the next seven days you will accomplish the following:

- Set-up a Google account, Gmail, Google Alerts, Feedly and identify keywords to use in your social media marketing plan.
- Set up a free blog with one blog post.
- Establish an account on each of the following social media marketing sites: Facebook, LinkedIn, Twitter, and YouTube.
- Add 500 New Followers on Twitter.
- Load personal database to each social account by connecting your Hotmail, Yahoo, AOL, and Gmail accounts. Invite your contacts to connect, follow, or be a friend.



Homework

- 1 **Set your goals.** Do you want to expand your personal brand, increase sales, establish yourself as a local authority, increase networking opportunities or gain media exposure?
- 2 **Identify your customers:** Gen X, Gen Y, Baby Boomers, or Millennials.
- 3 **Research keywords using www.google.com/trends.** Research five terms that you will use to write your bio, resume and use in future social media marketing post. When researching keywords, you need to think like a consumer and search the way someone unfamiliar with your industry or business would search. In my line of business, we use terms and acronyms that no one would ever search for. Therefore, those terms will not help with our search engine optimization (SEO) if no one searches for the terms, but we use them all the time.
- 4 **Write your Bio:** [Example](#).
- 5 **Update your resume:** [Example](#).
- 6 **Select one photo to use:** [Example](#).
- 7 **Set up a Google Account <https://www.google.com/accounts/NewAccount>:**
 - Gmail – works with an existing email address, compatible with Outlook, POP3, and IMAP supported and is smartphone friendly.
 - Google Docs – find spreadsheets, word processing, presentations, and forms.
 - Google Sites – simple editable websites, choice of templates, and company intranets.
 - Google Calendar – share, your calendar with co-workers, embed on website, collaborate, syncs with Outlook and iCal, and multiple calendars.
- 8 **Set aside three hours per day for seven days to implement your plan using Google Calendar, [Additional Information](#).**
- 9 **Set-up an Excel template to log your username and passwords, or use Google Spreadsheet.**
- 10 **Purchase domain name for Blog at www.godaddy.com.**

***The above should be complete prior to setting anything up.
This will save you energy, money, and time.***

GOAL SETTING



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Getting Started

- 1 Most of us want to advance our career but are unable to do so because of poor planning. The key to learning the art of proper goal setting is to stop avoiding it. Seize the opportunity to set your own personal goals first, and don't be ashamed to write it down even if you feel they are just small goals that need not be written.
- 2 Know that there are no small goals. The fact that you set it as a goal, it is relevant to you. Therefore, what is relevant is never small, and it is worth aspiring for.
- 3 Start to develop and set your goals. The best way to start good goal setting is to write down your goals in order of importance. Explore more ways on how to effectively achieve each goal and force yourself to apply what you learned. Eventually, it will develop as a good habit.
- 4 One good strategy in creating realistic goals is to follow the S.M.A.R.T. goal setting. S.M.A.R.T. means:



If you are able to do this, you are on your way to achieving your goals. With the S.M.A.R.T. method, you can never go wrong as it is basic yet effective.

- 5 Make use and constantly apply the basic method of setting up goals. To summarize the idea, for newbies, you have to start in small and uncomplicated goals. Write it down in your planner and make sure you have it handy. Make a realistic timeline for each goal and find a way to remind yourself to act on it everyday per its scheduled time.

You Have To Believe In Your Goals

I have heard many stories about people who failed because they did not believe in their goals. We are capable of achieving great things. But because of our scarcity mindset, combined with a disbelieving heart, we fall short of our expectations.

Think with the end in mind! Your weekly goals are goals that will lead you to successfully completing your monthly goals. Your monthly goals will guide you to complete your annual goals. What is one step you can take next week that will be the foundation for you to reach one of your annual goals?

Write It Down!

"Your written goals will guide you to not yield to new opportunities quickly. Opportunities can be viewed as distractions if they do not help you achieve your goals." ~Marki Lemons-Ryhal

There are many other benefits that you will enjoy when you write down your goals. First, it will give you a clear vision of what you want. And from there you will be able to take necessary actions under each goal. Similar to if you decide to build your dream house. You don't just tell your architect and builder to build it exactly how you imagine it. They need to have written plans and permits to get started. The same written plan is needed in developing and achieving your goals.

Another reason why you have to write down your task is that it motivates you to make a start. Writing down your goals is just the beginning of everything, it will prompt you to move forward and execute each of its underlying tasks to be able to sustain your momentum and drive to do the next task.

Goals will let you see how well you are performing and allows you to celebrate your progress.



You Have To Believe In Your Goals

Is Your Business Social Enough?

Today, social media platforms have invaded and taken over public consciousness. It has become a big part of our day to day routines and is an indispensable communication tool for people to connect and stay in touch. Consumers have used the presence of social media as one of the integral tools to determine a company's legitimacy, credibility, and viability. Businesses today are judged based on their Facebook and LinkedIn profiles. Consumers expect companies to respond to the concerns and queries they have tweeted within the hour.

Suffice it to say, social media has managed to steal the thunder away from traditional marketing methods. Modern marketing strategies today have a mix of social media tactics as its integral component for reaching business goals.

Discover the Social 5-Pack

Highly competitive companies have taken the aggressive path and actively pursued the "Social 5-Pack,"

made up of Facebook, Twitter, Google+, LinkedIn, and YouTube. This is in line with the aim to engage their target market and existing client base in order to fill the top of the sales funnel as well as understand the prevailing consumer preferences and behaviors to ensure brand loyalty.

However, signing up and maintaining multiple accounts on all social networking sites is not as easy as it seems. Jumping right in without any in-depth understanding of the social media process can prove to be potentially detrimental to a company, which can lead to exposing its online presence at serious risk and leading it towards an unproductive direction.

Take the Reins of Your Online Presence

Given the power of social media, it is critically important for businesses to work through their strategies and develop processes to lead to scalability, efficiency, and successful social engagement.

Get Started Creating S.M.A.R.T. Goals

S



SPECIFIC

M



MEASURABLE

A



ACHIEVABLE

R



RESULT
FOCUSED

T



TIME BOUND

S	MAKE IT SPECIFIC	
M	MAKE THEM MEASURABLE	
A	MAKE THEM ACHIEVABLE	
R	MAKE THEM RESULT FOCUSED	
T	MAKE THEM TIME BOUND	

Get Started Creating S.M.A.R.T. Goals

Take a moment and think through what you would like to accomplish this year in the 4 key areas below: Personal, Family, Business and Financial...

ANNUAL GOALS

<u>PERSONAL</u>	<u>FAMILY</u>	<u>BUSINESS</u>	<u>FINANCIAL</u>

MONTHLY GOALS

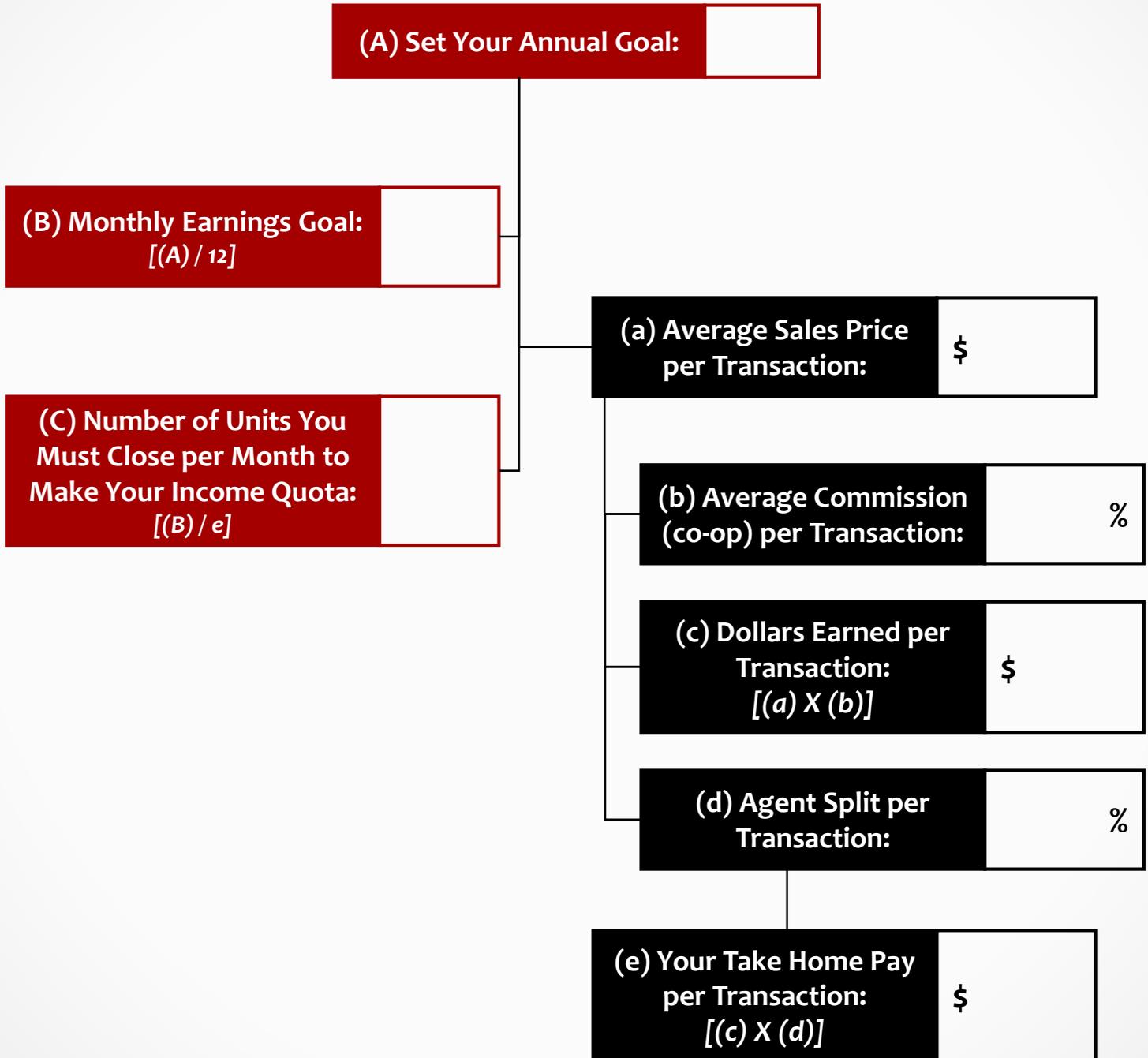
<u>PERSONAL</u>	<u>FAMILY</u>	<u>BUSINESS</u>	<u>FINANCIAL</u>

WEEKLY GOALS

<u>PERSONAL</u>	<u>FAMILY</u>	<u>BUSINESS</u>	<u>FINANCIAL</u>

Breaking Down Financial Goals

Start with the annual financial goal you defined on the previous page...



DAY ONE



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Day One



Set up your blog. A blog is a website containing information normally displayed in reverse chronological order. There are numerous free and paid blog options. There are options that allow you to have a blog and a tool to syndicate updates, photos, and videos to all of your social media marketing sites. Check out wordpress.com, blogger.com, wix.com, squarespace.com, and placester.com I use a Wordpress.com website hosted with GoDaddy and you do need to have some tech skills for this to be an effective website tool. Try out a free blog site until you develop a routine of blogging consistently.

Need Additional Help-[Best Website Builders in 2017](#)



Set up Google Alerts at www.google.com/alerts. Your alert should be a list of terms that every time that term is used on the internet you receive an email notification.

My alerts include my name, my business name, and terms commonly used in my industry. It also will not hurt to set up an alert for your competition.



- **Set up your Twitter Account.** Remember your username can't exceed 15 alphanumeric characters.
- Upload short bio. Not to exceed 160 characters. Keep it real while being fun and engaging. [Example](#).
- Upload photo. Photo can't be bigger than 700k.
- Set a color or picture background.
- Check for friends via Hotmail, Gmail, Yahoo, or AOL.

Day One

- Post one tweet – 140 characters or less. The ideal tweet is 120-130 characters so your tweet can be retweeted.
- Download the Twitter App on your mobile devices.
- Need Additional Help – [Twittorial](#) and [Maximize Twitter Profile](#).

Twitter's simple question: "What are you doing?" has certainly generated a lot of response since its launch. From teenagers to professionals, celebrities, politicians, corporate bigwigs – you name it; everyone is on Twitter. With the quick and frequent exchange of ideas, opinions, answers, Twitter has created a whole universe for people from different social backgrounds, status and interest to stay connected through a more open line of communication.

Understanding the Twitter Phenomenon

What is Twitter? It is a popular social networking and micro-blogging service that allows its users to send and read text-based posts or "tweets" of up to 140 characters. Twitter was created by Jack Dorsey back in March 2006 and was officially launched in July of the same year. Since then, the service has gained worldwide popularity and currently has 695,750,000 users, as well as handling more than 2.1 billion search queries every single day. Twitter has been described as the "SMS of Internet."

Twitter offers a combination of different forms of communication – text, photos, music, videos – evolving from everyday life experiences to interesting content, newsworthy events, and crisis. Conversations can revolve on hot topics using hashtags and users can post and view updates, follow other users, as well as send public replies or private messages to connect and communicate with other users. Over the years, the Twitter ecosystem has grown dramatically, enabling users to search for people, news or subjects.

Getting Started

- 1 Conduct an initial search.** Create your Twitter account and use the Twitter search to check out the buzz about your name or brand, your direct competitors and other relevant words that relate to your company, products and/or services.

Day One

- 2 **Add a photo.** It's unappealing to interact with anyone without a photo. If you have established decent brand recognition, you can use your logo, or if you are a startup or a small organization, it is generally best to use a personal photo.
- 3 **Start joining conversations and talk to people about their interest.** This will convey a more personalized appeal that shows the human side behind a brand, product or service. (@wholefoods has done this quite well)
- 4 **Generate interest.** Post interesting things that relate to your industry, and not just about your company, products or services. This can include the latest news, policies, and developments, among others.
- 5 **Entertain to engage.** Share interesting and fascinating links that will entertain and spur interest.
- 6 **Use a proactive approach.** When handling complaints, don't get stuck in the vicious cycle of apologizing. Instead be helpful and offer an immediate resolution, tips, and guidelines. (@jetblue has done a great job providing travel tips and advisories)
- 7 **Say no to blatant marketing.** Don't make the mistake of overselling your products and/or services. Others will either tune you out or hit the "unfollow" button.
- 8 **Become more human.** Promote interesting, outside of work stories of your employees and major stakeholders. (@TheHomeDepot does this quite well)
- 9 **Introduce personalities.** Add in a few personalities to work along with the brand, such as RichardAtDELL, MaxeneAtDELL, etc.
- 10 **Really communicate.** Take time to also talk about non-business topics too.



Set up a free Feedly account at www.feedly.com. According to Wikipedia, Feedly is a news aggregator application for various web browsers and mobile devices running iOS and Android, also available as a cloud-based service. It compiles news feeds from a variety of online sources for the user to customize and share with others.

Once you set up your account, you want to define the sources you would like to follow and specify the keywords you would like to track. Feedly will then organize your favorite sources, blogs and keywords alerts into easy-to-read feeds.

DAY TWO



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Day Two



- Review Google Alerts



- Review Feedly



- Retweet 1 tweet
- Reply to tweets
- Add one favorite tweet
- Follow back people of interest

- Tweet one business related tweet
- Tweet one personal tweet
- Ask one question



- Upload your first blog post



- Create a Facebook Account
- Complete profile (copy and paste information from your resume)
- Generate a [Custom URL](#)
- Download the Facebook App
- Need Additional Help – [Facebook](#)

Facebook is perhaps the most infamous global phenomenon that has continued to grow exponentially since its launch. Originally designed for college students, we don't need statistics to prove that Facebook has moved leaps and bounds beyond its original use. Over time, it has become recognized as an extremely powerful networking medium for businesses.

Day Two

What Is It?

Facebook is a social networking service launched way back in February 2004 and is privately owned and operated by Facebook, Inc. In 2016, it reached an astonishing 1.86 billion monthly active users. To use its services, users need to register and create profiles, exchange messages, post statuses, upload photos, chat with friends and so much more. From a simple social medium, it has evolved into a widely popular professional networking site.

Why Use It?

- **Great Exposure.** With billions of users, Facebook offers the unrivaled potential for exposure. When used strategically and consistently, Facebook can contribute to the significant increase in your company's online presence and visibility. Post comments, provide insights, advice, and tips to earn respect and credibility in your network, and ultimately gain leverage.
- **Improve Google Rank.** With Facebook's "Pages" application, you can create a professional profile for products, services, and business. Within these pages, you are provided with the option to include links to your website and "like" buttons. This helps drive traffic towards your website and generate more interest.
- **Powerful Marketing Platform for Free.** Facebook use, as you already know, is absolutely free of charge. It allows you to reach out to hundreds, even thousands of people with a host of user-friendly applications and tools you can use to market products and services.
- **Targeted AD Space.** For a reasonable fee, you can also create ads and target them to reach specific gender, location and age groups, as well as track performance.
- **Provide Regular Updates.** Facebook offers you a convenient way to update your network on new products, promotions, and general information about your company to stay fresh and relevant in the minds of your market.
- **Facilitate Online Discussions to Gain Valuable Inputs.** Use newsgroups and networks as a venue to discuss, and respond to comments and inquiries. It can also be a great source of constructive feedback to help you enhance your products or services.

Day Two

- **Enhance Customer Service.** Consumers these days prefer real-time responses to queries and concerns. The Facebook page for your business offers a convenient and accessible option for your market to reach you.

Setting Up

Facebook Page

Creating a Facebook Page (also known as Brand Page) can provide you with a powerful tool to interact with your market on a different level that traditional media will not be able to provide. By helping your customers gain a close connection with your corporate brand, you can turn them into loyal patrons and unpaid brand ambassadors.

1 get started, follow the simple steps:

- If you don't have an existing account, sign up for one. If you already have one, log in and click the "Pages" button located on the left-hand side of the screen.

2

- Select what type of Facebook page you want to create, such as Brand, Company, Institution or Organization.

3

4 Fill in all the specific information.

4

5 Agree to the detailed Facebook Pages Terms.

5

- Enter all the relevant information required. Once you have indicated the specific category of your business, you can start customizing your page. Facebook walks you through the entire customization process by providing you a list of pending things you should complete to get started.

6

- Upload a company image or logo, which you can also include a website, tagline, and Twitter page, along with other social media pages you maintain.

Facebook Group

You can also create a Facebook Group, which is a place for small group communication and for people to share their common interests and express their opinion. Groups allow you to build a more intimate community around a common cause, issue or activity to organize, express objectives, discuss issues, post photos and share related content.

You can simply create a group by clicking the "Group" button located on the left-hand side of the screen. Then click "+Create Group" and Facebook will walk you through the process. For more information see – [How To Set Up Facebook Group](#).

DAY THREE



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Day Three



- Review Google Alerts



- Review Feedly



- Retweet 1 tweet
- Reply to tweets
- Add one favorite tweet
- Follow back people of interest

- Tweet one business related tweet
- Tweet one personal tweet
- Ask one question

facebook

Post your first Facebook entry. The entry should include a link to one of the following where you provide items of value: your Twitter account, your blog, or you're an existing website.



- Create a YouTube account. Due to the fact you have a Google account, you can use this as your log in information.
- Set up and design your own YouTube channel.
- Need Additional Help – [How to Design Your YouTube Channel.](#)

While YouTube is widely popular as a form of entertainment, don't make the mistake of overlooking its significant benefits. It is more than just posting music videos, memorable moments and embarrassing events.

Day Three

More and more businesses and professionals have recognized YouTube as a powerful platform to launch themselves into stardom. While your business may not gain the same global popularity and overnight success of Justin Beiber, your business will be able to generate a good interest. How? You can use videos to show off your expertise and share knowledge as well as market your products and connect with prospects, customers, and colleagues.

What is YouTube?

YouTube is a web-based service that allows its users to post video files and share it with the rest of the world. Founded by the authors behind equally successful, Paypal, the very first public version was released in November 2005.

Why Use It?

YouTube offers a cost-effective marketing platform for businesses. It is to date the cheapest form of advertising channel. Companies from various industries are using web videos as part of their marketing content to reach out to current and potential customers. It is now used as a way to build relationships with client base and reap its lucrative benefits as an indirect marketing strategy.

You can use YouTube to accomplish three major goals:

- Inform
- Educate
- Entertain

DAY FOUR



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Day Four



- Review Google Alerts



- Review Feedly



- Retweet 1 tweet
- Reply to tweets
- Add one favorite tweet
- Follow back people of interest

- Tweet one business related tweet
- Tweet one personal tweet
- Ask one question

facebook

- Wish friends Happy Birthday
- Accept 5 new friends
- Respond to Private Messages
- Respond to wall comments and post
- Post one status update
- Share an interesting idea

- Comment on the updates of friends
- Leave a message on your Business Page
- Send an update to your Business Page
- Send an update to your Group
- Respond to one event invitation
- Join a new group daily up to 50 Groups



- Watch videos that compliment your company

- Subscribe to other YouTube channels

Day Four



- Create a LinkedIn account
- Design Custom URL – <http://www.linkedin.com/in/markilemons>
- Design Custom Links – [Social Media Speaker](#) instead of “My Website.”
- Download the LinkedIn App
- Need Additional Help – [LinkedIn 101](#)

Most people use LinkedIn in order to “link to someone” or form a partnership, make a sale, or get a job. Given its continuing success, it works quite well for professions from rank and file, to consultants, CEO and business magnates who maintain an account, representing 130 different industries across the globe. However, to date, LinkedIn still remains an underutilized tool as many of its users have not fully explored its full potential nor maximized its benefits.

What is LinkedIn?

LinkedIn was launched back in 2003, and since then it has become the world’s largest and most popular professional networking site. An estimated 1 million new members join this social media platform every week. People generally connect on LinkedIn with people that they personally or professionally know. However, unlike Facebook and Twitter, LinkedIn is business focused.

LinkedIn presents a great venue for its users to make or establish second- or third-degree introductions and connections, which can be useful when trying to grow a business or when looking for a job, recruiting talent or seeking other employment opportunities.

To date, LinkedIn maintains over 400 million members across more than 200 countries, which includes top executives from almost every Fortune 500 companies.

Why Use It?

- **Increase visibility.** By establishing connections, you also increase your exposure and visibility. Whether you offer a product or service or both, your profile may be made available to people interested in doing business with, forge partnerships or hire services.

Day Four

- **Improve network.** Connect with people from past acquaintances, people from your school, past companies, affiliations, and those who share your passions and interests.
- **Improve Google PageRank.** LinkedIn allows its users to publish and make their profile information available for search engines to index. LinkedIn profiles rank high in Google, so it's a great and effective way to influence other people's perception when they search for you.
- **Enhance search engine results.** Aside from your personal profile, you can promote your company website and blog to search engines on your LinkedIn account through the pre-selected categories such as "My Website" and "My Company."
- **Scope out the competition, partners, and customers.** LinkedIn is one perfect way to keep tabs on your competition as well as partners and customers.
- **Highlight recommendations and reviews.** LinkedIn is more like a living, breathing resume of professionals that comes complete with recommendations from people you have worked with and worked for in the past. This presents a wonderful opportunity to secure business reviews as well as the specific products and services you offer.

Getting Started on LinkedIn

Some people associate LinkedIn as a go-to platform for people seeking employment. It is certainly more than that. It is a great way to your build portfolio and reputation, as well as connect with like-minded individuals to promote your brand, products or services. To get started, here are some basic guidelines:

- 1 Enter your basic information.
- 2 Select "Join Today" after which you will be redirected to a second screen where you enter your personal information including professional status, company, job title, location, including pertinent information such as websites and other social media accounts.
- 3 Select "Create My profile." You will then be given an opportunity to search for people you already know based on your email contacts.

DAY FIVE



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Day Five



- Review Google Alerts



- Review Feedly



- Set up a twitter application: [Twitter Application List](#)
- Set-up [Twitter Alerts](#)
- Retweet 1 tweet
- Reply to tweets
- Add one favorite tweet

- Follow back people of interest
- Tweet one business related tweet
- Tweet one personal tweet
- Ask one question



- Invite 100 friends to join your Facebook Group
- Add your blog feed using the RSS application

- Add SlideShare application: [SlideShare Application Information](#)



- Watch videos that compliment your company

- Subscribe to other YouTube channels

Day Five



- Set Up a LinkedIn Group and invite contacts to join
- Add content via the SlideShare application
- Accept invitations
- Answer questions
- Update your status
- Send an article to 3 groups

DAY SIX



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Day Six



- Review Google Alerts



- Review Feedly



- Retweet 1 tweet
- Reply to tweets
- Add one favorite tweet
- Follow back people of interest

- Tweet one business related tweet
- Tweet one personal tweet
- Ask one question



- Wish someone Happy Birthday
- Accept 5 new friends
- Respond to Private Messages
- Respond to wall comments and post
- Post one status update
- Share an interesting idea
- Comment on one update of a friend

- Leave a message on a Fan Page
- Send an update to your Fan Page
- Send an update to your Group
- Respond to one event invitation
- Join a new group up to 50 Groups
- Invite new contacts to connect



- Watch videos that compliment your company

- Subscribe to other YouTube channels

Day Six



- Accept an invitation
- Answer a question
- Update your status
- Send an article to 3 groups
- Send an update to your group
- Invite new contacts to connect



- Reply to one comment on your blog
- Comment on a blog you follow
- Bookmark blogs of interest
- Comment on a new blog

DAY SEVEN



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Day Seven



- Review Google Alerts



- Review Feedly



- Retweet 1 tweet
- Reply to tweets
- Add one favorite tweet
- Follow back people of interest

- Tweet one business related tweet
- Tweet one personal tweet
- Ask one question



- Wish someone Happy Birthday
- Accept 5 new friends
- Respond to Private Messages
- Respond to wall comments and post
- Post one status update
- Share an interesting idea
- Comment on one update of a friend

- Leave a message on a Fan Page
- Send an update to your Fan Page
- Send an update to your Group
- Respond to one event invitation
- Join a new group up to 50 Groups
- Invite new contacts to connect



- Watch videos that compliment your company

- Subscribe to other YouTube channels

Day Seven



- Accept an invitation
- Answer a question
- Update your status
- Send an article to 3 groups
- Send an update to your group
- Invite new contacts to connect



- Reply to one comment on your blog

Conclusion

As I stated in the beginning of this e-book, social media marketing has truly changed the way we conduct our business. And if we aren't keeping up with the ever-changing technology, we will be left behind.

Therefore, my objective in writing this e-book was to provide you with a manageable system and practical tools that you can use to get and remain connected to both current and potential clients. This system has been tried and tested, and if used as presented – you will have an effective way to bridge your online and offline marketing efforts.

Until next time...

Looking To Enhance Social Media Inside Your Business:

Marki Lemons-Ryhal is a Social Media Speaker/Trainer and Facebook Live Host who provides Social Media Education and Strategies to REALTORS®. With over 25 years of marketing experience, Marki Lemons-Ryhal has established herself as an award-winning Social Media Speaker and Course Author. In a market where change is the only constant factor, Marki uses her dynamic, professional attitude and vast experience to be one of the top speakers/trainers in the country relying on content from one of the several real estate continuing education classes she has authored.

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