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# 25 Steps to Get Started on Social Media:

## *Checklist for Local Businesses*

- 🍏 Have I researched the leading social media sites?
  - Get comfortable with what each site offers
  - Look at different options for companies and brands
  - Check out competitors on each site
  - Look for mentions of my business
  - Research my industry to see how others are using social media
- 🍏 Have I created a social media goal list?
  - Identify what I want to accomplish from social media
  - Create a list of goals, such as brand awareness, increased online presence, and/or positive online reputation
- 🍏 Have I figured out my social media budget?
  - Determine how much you are willing to spend on expanding your business via social media
  - Research advertisement costs on each social media site
  - Determine if you need a social media manager and the costs involved
  - Factor in other expenses such as add-ons, time spent, and optional marketing tools
- 🍏 Have I found out where my target audience hangs out online?
  - Perform an Internet search for industry-relevant blogs and forums
  - Visit the sites with highest amount of activity that's associated with your business industry
  - Find social media groups on the leading social media platforms
  - Engage naturally with other forum members and post interesting blog comments
- 🍏 Have I created a plan to consistently generate social media content?
  - Visit your target audiences' hangouts to get an idea of hot topics
  - Visit relevant company sites and social media pages to see trending topics in my industry
- 🍏 Have I determined how much time I can dedicate to my social media accounts?
  - Factor in time for profile creation
  - Remember that consistent content is vital
  - Customer engagement must be done regularly

- Consider hiring help if I don't have the time
- 🍏 Have I filled out my social media profile completely?
  - Make sure each section is filled out in detail
  - Upload and add a high-quality company photo
  - Make sure business details are clearly visible and easy to understand
- 🍏 Have I considered long-term maintenance of my social media accounts?
  - Keep in mind that a consistent, long-term effort is needed to be successful on social media
  - Remember that I will get from social media what I put into it.
  - Instant "push" automated updates is not recommended
- 🍏 Have I found a method to elicit responses?
  - Activity and engagement with others is the primary focus of social media
  - Ask questions that are thought-provoking and get your followers a chance to respond
  - Allow all users the ability to respond to you and ask questions
- 🍏 Have I joined relevant communities and groups?
  - Don't limit myself to just my business page
  - Make connections with other like-minded businesses
  - Offer tips and answer questions in community forums
- 🍏 Have I built a separate personal account?
  - Keep personal business out of my business account
  - While sharing personal team photos and company outings are fine, don't share details concerning personal problems and events that have nothing to do with my business
  - Personal views on touchy topics should never be given
  - Stay unbiased during debates and/or heated discussions
- 🍏 Have I learned how to engage without being too "sales-like?"
  - While it's fine to talk about my business, don't throw hard sales pitches on every comment or update
  - Remember social media is about letting your presence be known
  - Focus on being an authentic business with a human side and the sales will come
- 🍏 Have I considered online promotions and freebies?
  - Offer free coupons to the next 10 followers

- Provide free promotions to followers
- Offer free samples
- Run regular contests and sweepstakes
- 🍏 Have I invited current customers and other contacts?
  - Send out invites to my social media accounts
  - Use email address book and place my social media account information on my business website
- 🍏 Have I researched the best time to publish content?
  - Research when my target audience is the most active online
  - Adhere to a similar schedule so my followers have the best chance of seeing updates
- 🍏 Have I determined how to vary the types of content I post?
  - Don't post repetitive content
  - Make a blog post one day, followed by a tutorial
  - Consider sharing product links and relevant industry news on the following days
- 🍏 Have I identified the best keywords to use?
  - Use the free Google Adwords tool to determine the best keywords to use for my business
  - Strategically but naturally place keywords in articles, videos, and blogs
- 🍏 Have I optimized my business website with social media tools?
  - Use icons that lead back to my social media accounts
  - Make updates on my business website to lead readers to my social media accounts
- 🍏 Have I learned the lingo of each major social media site?
  - Each site has its own "net lingo"
  - Understand the important lingo on each site, such as hashtags, tweets, InMail, DMS, and more
- 🍏 Have I gone over the mistakes to avoid in social media?
  - Remember to consistently post but balance it out so I don't over-post.
  - Remember to offer incentives and contests instead of hard selling
- 🍏 Have I considered that social media success isn't immediate?
  - Efforts must be long-term
  - Success will not happen overnight via social media

- Social media isn't fly-by-night. It takes permanent effort and dedication
- 🍏 Have I planned in-person events?
  - Boost sales and increase the number of paying customers by holding in-person events
  - Send reminders via social media
  - Offer incentives to participate
- 🍏 Have I learned how to track my social media progress?
  - Measure my efforts via predefined goals (as discussed in Step 2)
  - Devise a plan to keep track of each goal
- 🍏 Have I created an editorial calendar?
  - Editorial calendars help to schedule consistent content
  - Plan promotions and events with an easy to method to keep up with everything
- 🍏 Have I implemented useful photos and videos?
  - People are visual, and buying decisions are most often made when high-quality photos and videos accompany credible content
  - Photos need to be clear and colorful while conveying your company's appeal
  - Videos should always be professional with proper lighting, clear sounds, and full of engaging yet entertaining information.

Contact me at (626) 382-8403 if you would like some further assistance with your social media marketing campaign.

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