

Engage, Don't Automate Your Social Media Marketing

10 Point Checklist

Scott Stratten

Want to gain as much knowledge as possible out of Marketing Speak? Read on below for a **10 point checklist** that gives the next, real steps you can take to elevate your marketing to the next level.

MARKETING SPEAK 

HOSTED BY **STEPHAN SPENCER**



"I always said if you automate Twitter, it's like sending a mannequin to a networking event with a cue card. Your message is there but you're not."

SCOTT STRATTEN

10 STEPS YOU CAN TAKE TODAY

Want to step up your marketing game?

Here are 10 steps that can move you closer to your goals – today.

- Reflect on your social-media strategy. Are you simply pushing content out, or interacting with the community? People will respond better to engagement versus automatic postings.
- Stop wasting your time live streaming video. To get the most value out of sharing your message, it's best to use a high-quality camera and edit for perfection.
- Bring back the focus of content to your message. It's easy to get lost in deciding how to make your content and where to put it. The most important part is the quality of your message.
- Ensure good audio when creating video content. "If it doesn't sound well, people bail quicker."
- Create Facebook content with recency and resonance in mind. Your posts will be boosted more the newer they are and if your followers interact with it.
- Remember that the best part of social media is that your audience is there, not that it's free. Paying for promoted posts is worth the reach it will get you.
- Ask yourself, "Should I use this strategy?" Not, "Can I use this strategy?" With the example of QR codes, Scott shows that just because you can use a strategy for marketing doesn't mean it's useful for your audience
- Make your site mobile responsive or have a special mobile format designed. Scott shared that mobile is the only place to be, and its popularity will not decrease.
- Build an app for your business only if it provides a lot of value to your marketplace. Apps that are purely links to your website are pointless. Your app must provide massive value.
- Check out Scott Stratten's work, including his best-selling books, at www.UnMarketing.com.