

Secrets to Social Media Marketing at Scale

10 Point Checklist

Laura Roeder

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**



**"Social media is only great for spreading
content if you know how to do it well."**

LAURA ROEDER

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.

- ☐ Always share newly published content on all of my social media profiles. Don't forget to post on the top 3 social media platforms: Facebook, Instagram, and Twitter.
- ☐ Share the same content multiple times on my social media profiles. Only around 2% of my audience sees my content in real time so it's okay to do repeat posts.
- ☐ Share my content at the right time. Consider where my audience lives and make sure to post according to their respective time zones.
- ☐ Familiarize myself with the different kinds of social media platforms. My post activity should be different on Facebook, Twitter, Instagram, and Pinterest.
- ☐ Focus on visually driven content by using Instagram and Pinterest. Create high-impact images that will catch the viewers' attention.
- ☐ Create engagement on my social media posts so that algorithms will keep showing my content.
- ☐ Regularly evaluate my social media analytics. See what posts people respond to and what's working on my page.
- ☐ Read blogs and other resources to learn about the best practices for posting content on social media.
- ☐ Extend the life of my articles by repurposing them into different types of content such as infographics, short videos or listicles.
- ☐ Check out [Edgar](#) to manage and automate my social media with ease and convenience.