Secrets to Social Media Marketing at Scale

10 Point Checklist

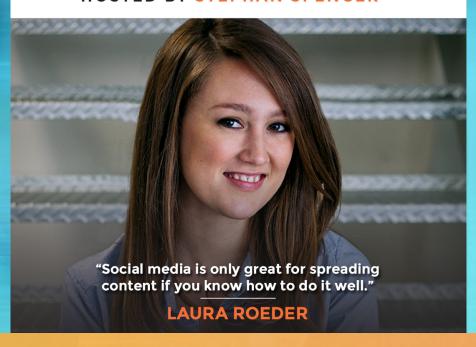
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Want to gain as much knowledge as possible out of Marketing Speak?

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.



HOSTED BY STEPHAN SPENCER



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.

	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.
П	Check out Edgar to manage and automate my social media with ease and convenience