

Building Followers and Influence Through Social Media

10 Point Checklist

Kim Garst

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**



"Connect with people by speaking from the heart and sharing about yourself to create social conversations that people respond to."

KIM GARST

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.

- Be comfortable with who I truly am and put myself out there when I share with people to connect in a relatable way.
- Use video to leverage the power of Facebook for free by uploading with its native uploader and using Facebook Live.
- Understand what my community is engaging with, not what I want them to engage with to create content that will help build my reach.
- Use square videos using a tool like Wave to take up more real estate and get noticed more than the traditional rectangular video.
- Don't connect all of my social accounts and publish the same content on all platforms. It is better to tailor the content for each audience.
- Use hashtags based on the content and platform I am posting on, for instance no more than 2 hashtags on Twitter and unlimited hashtags on Instagram.
- Slice or edit my large videos into smaller segments to use those portions on places like Twitter and Instagram.
- Create compelling photo based content with quotes using a tool like Adobe Spark to drive traffic from visual sources like Instagram, Pinterest, and Twitter.
- Use tools like Socialloomph and Agorapulse to automate and monitor my social posts and my social strategy. I can also try ManageFlitter, Followerwonk, and Social Rank.
- Use direct messages on Twitter as conversation starters and make it about the person I am connecting with, not myself.