Checklist

SOCIAL SELLING

Discover How to Sell on Social Platforms Directly

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Social Selling

Daily checklist of activities

First, you'll find tips to make sure you're being seen in all the places where your market is living.

And then, we've added checklists for using all the different platforms. Choose the ones you want to start with and get going.

Complete these activities each day in order to achieve maximum reach on social media.

(If you're really hurting for clients, then do more than what is recommended here.)

The work you put in on social media is directly related to the amount and quality of the clients you get.

Remember, consistency is the key.

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Posting on Your Own Timeline

- ☐ Post every day of the week. Post content each day, rotating the type and format (text, video, and more). Limit “selling” or “offers” to once or twice a week.
- ☐ Respond to comments. Respond to each person that comments on your posts.

Commenting

- ☐ Engage with posts on your own timeline as well as on posts that are inside of groups where your ideal clients hang out.
- ☐ Like and comment on at least 10 posts each day.
- ☐ Be helpful above all else. Bring value to the readers in your comments. Demonstrate your authority and knowledge. However, adding some humor and personality to your comments will go a long way toward being authentic and getting the attention of others.

Direct Messaging

- ☐ Message at least 10 new people each day. These can be people that have commented on your post, those whose post you commented on, or someone that is completely cold.
- ☐ Compliment and then ask a question. A very simple and easy to use format to keep the conversation flowing is to give a compliment and then ask a question. Spice it up with other conversational pieces too but complimenting them and asking questions is a very successful model.

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- ☐ Keep up with prior conversations. Ensure that the conversations don't just die out. It'll take some work but staying active in your conversations is where the money is. The money is in the follow-up.
- ☐ Ask about a call. This one can be tricky because you do not want to come off as overly "salesy." The key is to care about the success of the prospect and not about how much money they can give to you.

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Special Social Media Selling Tips and Techniques to Improve Your Results

Creating Post Images

- ☐ Creating multiple sizes of a single image optimized for different social platforms.
- ☐ Use Canva or ClickDesigns to create your posts and then use the resize button. There are almost 50 image types to choose from, and once you choose which image sizes to generate, just click "Abracadabra – Resize" and your new images open in separate tabs.

Customized Facebook Buttons

- ☐ On a page you create you can add buttons that say i.e. Watch Video. You can add a link that leads to a page on your blog/website to catch their email and build your list or even link out to an affiliate offer

Download videos from Facebook

- ☐ When you see a video you like then you can download it right from Facebook by doing the following;
- ☐ Right click on the video
- ☐ Copy the video url that appears in a pop up box
- ☐ Open a new tab
- ☐ Paste the video url into the address bar
- ☐ Now in the link replace www with the letter m and hit return
- ☐ You will see a new tab open and the video appear full size
- ☐ Press play to plat the video

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- ☐ Now you can right click the video and choose save and save the video to your desktop or other folder

Play Facebook video from specific time

- ☐ In the comments you can tell someone to watch the video from a specific time in the video and if you type the time, it becomes clickable and the video plays from there

Share Facebook Live videos

- ☐ With a Facebook live video, you will see the like and emotion buttons, but you won't see a share button, to share it simply right click the video and grab the video URL and now you can post that link and the video will appear

Tag Groups

- ☐ When posting in a group remember to tag the group in your content. The group members will receive a notification, or they will see this post in their newsfeed

Automated Messages

- ☐ When you add a new friend on Facebook you can introduce yourself and initiate and conversation automatically using a messenger bot such as Manychat

Search Box

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- ☐ As mentioned previously you can find people who like specific things related to your niche or interests for search for 'people who like…' and then add your keyword

Post less frequent

- ☐ To boost your reach and engagement don't post too often, only the best content that is highly targeted for your audience, this will produce better results. Posting less frequently seems to encourage the Facebook algorithm to share your content with more people.

Branding pics and videos

- ☐ Add your logo and brand name or url to your images and videos because when someone see's it they are likely to Google it. Also, Facebook is reducing expose to posts with links in so this is one way around it.

Link in comments

- ☐ Another way to add links to your posts is to write your content and end it with a call to action and tell people they can find the link in the comments

Letterbox Videos

- ☐ You may have seen videos with a colored bar at the top and bottom containing a headline and what the video's about. These are proven to increase views

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Tall image posts

- ☐ When posting an image on Facebook think about using taller images as these take up more space especially on mobile devices.
- ☐ A simple way to do this is to use the Pinterest image templates in Canva

Upside down text

- ☐ Upside down text draws the eye to it right away. You can easily add upside down text by typing it and then copy and paste it from here

Increase Karma on Reddit

- ☐ The key to more traffic and engagement on Reddit is to increase your Karma by adding posts that get a lot of Upvotes. One way of doing this is to find content related to your niche/interests that has already received a lot of likes or positive comments and then use that. For example, you could find an image on Instagram and post it on Reddit
- ☐ If you want a head start, then you can buy Reddit accounts that already have a lot of posts and Karma. Simple Google 'Buy Reddit Accounts with Karma'

Buying Upvotes

- ☐ Always aim to provide quality content that naturally gets upvotes but if you are looking for a kickstart then you can buy Reddit Upvotes from Fiverr.
- ☐ You will need upvotes within a certain time limit of posting for it to be effective.

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- ☐ That means you must coordinate with your freelancer when you're going to publish your post.
- ☐ Before you post your link, message your freelancer, and make sure they're available to send their upvotes.

Break Up Content on Instagram with Line Breaks

- ☐ Go to your Notes app and type the full bio or Instagram caption there. Then copy the text and paste it into the appropriate field on the app. Any line breaks you add will show up in the post. The end result is a caption that's a lot easier on the eyes and has a better chance of being read.

Multiple Links

- ☐ As mentioned in a previous list, you can use the one link in your bio to provide your visitors with multiple links all in one place by using Linktree or Direct.me
- ☐ Then add a series of posts and include a call to action like 'Click link in Bio'

Emojis

- ☐ Make your bio or comments stand out more with relevant emojis, these can be done on a mobile device but if you're using a computer then go to Emoji Copy.

Use your computer

- ☐ Normally Instagram is limited to uploading content from your phone, but you've probably got a ton of photos and videos on your hard drives.

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- ☐ You can upload content from your computer using the Flume App

Hide Hashtags

- ☐ Instead of having multiple hashtags within your post then add a few in the post content and then add the rest in the first comment. Remember you can use a total of 30. To find the most popular Hashtags or Hashtag ideas then Google Hashtag generator

Repurpose Content

- ☐ If you find images that you'd like to use then download them and upload them to Canva and edit them however you like by adding text, icons or even your own watermark or logo.
- ☐ By adding your brand name you will help drive traffic to your site through Google searches

Add Locations

- ☐ To get your content in front of a larger audience, it's smart to geotag your images and videos. Users commonly scope tagged locations to follow other people in the same area. By tagging multiple areas with your various content, you spread out your social casting net.

Text on Twitter Images

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- ☐ As you know Twitter used to have a character limit of 140 which has now been extended to 280 but if you have more text you'd like to use such as a headline or brand name then you could include that in the image to leave more available characters in your post. Again you could use Canva for this

Embed tweets on any Blog or Website

- ☐ Click the … icon next to the heart icon
- ☐ Select Embed Tweet
- ☐ Copy the code and paste it into any HTML document (on a WordPress blog, paste the code into the "Text" view to include it in a post)

Pin a Tweet

- ☐ If you have a Tweet that you want everyone to see first when they visit your profile, then pin it to the top. Click the … icon next to the heart icon
- ☐ Select Pin to your profile page

Twitter Search Operators

- ☐ You can narrow your searches to filter the results such as find Tweets that have been posted on a certain date. Do this by including since: [yyyy-mm-dd] in your search for example: Twitter hacks and tricks since:2016-10-01 in the search bar will only deliver Tweets containing "Twitter hacks and tricks" that were sent after October 1, 2016.
- ☐ Below is a list of search operators examples you can use:

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twitter search	Tweets containing both "twitter" and "search". This is the default operator.
"happy hour"	Tweets containing the exact phrase "happy hour".
love OR hate	Tweets containing either "love" or "hate" (or both).
beer –root	Tweets containing "beer" but not "root".
#haiku	Tweets containing the hashtag "haiku".
from:alexiskold	Tweets sent from person "alexiskold".
to:techcrunch	Tweets sent to person "techcrunch".
@mashable	Tweets referencing person "mashable".
"happy hour" near:"san francisco"	Tweets containing the exact phrase "happy hour" and sent near "san francisco".
near:NYC within:15mi	Tweets sent within 15 miles of "NYC".

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superhero since:2010-12-27	Tweets containing "superhero" and sent since date "2010-12-27" (year-month-day).
ftw until:2010-12-27	Tweets containing "ftw" and sent up to date "2010-12-27".
hilarious filter:links	Tweets containing "hilarious" and linking to URLs.
news source:"Twitter Lite"	containing "news" and entered via Twitter Lite

Pinterest

- ☐ Remember you can link any of your Pinterest pins to specific webpages. You will find that this platform doesn't allow affiliate links but if you use URL redirects or link shorteners then these links will work just fine. Check out Simple Click Tracker for a great tool to manage redirects.

Social Media Viral Contests

- ☐ Run a viral contest
- ☐ There are many reasons you may want to run a viral contest these could be;
- ☐ To make sales
- ☐ To increase brand awareness
- ☐ To increase user generated content
- ☐ To get more likes and shares

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- ☐ To increase your number of fans or followers
- ☐ To build a buzz prior to a product launch
- ☐ To build your email list

Your buyer avatars

- ☐ Think about your perfect target audience, the type of people who would love to have your offer. Think about their interests, their needs, their pain points such as things that they have problems with that your product would help them solve. The better you understand your perfect customer's needs then the better you can create your offer to suit them.
- ☐ Download our Avatar Template here

Offer something people will share

- ☐ You need to have an offer that people will openly comment on or share with their friends, the more they share the higher their chance of winning, so make sure your offer isn't for something that they are uncomfortable sharing or talking about with others.
- ☐ For example; If you're offering a free year's supply of hemorrhoid cream then you're probably not going to get many people sharing this with their friends

Budget

- ☐ If you are using paid advertising, then calculate how much you are willing to spend and how you will follow up with other competition registrants to cover the cost of your ad spend or to provide you with a return on investment

Software

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- ☐ You can use software to create viral contests in which entrants have to share a link with 3 or more people who then have to also share that link with others. Once they have done so then that person earns points and the more points that they earn the more likely they are to win the prize

Multiple Prizes

- ☐ If you have a single prize, then less people may join the competition whereas if you have prizes for the top 10+ winners for example then people will feel they have more of a chance at winning and therefore more likely to enter

User Content Competitions

- ☐ You can create competitions that just require people to post content. Remember when they post then their friends will see that they've posted and may go check it out and post too, these posts could be;
- ☐ Photo Caption Contests
- ☐ Essay Contests
- ☐ Photo Contests
- ☐ Video Contests
- ☐ And more…

Add Scarcity

- ☐ Let people know that there are only a limited number of spaces for competition entries or that the competition will be ending soon. This will encourage people to enter right away rather than leave it until later

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Competition terms

- ☐ Make it very clear to people what people need to do to;
- ☐ Enter the competition
- ☐ How they increase their chances of winning
- ☐ What they will win
- ☐ When the competition ends
- ☐ When and how the winners will be announced
- ☐ How they will be notified of the winners

Competition Graphics

- ☐ You can create some great graphics for your competition by using the ready-made template on Canva. Whether you need graphics for:
- ☐ Social Media Banners
- ☐ Social Media Posts
- ☐ Vouchers or Coupons
- ☐ Flyers
- ☐ Posters
- ☐ And more…

Update entrants

- ☐ Keep people up to date with what's going on and encourage them to do more to increase their chances of winning.
- ☐ You could even create a leader board showing the positions of those who are currently winning and those who are close behind

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Use all Social Media Platforms

- If you're running a competition don't just run it on one platform, use the same content and graphics and share it on multiple platforms to reach more of your followers and get them sharing it even more with their followers

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