

MODULE 10

Social media and digital marketing skills for business

PRESENTER: BRONWYNNE WIEHL, FOUNDER, CONVERSATION STATION

Sunlight | **Lionesses of Africa**

**WOMEN ENTREPRENEURS
START-UP
ACCELERATOR
PROGRAMME**

It's your time to shine!

ANTOGRACE
MORE THAN JUST FOOD

Unilever

Sunlight 2in1 Hand Wash Powder
Sunlight FABRIC CONDITIONER
Sunlight SOAP



Bronwynne Wiehl

Founder, Conversation Station



Module Contents



1. The importance of having an outstanding brand
2. Why you need to grab attention
3. 5 steps to an effective social media campaign
4. Ideas to use immediately
5. Engagement strategies to build relationships

How do you feel when you see these brands?



How do each of these people make you feel?



Are you attracting customers to your brand?



How do you make customers feel?
How does your service help your customer?
What struggles are you helping solve?
Why would customers choose you?

I could sell myself like this...

I am a solopreneur
I own a social media business
I live in Gauteng
I am 46 years old



But what if I showed up like this?



How are you going to stand out?



Source: <https://wersm.com/what-happens-in-one-minute-online-2021-edition/>

Can you think of one thing you remember seeing on Instagram or Facebook yesterday?

What's your differentiator?



What is unique about your business that sets you apart?

- product
- service
- distribution/packaging
- reputation
- price
- image

Eyeballs & attention spans



All the social media platforms reward how long you can keep people on the platform.



... which ultimately means that

Content needs to be as engaging as possible. Use tools and features to grab attention.



Start here...



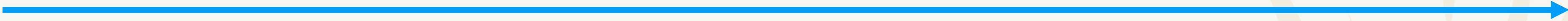
BE INSPIRED



GO LEARN



GO CREATE



5 steps to an effective social media campaign



1.

Decide target audience & their needs?

You can't be for everyone. Choose your easiest customer to connect with for Black Friday.

2.

Choose your platform & the how?

Where is your ideal customer hanging out? Focus your attention. Don't spray & pray.

3.

Decide your promotion & offering

What's your top selling item/service that you know they need?

4.

Create attention-grabbing post

Use a variety of content types to grab attention. Use Video! Show your face.

5.

Engage Engage Engage

Don't post & ghost. Get your customer to talk back & build relationships

Ideas to stop the scroll



1.

Decide target audience & their needs?

2.

Choose your platform & the how?

3.

Decide your promotion & offering

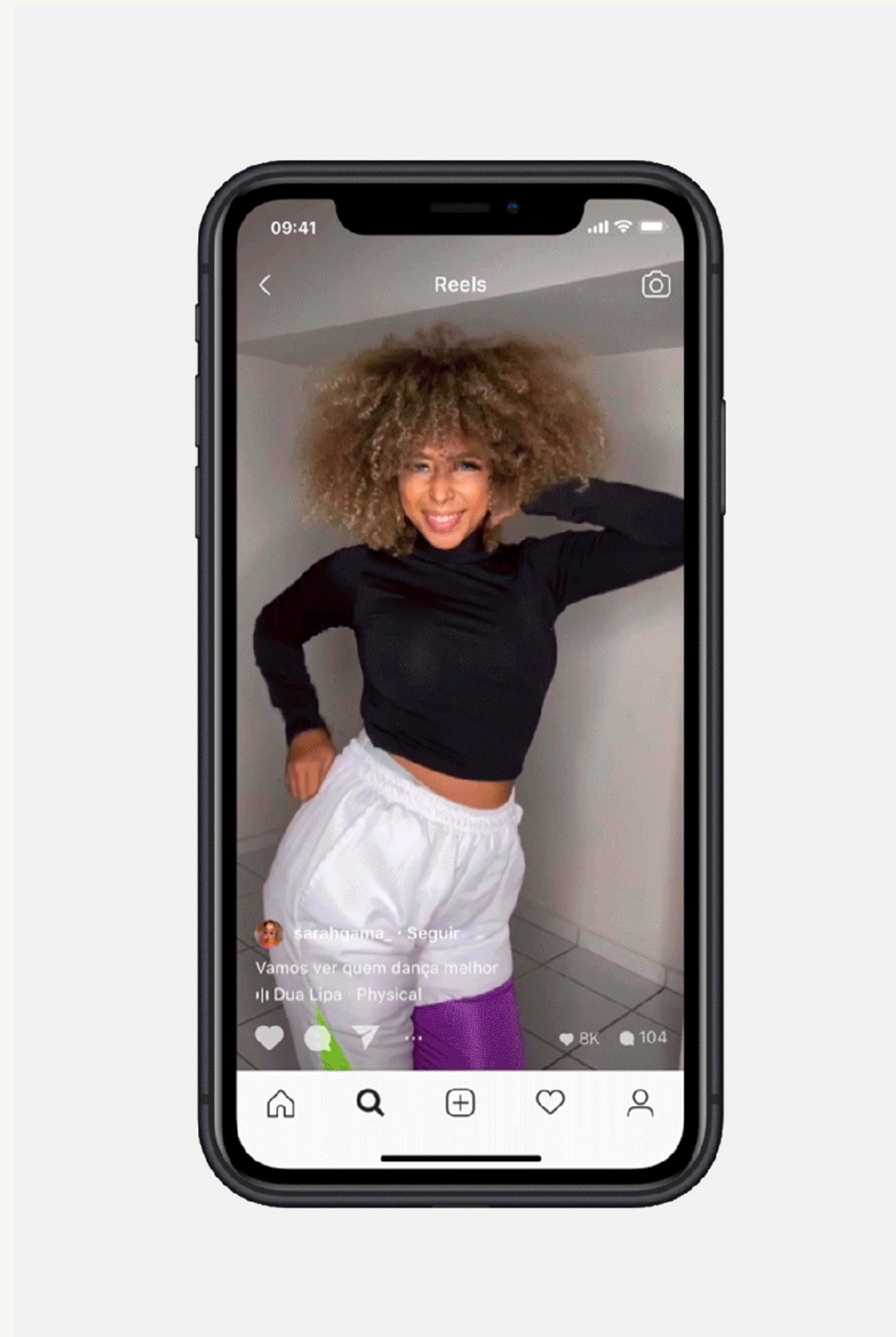
4.

Create attention-grabbing post

5.

Engage Engage Engage

Entertain



Inspire



Believing in yourself is the first secret to success.

You are what you do, not what you say you'll do.



Educate



7

WAYS TO CONTROL
Oily Skin

ohitsnatural.com

The **BEST**
NO BAKE
COOKIES
in 10 minutes!

wedding photo checklist

GETTING READY

- Bride having her hair styled and makeup applied
- Bride's gown hanging up
- Still life shots of the bride's shoes and jewelry
- Still life shots of something old, new, borrowed, blue
- Detailed shots of the bride's and bridesmaids' bouquets
- Candid shots of the bridesmaids getting dressed
- Mother buttoning or zipping up the bride's dress
- Mother helping the bride with one last detail, such as the veil
- Full-length shot of the bride in her gown
- Bride looking at herself in a mirror
- Bridesmaids reacting to the bride in her gown
- Father seeing the bride in her gown
- Bride with her parents and siblings
- Bride with her bridesmaids
- Groom getting ready with his father and groomsmen
- Close-up shot of the wedding bands
- Groom with his parents and siblings
- Groom with the best man
- Groom with his groomsmen
- Groomsmen putting on boutonnieres or ties
- Bride & groom separately making their way to the ceremony

THE CEREMONY

- Exterior and interior shots of the site before guests arrive
- Groom walking down the aisle with his mother
- Close-up of groom's expression while waiting for the bride
- Bridal party walking down the aisle
- Both sets of grandparents walking down the aisle
- Bride and her escort waiting to walk down the aisle
- Close-up of bride just before she makes her entrance
- Bride and her escort walking down the aisle
- Groom reacting to bride walking down the aisle
- Bride's escort giving her away
- Bride and groom at the altar
- Both sets of parents watching the ceremony
- Wide shot of the altar from the guests' point of view
- Wide shot of the guests, from the couple's point of view
- Special moments, such as the candle lighting and the readings
- Close-up of the bride & groom as they recite their vows
- Close-up of the bride & groom's hands as they exchange rings
- The kiss!
- Close-up of the newlyweds immediately after the ceremony
- Bride and groom hugging family and friends
- Bride showing off her wedding ring to her bridesmaids
- Bride and groom leaving the ceremony site

BEFORE THE RECEPTION (OR CEREMONY)

- Bride and groom together
- Bride with her mother
- Bride with her father
- Bride with both parents
- Bride with her entire immediate family
- Groom with his mother
- Groom with his father
- Groom with both parents
- Groom with his entire immediate family
- Bride and groom with bride's family
- Bride and groom with groom's family
- Bride and groom with both sets of parents
- Bride & groom with immediate family members from both sides
- Bride and groom with bridesmaids
- Bride and groom with groomsmen
- Bride and groom with flower girl and ring bearer
- Bride and groom with entire wedding party

THE RECEPTION

- Exterior and interior shots of the site before the guests arrive
- Still-life shots of place cards, menus, centerpieces, decorations, table settings, favors, and Champagne glasses
- The cake
- Hors d'oeuvres and specialty drink
- Guests arriving and signing the guest book
- Bride and groom arriving
- Close-ups of friends and family making toasts
- Bride and groom sipping Champagne at their table
- Bride and groom speaking with guests
- Bride and groom's first dance
- Bride dancing with her father
- Groom dancing with his mother
- Parents and grandparents dancing
- Wedding party dancing
- Musicians, DJ, and/or entertainers performing
- Guests dancing
- Bride and groom dancing with the bridal party
- Bride and groom cutting the cake
- Bouquet toss
- Newlyweds' vehicle
- Bride and groom leaving the reception

Hook your audience



How to....

The best way to do XXX is this

My secret tip...

5 mistakes you're making when it comes to

Why doing it this way will save you time and money

Behind the scenes of how I prepare my....

It's true that ...

10 ideas you will want to save now

The worst thing that can happen is this

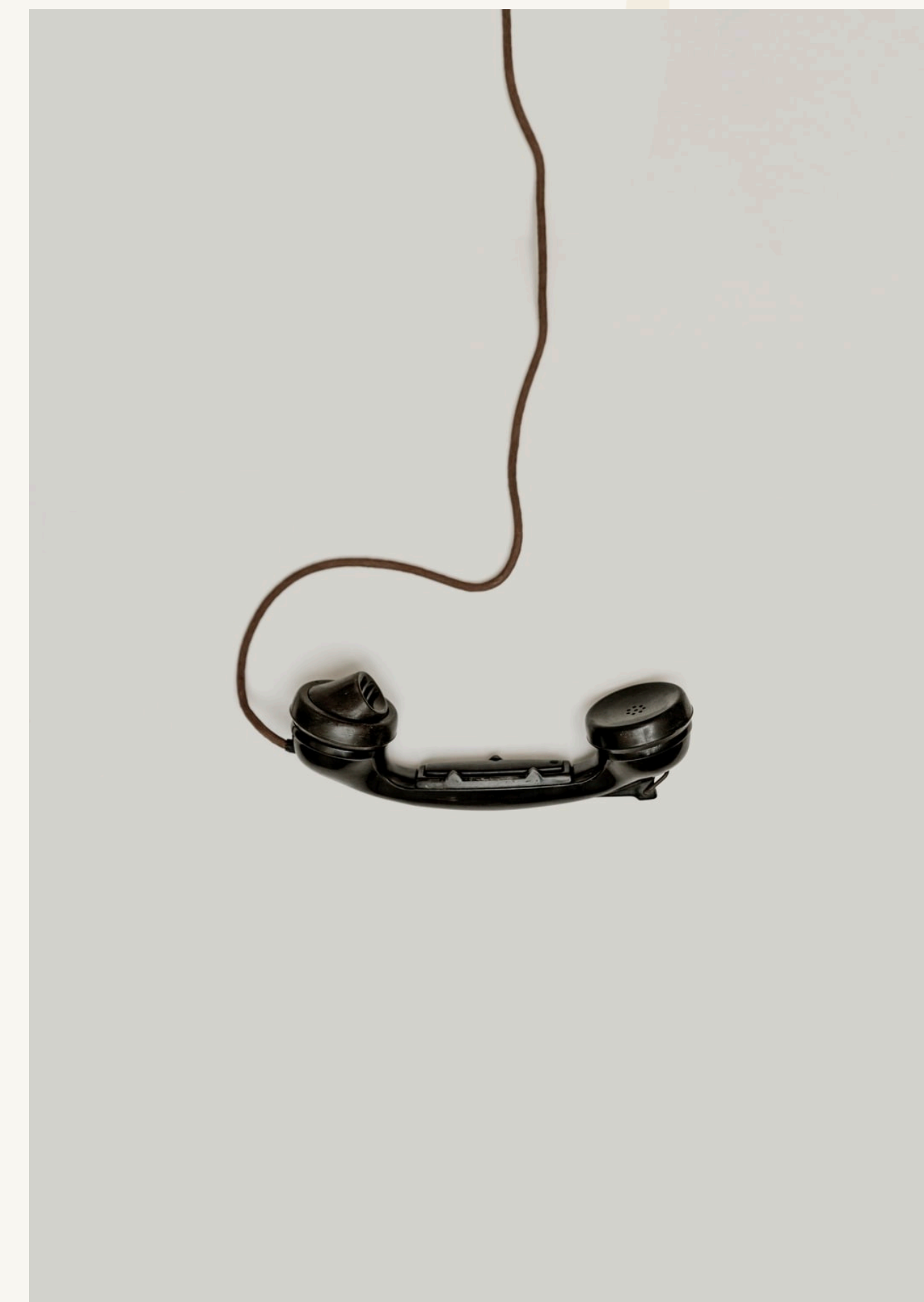
The biggest thing I get asked

Stop doing this now!



What must they do next?

- *Save this post for later when you need it*
- *Share with a colleague who is struggling with this issue*
- *Send me a private message if you'd like to grab a coffee & chat more*
- *Tag a friend who has been your biggest support this year*
- *Download this freebie before it expires*
- *Go read our blog post for more insights*
- *Email for a pdf version of this report*
- *Sign up for regular tips to help you improve*
- *Register for the unique link*
- *Don't lose this list. Save it now.*



1. REMIND PEOPLE WHO YOU ARE, HOW YOU GOT STARTED
2. GO BEHIND THE SCENES
3. SHARE A PERSONAL STORY
4. TELL PEOPLE WHAT YOU SELL
5. SHARE A JOKE (GRAPHICS OR TEXT)
6. SHARE A QUOTE (GRAPHICS OR TEXT)
7. HOST AN #AMA (ASK ME ANYTHING)
8. POST A HOW TO OR TUTORIAL
9. ASK A QUESTION
10. HOST A POLL
11. SHARE YOUR FAVORITE BOOK
12. ASK FOR RECOMMENDATIONS (BOOK, TV, APPS, MUSIC, SOMETHING RELATED TO YOUR BIZ)
13. HOST A GIVEAWAY
14. TELL PEOPLE TO SIGN UP ON YOUR EMAIL LIST
15. GIVE AWAY A COUPON
16. HOST A SALE
17. REMIND PEOPLE TO BUY YOUR PRODUCTS OR SERVICES
18. SHARE A QUICK TIP
19. SHARE INDUSTRY NEWS (ADD YOUR THOUGHTS TO IT)
20. GO LIVE (LIVE VIDEOS PERFORM AMAZINGLY WELL)
21. POST A SNEAK PEEK OF SOMETHING COMING SOON
22. SHARE A BLOG POST YOU WROTE
23. SHARE ANY PRESS OR PR FEATURES YOU HAVE
24. POST A TESTIMONIAL FROM A CLIENT
25. GIVE YOUR AUDIENCE A GIFT
26. RE-SHARE SOME OLDER CONTENT (GRAPHICS, QUOTES, BLOG POSTS)
27. HOST A 1 DAY ONLY FLASH SALE
28. SHARE CONTENT FROM SOMEONE ELSE
29. LET SOMEONE GUEST POST OR TAKEOVER YOUR PROFILE
30. POST A CASE STUDY
31. ANSWER FAQ'S
32. SHARE SOME PERSONAL WINS OR RESULTS
33. HOST AN INTERVIEW WITH A GUEST
34. POST SOMETHING SEASONAL OR HIGHLIGHT A HOLIDAY
35. THANK YOUR FANS!
36. POST MOTIVATIONAL MONDAY
37. POST A TUESDAY TIP
38. POST A WEDNESDAY WISDOM
39. POST A THROWBACK THURSDAY
40. POST A FLASHBACK FRIDAY
41. SHARE A SHORT VIDEO CLIP (YOURS OR ONE YOU LIKE)
42. SHARE A PODCAST EPISODE YOU LOVE
43. SHARE A YOUTUBE VIDEO YOU LOVE
44. POST SOME INTERESTING STATS OR DATA ABOUT YOUR INDUSTRY
45. SHARE YOUR FAVORITE RESOURCES (APPS, WEBSITES, BLOGS)
46. SHARE A WIN OR SUCCESS
47. SHARE A LOSS OR A FAILURE
48. SHARE YOUR MORNING ROUTINE
49. POST ABOUT EVENTS YOU'RE HOSTING OR GOING TO
50. POST WHERE YOU'LL BE SPEAKING OR WHERE YOU'RE MAKING APPEARANCES
51. SHARE AN UNKNOWN FEATURE ABOUT YOUR PRODUCTS OR SERVICES
52. LET YOUR EMPLOYEE TAKE OVER FOR A DAY
53. SHOW SOMEONE USING YOUR PRODUCT
54. POST A DISCOUNT OR A SPECIAL OFFER
55. TELL PEOPLE HOW YOU GOT STARTED
56. SHARE WHAT INSPIRED YOU TO CREATE YOUR PRODUCT OR SERVICE
57. SHOUTOUT OR MENTION OTHER BRANDS
58. SHOUTOUT OR MENTION YOUR CLIENTS
59. SHARE A SUCCESS STORY
60. SHARE A FEW OF YOUR FAVORITE THINGS
61. POST A FILL IN THE BLANK
62. TALK ABOUT MISTAKES PEOPLE ARE MAKING
63. SHARE A TWEET YOU LIKE
64. SHARE A PINTEREST PIN YOU LIKE
65. SHARE YOUR OTHER SOCIAL PROFILES TO CONNECT ON
66. SHARE YOUR CONTACT INFO
67. POST ABOUT A TRIP YOU'VE TAKEN
68. SHARE A CHARITY YOU'VE PARTNERED WITH
69. POST ABOUT SOMETHING ON YOUR BUCKET LIST
70. ASK YOUR AUDIENCE HOW THEY FOUND YOU



Say the same thing 8 different times,
8 different ways...

Ask customers what they think. Don't just broadcast



THIS



or

THAT




Take customers behind the scenes






Which one of these posts grabs your attention?




 **Bronwynne Wiehl**
Just now · 🔒

Washing your face at night is important.


[#beautyregime](#) [#beautifulyou](#)




 Like  Comment  Send

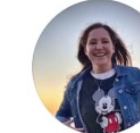
 **Bronwynne Wiehl**
2m · 🔒

Washing your face at night is important.

[#beautyregime](#) [#beautifulyou](#)







 Like  Comment  Send

 **Bronwynne Wiehl**
2m · 🔒

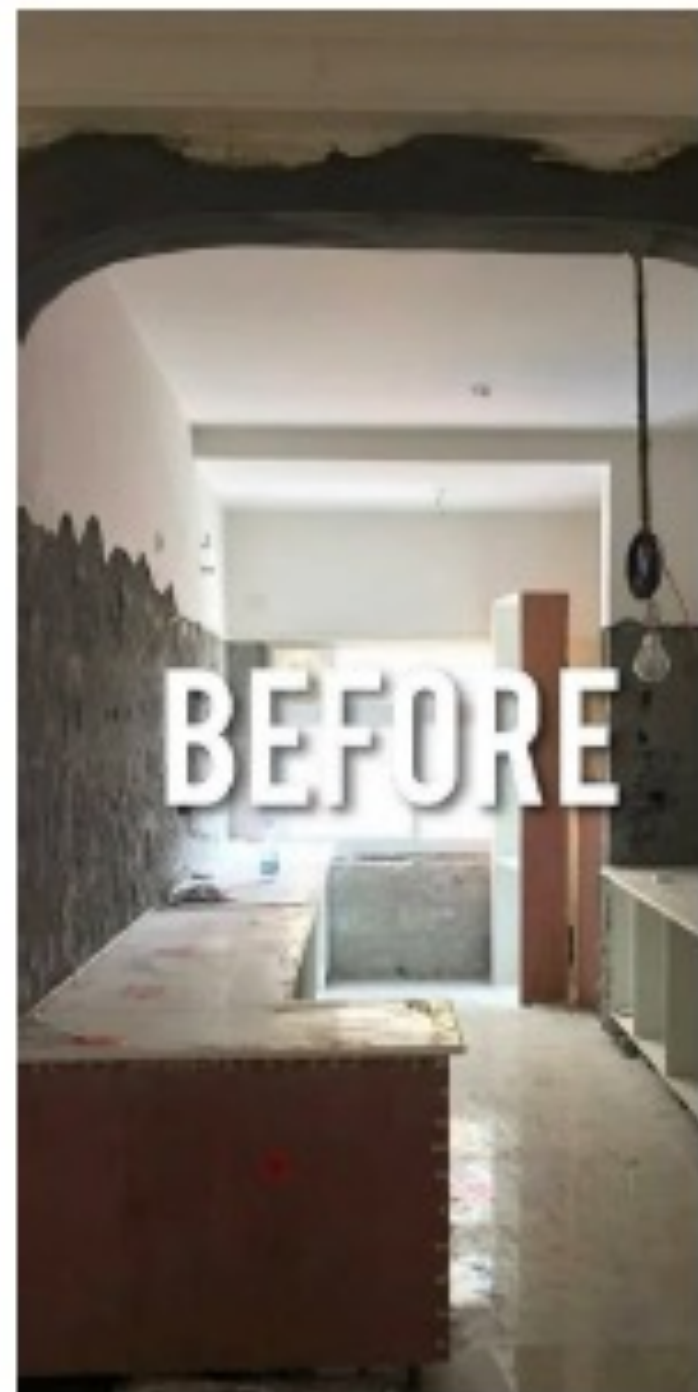
Washing your face at night is important.

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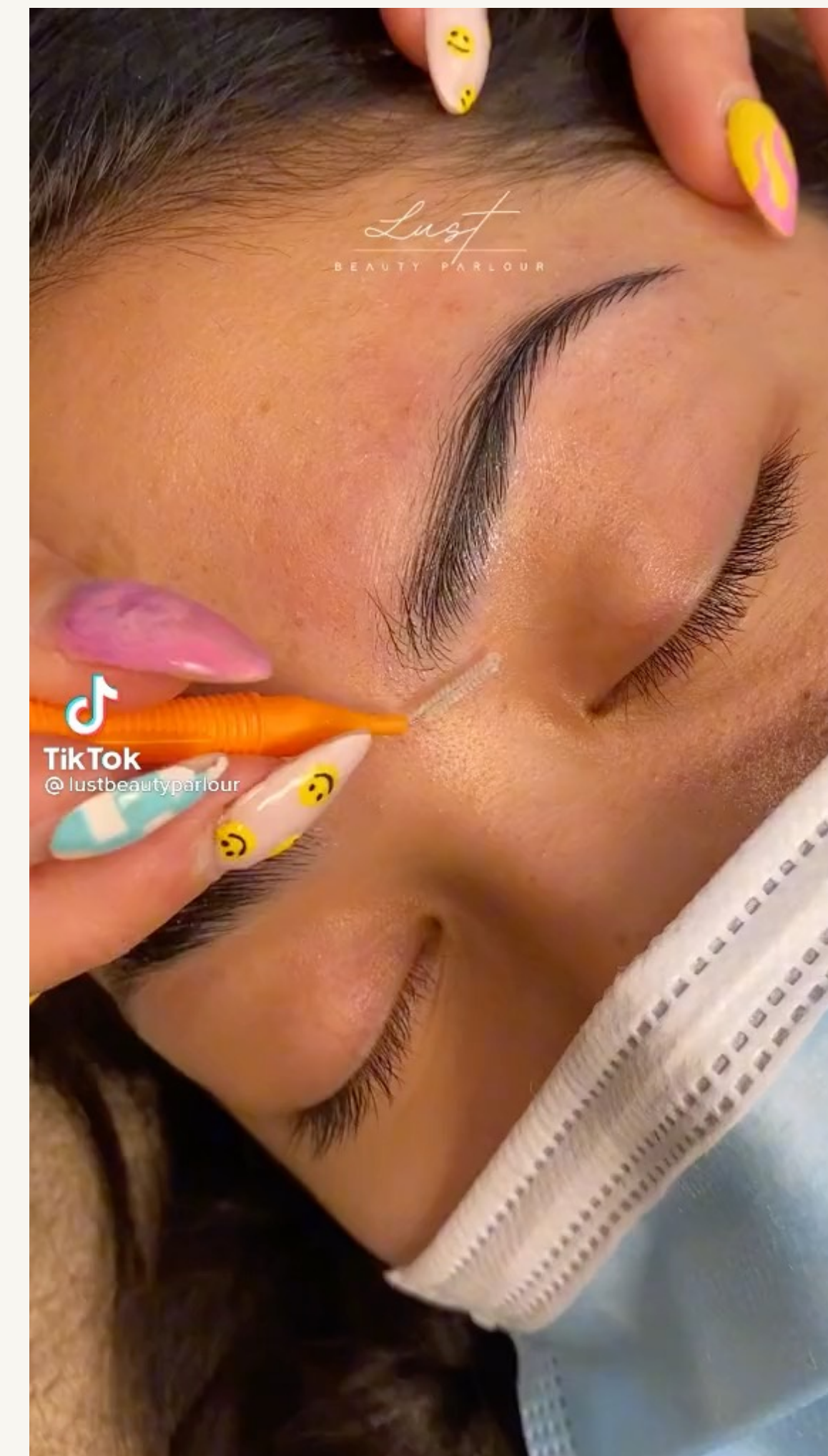
Show possibility. Spark curiosity. Demonstrate value



Take a guess...



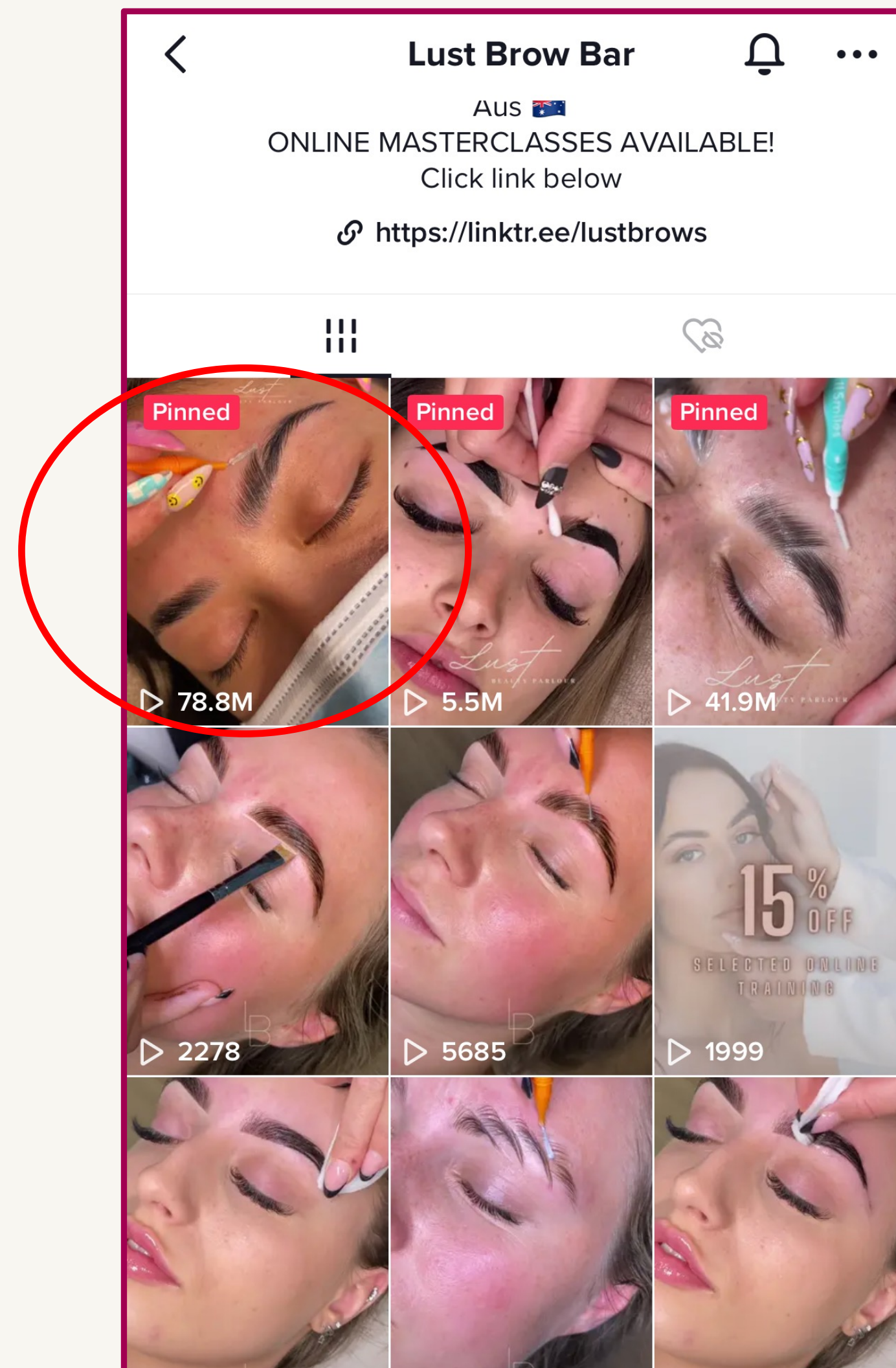
How many views do you think this Tiktok video received?



Stop overthinking it



78.8m views



The truth is...



**The more you talk with someone,
the stronger your relationship becomes.**

The more they trust you...

People trust people.

People buy from people they trust.

Final thoughts



Grab attention

Hook your audience

Make them think, laugh, cry, remember you

Tell your story

Make them believe you have something they need

Don't let imposter syndrome stop you

Sunlight



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