



PLATINUM *Secrets*

Complete Guide to **Social Media Success**



Why Social Media?

Social media is HUGE for all businesses and even bigger for your Posh business! At Perfectly Posh we know the single largest driver of traffic to our website is through links that Consultants share on social media.

You may not know how awesome that is—but it's awesome. For a typical business, less than 20% of website traffic will come through social media. Our Consultants and our customers LOVE sharing their excitement and love for Posh on social media.

We've worked with our top leaders to identify the best tips for every Consultant. Unlike other Perfectly Posh trainings, in this guide you'll learn excellent strategies and tactics for social media, along with the WHY behind the HOW. So let's get started!

Build Your Social Media Strategy

PLATINUM SECRET #1: PLAN YOUR WORK AND WORK YOUR PLAN

Before you create all your networks and engage with potential customers, you need a strategy. Begin by asking these questions:

What is my business goal?	Who do I want to reach?	Which channels (social networks) will work best?	What types of engagement will I need to do?
Traffic to my bridge website or replicated website	Current customers	Facebook	Blog/Long-form content
Personal brand awareness	Potential customers	YouTube	Photos/Graphics
Team building	Local or national opinion leaders	Twitter	Videos/LIVE videos
Community engagement	New Markets	Instagram	Surveys
		Snapchat	Community recognition
		Pinterest	Conversational
		Quora/Yahoo Answers	
		Forums/Message Boards	

Now, think about your business goals and order them by importance. How are you going to use social media to help achieve your goals? You'll need to create a list of tactics. Each tactic has four parts: your goal, who you want to reach, the channel you want to reach them in, and how you want to engage them.

Then, start developing your personal social media calendar. How often will you post to social media? Things like blogs and videos take more time than Twitter and Snapchat posts, so be sure to allow time to develop some content.

But wait! I don't even know what Snapchat is!

You're OK. Breathe. We'll explain everything in a minute.

PLATINUM SECRET #2: SOCIAL MEDIA ISN'T ABOUT REACHING TONS OF PEOPLE. IT'S ABOUT REACHING THE RIGHT PEOPLE WITH THE RIGHT MESSAGE SO THEY'LL DO THE RIGHT THINGS.

Take a quick inventory of all the ways businesses sell to you. What works best? What makes you want to buy a product, visit a restaurant, or go see a movie?

If you're like most people, the answer is advice from a friend. Someone you know, someone you like, and someone you trust. So when they say the hottest new movie is really lame and to save your money, you do. When they say there is a new ice cream shop that you **MUST** try, you do.

Your goal in social media is not to learn how to make awesome YouTube videos, it's to build relationships with people that will buy from you. **You need them to know you, like you, and trust you.**

Help Customers Know You

In general, follow the 90-10 Rule. 90% of all your posts need to be about YOU. Only 10% should be about Perfectly Posh, and even then we're talking about a personal, lifestyle type of post.

At Posh, the Home Office produces a LOT of beautiful graphics. Should you repost these on your social media channels? Here is a test to know if a graphic, video, or blog post from the Home Office is beneficial to share on social media:

Does it help my potential customers get to **know ME more?**

Does it help my potential customers **like ME more?**

Does it help my potential customers **trust ME more?**

If the answer is “no,” don’t share it. But do repurpose the graphic or content some way. A corporate graphic could fit right in with a personal photo of you using the product in a collage.

BUILD VALUE WHEREVER YOU ARE

Find ways to add value to your relationships on social media. If someone asks a question, help them find the right answer. Post content that’s relevant to them and helps them learn something new, even if you don’t immediately know how it grows your business. Posh is all about helping people feel pampered and cared for; it’s more than just products. When you live Posh, others will notice.

Remember, everything you do on social media should help others build a relationship with you, to learn more about you, and to begin to like you.

Help Customers Like You

There are great resources out there to help you learn to become more likeable, but this is a good opportunity to talk about a few simple guidelines.

TOPICS TO AVOID

Certain topics aren’t appropriate to discuss on social media, including:

POLITICS

RACE

RELIGION

You can’t be liked by someone that has unfollowed or blocked you because she thinks you’re offensive. If you must venture into these topics, do so with extreme care and sensitivity to everyone who might see your social media posts.

COMMON MISUSES OF SOCIAL MEDIA

Most of us have been on the receiving end of inappropriate and/or annoying social media posts. Avoid committing one of these social media no-no’s:

“The Therapist” — Some people say things on social media that you should only say to a trusted and well-paid therapist. If you need to vent, social media is never the right place.

“The Kool-Aid Man” — Imagine being at a quiet party with your friends and the Kool-Aid Man barges in and tries to force everyone to try his new product. Treat all social media spaces like a quiet party of

intimate friends and never barge in asking everyone to try your product, place an order, or join your team.

“Ask Me How” — This phrase is a very old, overused sales tactic. One of your jobs on social media is to create curiosity instead of raising resistance. Using “Ask Me How” creates an immediate mental association between you and every sleazy salesperson a customer has ever met.

To learn more about becoming likable, read “How to Win Friends and Influence People” by Dale Carnegie or “The Like Switch” by Jack Schafer.

Help Customers Trust You

Trust plays a very important role in decision making. Businesses and organizations used to get by with simple radio or print advertisements to sell product. But traditional advertising isn't sufficient anymore. A social media component is an important part of a successful company today, and for social media to work effectively, you need to build trust.

LEVERAGE TESTIMONIALS

One great way to build trust is to leverage customer testimonials. Asking your customers to do honest product reviews is a great way to build trust.

BE VULNERABLE

If you haven't already, watch Brene Brown's TED Talk on vulnerability, available at ted.com and on YouTube. It's important that people see that you are a 100% real human being. Be vulnerable, but don't be negative. If you've made a mistake, own up to that mistake, and never place blame elsewhere.

BE CANDID

We can always tell when someone is sugarcoating things. Be honest and straightforward in your presence on social media.

PLATINUM SECRET #3: THREE SECRETS TO SELLING ON SOCIAL MEDIA

1
People buy on emotion
and justify their
purchase with logic

2
People LOVE to buy,
but no one likes
to be sold to

3
People do business
with people they **know,**
like, and trust



Social Media Channels and Best Practices

There are three major divisions of social media channels: social networking, messaging, and blogging. Refer back to your social media strategy and figure out which channels are best for YOUR business.

SOCIAL NETWORKING

Facebook

Facebook is the largest social network in the world. With options like Groups, Pages, and Messaging, Facebook can be your one-stop shop for social media. We highly recommend that you use Facebook for your business.

Tips:

- As you meet people and pass out samples, ask to add contacts on Facebook. People are much more likely to add you on Facebook than offer their phone or email address
- Add each new contact to a Friends List of people you've given samples to
- Post awesome content your contacts will want to see, and change the "audience" to just your sampling friends list
- Go LIVE! Facebook Live is the most powerful way to spread your message on Facebook

Twitter

Twitter is excellent for live events. It's a great platform to connect with people about current popular topics, networking, and sharing business ideas.

Tips:

- Are there live events that you already participate in like community events, sporting events, or TV programs? How can you find relevant ways to talk about Posh during those events?
- Remember the 90-10 rule; make 90% of your posts about you

Instagram

Instagram is very fun and visual, giving you and your Posh business better recognition.

Tips:

- Instagram pictures should be images that people can relate to and allow your customers to see Posh products, the Posh business opportunity, and how much **FUN you are having**
- Make sure to include relevant hashtags so your posts are searchable and can be seen by others who are using similar hashtags

Pinterest

Pinterest is a powerful way to expose people to your brand.

Tips:

- Focus on creating boards that speak about you personally
- Share candid photos of you trying products
- Link your pins to a personal blog for best results

Yelp

Yelp is a great tool for brick-and-mortar businesses and is very tricky for home businesses. If you're a foodie, this is a great way to get your name out there, otherwise don't plan on using this channel.

LinkedIn

LinkedIn is a great way to show potential customers and recruits your credentials related to your Posh business, find positive recommendations for you, and share your

thoughts as a leader. LinkedIn is a place to share industry information and collaborate with other industry professionals.

Tips:

- Keep your presence professional on LinkedIn. This isn't a place for personal posts. It's a space to share new information between like-minded professionals
- Use LinkedIn to reach out to direct sales industry leaders and create relationships. Many top leaders have small groups of industry friends that they regularly share notes with or hold each other accountable for reaching their goals

MeetUp or Meetme.com

Ever wonder who else loves training dogs or dancing the tango? Find like-minded people on sites like these. Similar to Facebook Groups, these sites are about building a local community based on a shared niche interest.

Tip:

- Try it! Think of something you love to do, and find people in your area who share your interest. It's a great way to meet more people and make more friends

SOCIAL MESSAGING

Snapchat

Snapchat allows you to send public or private images or videos to people from your phone. You can add filters to your pics, write on them, set a timer for how long they will show, etc., and then they disappear after the images are seen. It's great for capturing your followers' attention for a few seconds and for keeping in contact with people throughout the day.

Tips:

- According to Hootsuite, Snapchat users primarily use the app to:
 1. **Get perspective:** "Snaps provide a personal window into the way you and your friends see the world."
 2. **Be here, now:** "Stories are updated in real-time and expire after 24 hours."
 3. **Express themselves:** "Snaps are a reflection of who you are in the moment—there is no need to curate an everlasting persona."
- (See "The Top Social Media Sites That Matter to Marketers" by Dara Fontein. Published 23 March 2016 on blog.hootsuite.com)
- Use Snapchat wisely. This is a place to express your brand in candid ways

WhatsApp

WhatsApp is an alternative to SMS text messaging. It uses internet connection, rather than your phone provider's data plan, to send and receive messages.

Facebook Messenger

Facebook Messenger is a text messaging system. You can choose to send SMS text messages using your data plan, or you can use Facebook. It also has the ability to function like a regular phone for making phone calls.

BLOGGING/FORUMS

YouTube

Posting YouTube videos is a great way to gain exposure to you and your business. You can create product reviews for potential customers and share training tips and tools with others.

Tips:

- Definitely create videos and upload them to YouTube! Why? YouTube is connected to Google, so people you've never met can easily find your content

- Create videos around questions you're commonly asked. Example, "Why Join Perfectly Posh?" or "What makes the Gender Bender so great?"
- Try to be very narrow in your video topics to get better business results

Tumblr

Tumblr is a blogging site that automatically feeds users blogs from users they follow. Tumblr blogs are short and don't offer many customization opportunities.

Tips:

- If you have the time, Tumblr can be a very easy way to blog
- Tumblr users expect personal and candid blogs
- Instagram photos and Snapchat videos can be great content to share on Tumblr

Facebook Groups

Facebook Groups exist to help people from all around the world gather around a common interest. Groups can also be local to your city to facilitate online discussions and offline meetups.

Tips:

- Find three groups unrelated to Posh and direct sales that you'd like to be a part of
- Choose topics that add value to the conversation
- You can use groups to organize your VIP customers to keep them in the loop and create a sense of community around your brand

WordPress/Blogger

These are free, long-form blogging services. Because blogs are indexed and searchable through search engines, they are very powerful platforms for you to spread your brand's message.

Tips:

- If you have time, start a blog. Blogging requires regular updates which can be tiring, and if you skip a month, it's just like starting over
- Write about your product experiences and tell a story. Tell your audience how the kids were crazy and the muddy dog ran through the house and you just needed five minutes of me time. Facts tell, stories sell

Provide relevant links directly to the right products on your replicated site. If you want your blog articles to rank in search engine results, check out moz.com for tips on blogging. Your goal should always be to provide the best, most honest information for a specific question.

Quora/Yahoo Answers

Question and answer forums are great spaces to learn more about what questions people are asking about your products.

Tips:

- Find questions about beauty and skincare that you can answer
- Don't write promotional answers because they are flagged and removed
- Focus on how better, naturally based ingredients can help skin
- The questions you read can be ideas for other content like blogs or videos

Reddit

Reddit is the forum of all forums! There is a "subreddit" for every topic imaginable. These subreddits are communities where people love to share ideas, ask questions, and engage with one another.

Tip:

- Try it out! Join one subreddit about a topic that you're interested in and strive to add value

Local/Community Message Boards and Forums

Local and community forums often are understated when we talk about social media. There are probably one or two

very popular forums, community message boards, or community calendars that you've looked at in the past month. Use these to learn about events that you might like to attend either as a consumer or vendor.

Tip:

- Get hyper-local. Learn about your community events happening within 5-10 miles, and attend them!

PLATINUM SECRET #4: BECOME AN EXPERT AT JUST A FEW THINGS.

We've talked a lot about all the ways you can use social media. The trick to success is choosing 1-3 channels that you can become very good at. Remember, you need to say the right things to the right people to get them to take the right actions.

Here are a few tips as you start your journey into social media:

1. Know your brand and your customers first.

- Spend time to really develop your personal brand and identify the people that will want to hear you, participate with you, and, ultimately, buy into your brand and your vision

2. Focus on the one, not the masses.

- Social media is all about relationships. Focus on developing relationships one person at a time

3. A narrow, specialized message wins over a mass message every time.

- Your goal isn't to have 100,000 likes on Facebook. It's to have around 75 loyal customers. That's it. Social media allows you to find and engage with exactly the right people that will love you and love your products

4. Plan Your Work and Work Your Plan

- Plan your social media strategy, then schedule it in your planner
- Don't just spend time on Facebook—be intentional and strategic

Now, take the social media strategies and tactics you've learned and put them to work. Remember that people do business with those they know, like, and trust.

(For more information on building a solid social media strategy, we highly suggest finding and using educational materials from sites like moz.com).