



Our 5 Principles of ORGANIC GROWTH

**MAKE
YOUR**

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1) Be Social on Social Media

Having a social media presence is all about connecting and expanding your reach online. It may seem like the biggest no-brainer in the world, but it is always shocking how many people fail to engage with their audience. When there are hundreds of people selling and marketing a similar product or service, your personality and content can set you apart. People will take note of the individuals who are kind and take the time to respond and communicate with them online.



TIPS:-

- 1- Post a question to engage your audience. It is crucial for your audience to feel like you KNOW them.
- 2- When someone takes the time to comment on your post, ANSWER them! By answering their comments, you are encouraging them to engage with you again.

2) Provide Content With Value

Videos, blogs, and colorful graphics fill our feed, but how often do we stop to read the text? The overflow of content makes it difficult for business owners to feel seen online and can cause them to overproduce lousy content. It is important to remember that you do not need to have the LOUDEST voice in the room, but you should be the most CONFIDENT. Figure out what you know best and stick to it. Teach others how to grasp your brand and see the same vision as you do. In short, find meaningful ways to connect and add value.



TIP:-

Sit down to make a monthly content calendar and ask yourself, what do my clients need from me? How can I help them utilize their knowledge and expertise? How can I create meaningful content that relates to my TARGET AUDIENCES business and their overall circumstances in life?



3) People Buy From Businesses People

You may think to yourself: People do not care about me, my personal life, or this is a business they are only here to buy my product/ service. Isn't it enough to provide a service and rely on word of mouth alone?

Let me ask YOU this: when was the last time you went online and spent significant money on a product or service you were unsure about?

"Research shows that 91 percent of people regularly or occasionally read online reviews, and 84 percent trust online reviews as much as a personal recommendation."

In some ways, social media makes it easier to build trusting relationships with our audience. While in other ways, it means businesses have to be more open and vulnerable with their audience, which can be difficult. We are living in an age of endless information and you need to be "putting yourself out there" to earn people's trust.

TIP:



Share a post or write a blog that is more personal than you would on a normal basis. Whether it is something about yourself, your family, or the hardships you have faced while growing your business, people are longing for a connection and they want to know the REAL YOU!

4) Be Consistent

We sound like a broken record, but consistency is ALWAYS important! You can not build a digital presence or a business online if your flaky and the first place to prove that you are not is on social media. Every self-respecting company should be posting and engaging its audience regularly because it is the groundwork for building a lasting relationship. Whether you choose to post once a week or 4-times a week, make sure you are posting on a schedule so you can be in touch and keep up with your clients.

TIP:



Schedule your posts ahead of time! Pick your posting days and try to embed the routine into your schedule. Pick one day a week/ a month where you batch work by creating and scheduling content to go out consistently. This way, even when you are feeling lazy or something else comes up on the day that you are supposed to be posting, you already have content ready to go! Your audience NEEDS YOU, don't forget!



5) Have a Well Rounded Social Presence

It seems like if we “just get on social media” the whole world will become a client. The truth is, you need a balanced digital presence and this means you need both a social presence and a website presence to achieve the results you want. Food for thought: You do not own your social media pages, but you do own your website. Think of it like this: Your social media presence should be helping pull people over to your website, but people will not be engaged or buying from your website until they get to know you through your social media. The point is, you need a balance, and you need to invest in both your website and your social media presence.

TIP:



Track how much time/money you are spending on each task, social media, and website maintenance. Are you working to build a consistent brand online or is your presence social media-heavy? Are you starting with a sleek website but having a hard time getting your voice out on to your social media? Now is the time to think, reflect, and make the changes you NEED to grow your business.

WAS THIS USEFUL?

Send us your thoughts, ideas, or questions anytime!

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