



# TELL A STORY. ENGAGE. ENCOURAGE.



## TELL A STORY

Is it important to have a business social media account? Why?

The ways Elizabeth successfully gets noticed by her clients using social media is by:



## ENGAGE

Elizabeth shares that she reaches out to her clients and also comments when :

Do you feel this is effective and would be helpful for YOU? If so, how could you do this?





## ENCOURAGE

If you are reaching out to your client and potential clients on social media what is a way you could invite and encourage them to come see you?

What social media platforms would you use for this?

Could you use more?



## SOCIAL MEDIA STRATEGY

### TELL A STORY:

A story always connects us as human beings. So, when writing a caption for a post, instead of writing, "waves for days," try to make it more personal and involve the client or what products you used. This helps create a bond between you and your audience and you are seen as more personable.

### ENGAGE:

Interacting is key if you're looking to increase visibility with new possible clients. So when Elizabeth comments on her clients page and then starts conversations with those who make comments on the pictures, that is the first point of contact and ultimately can start the first impression. So make it count.

### ENCOURAGE:

Getting new clients in and keeping your loyal ones is truly the point to keeping your business successful. Elizabeth uses a very thoughtful technique when speaking online with guests and guest's friends. She makes sure she invites potential clients right to the salon. This is an effective and very personal strategy.

