



NO MORE SOCIAL MEDIA HEADACHES

WHY BEING CONSISTENT IS BETTER
THAN HAVING A VIRAL MOMENT.

Presentation by

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Kalea is a...

WIFE

Married 16 years

MOTHER

23 year old son and 15 year old daughter

FOREVER STUDENT

Two Master's Degrees

- Criminal Justice
- Public Administration

BUSINESS OWNER

KSW Social Media Management

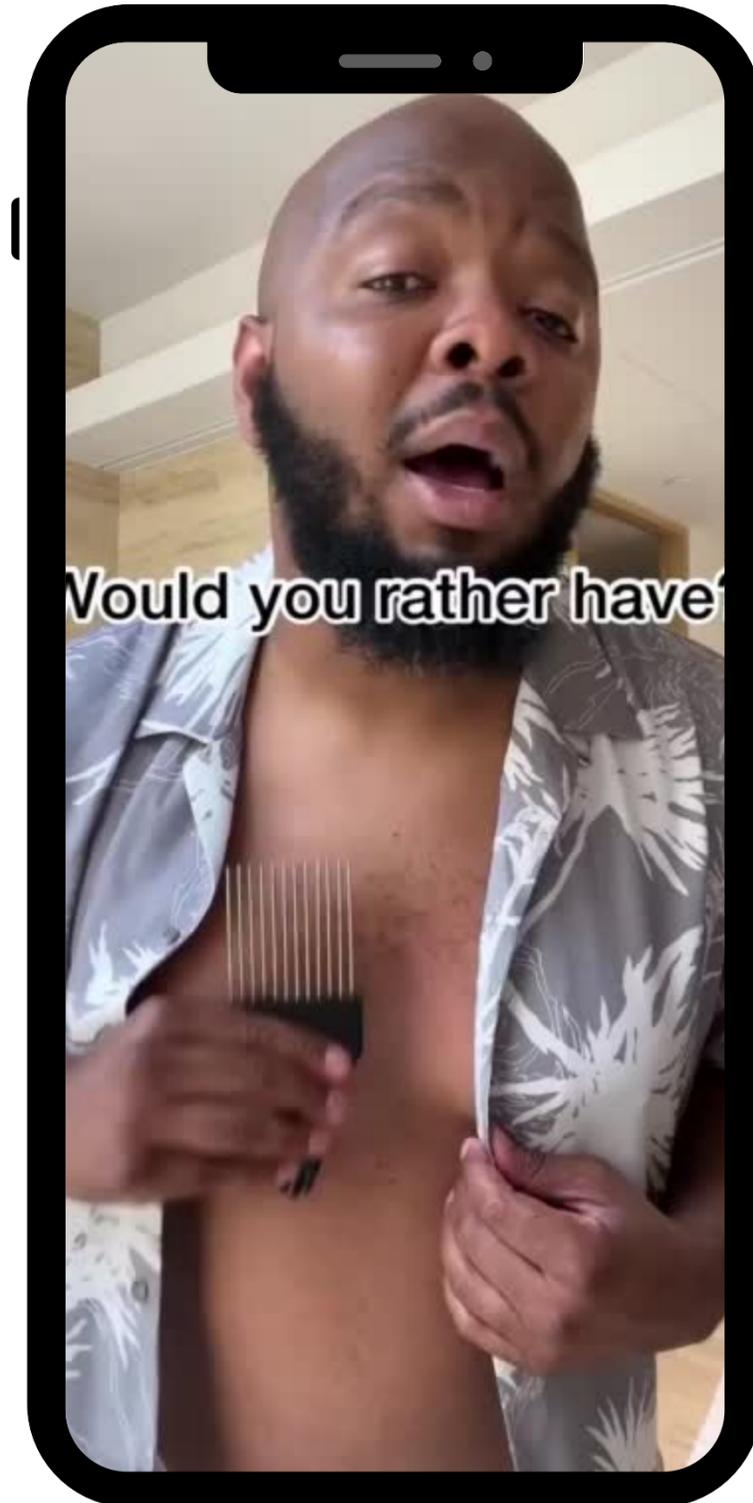
LET'S TALK ABOUT IT

- Is your brand active on social media?
- How many followers do you have?
- How many likes has your biggest post received?
- How many platforms are you on?
- Have you ever gone viral?



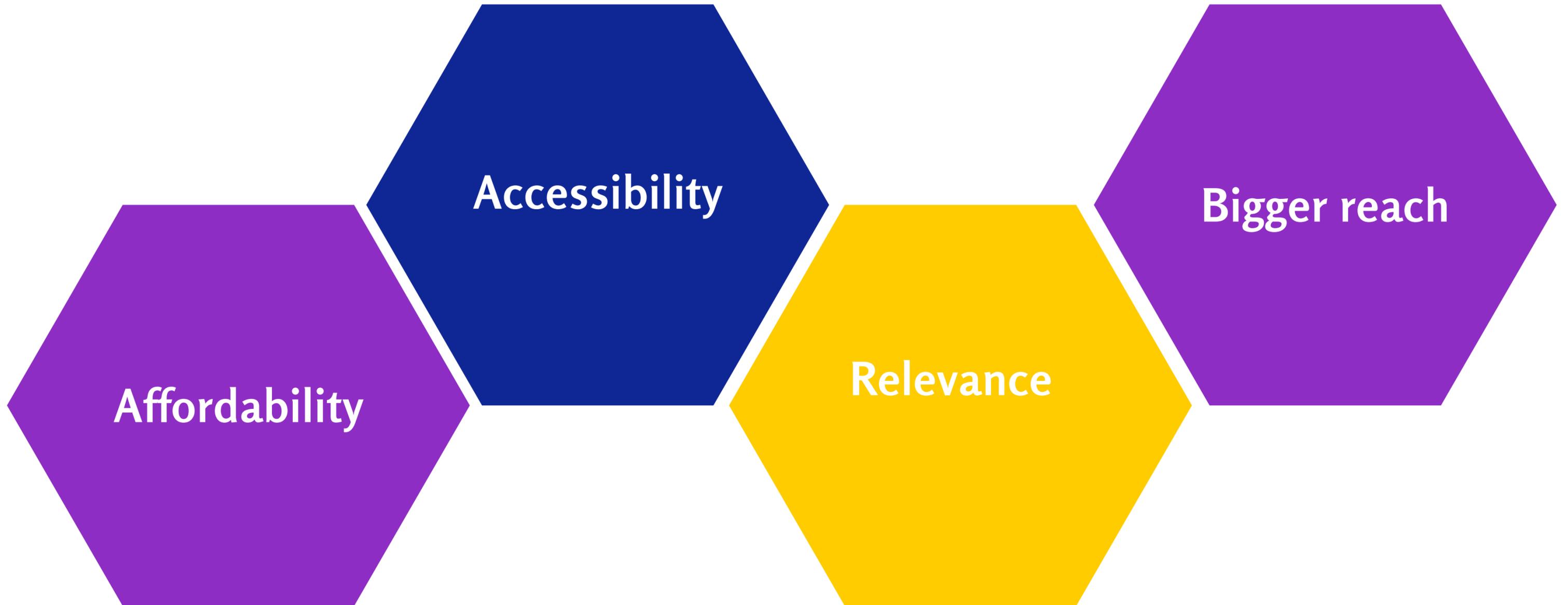
GOING VIRAL ISN'T SUSTAINABLE

- Followers don't matter



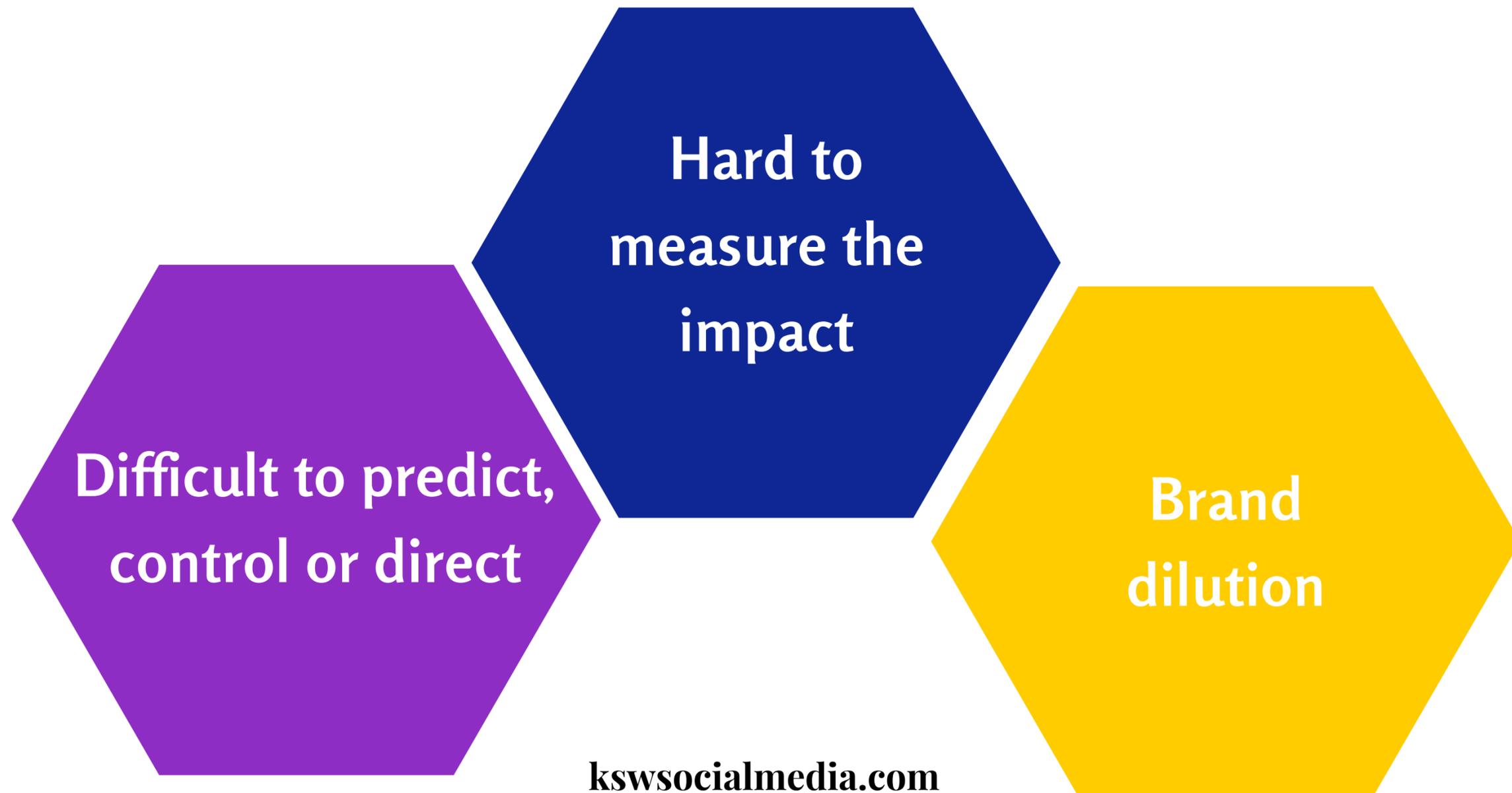
ADVANTAGES OF VIRAL MARKETING

There are certainly some great advantages of viral marketing that are worth noting:



DISADVANTAGES OF VIRAL MARKETING

There are also disadvantages as word of mouth is in the hands of the user. You don't have any control over what the message is, where it goes or who it goes to or what the overall reaction might be.



5 WAYS TO MAKE SURE THAT YOU KEEP PRODUCING QUALITY CONTENT



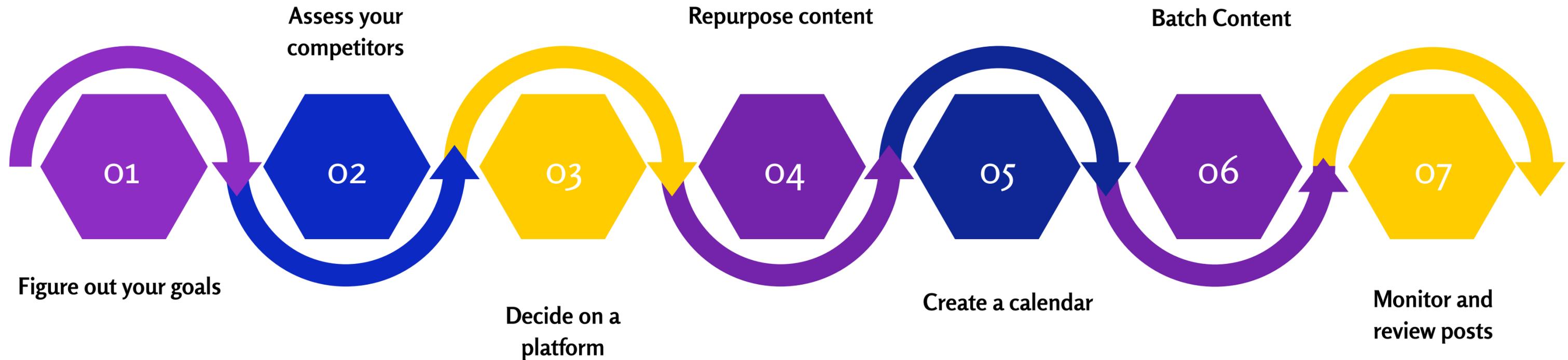
1

DEVELOP A CONTENT STRATEGY

Your content strategy is an important plan for what you're going to post, who it's for, which channels you'll be sharing or repurposing your content on and the motivations behind your target market's purchases.



PATHWAY TO DETERMINE YOUR SOLID CONTENT STRATEGY



2

UNDERSTAND YOUR TARGET AUDIENCE

Knowing who your audience is helps you grow your numbers, nurture your customer base and attract new clients.

Using marketing psychology can help you understand your market and know who you're talking to, how to talk to them and what approach will be most effective in persuading them to trust your brand and eventually buy from you.

kswsocialmedia.com



MARKETING PSYCHOLOGY TACTICS



Reciprocity

Provide value to gain their loyalty.

- E-books
- Free Downloads
- Free Samples



Social proof

Why should they trust your business?

- Testimonials
- Behind the Scenes
- Sneak Peaks



Scarcity

Why should they trust your business?

- FOMO
- Available Vs. Scarce

3

STAND BY YOUR BRAND VALUES

Branding is your business identity and it needs to be uniquely matched to your business values and offering. It isn't just how your business looks and feels, but also how your business is presented to your target audience and your competitors. With a strong brand identity, you become more recognizable and stand out from the crowd.



4

CREATE A POSTING SCHEDULE

Knowing when to post is just as important as knowing what to post.



5

MAKE YOUR CONTENT EASILY DIGESTABLE

Read the room.





Questions?

Ask me anything



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CONTACT US