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# Social Media Strategies for Small Business Owners

Martine L. Foreman  
CEO, Foreman Media Group LLC



# A little bit about me

- Writer & Blogger
- Proud Syracuse University & University of Maryland Alum
- Educator/ Adjunct Faculty
- Social Media Expert
- Life & Health Coach
- Speaker/Workshop Facilitator
- Carroll County Resident, NYC Native
- Wife to one, mother to three



# Brands I've Worked With on Social Media Campaigns



# So you want to create a social media strategy. Why?

- You want to market your business
- You have a meaningful message/information to share
- You want to connect with your customers
- You are interested in building a community

# The 3 E's of Using Social Media Effectively

- Educate
- Entertain
- Engage



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# Where do you start?



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# Getting started

- Be clear on why you are doing it
- Figure out who can manage it
- Choose the right platforms
- Create quality content to share
- Engage Often
- Be prepared to invest time & money



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# Popular Platforms



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# You need a clear objective

**How do you pick  
the right  
platform(s)?**



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# How do you create and share amazing content?

# You need a content calendar!



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# It's not all FREE



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# Social Media Management Tools

- Coschedule
- Hootsuite
- Sendible
- Meet Edgar
- Buffer
- Sprout Social
- Tweetdeck
- SocialOomph

# Don't Forget

- Analytics – numbers don't lie
- Don't do this alone
- One thing at a time – baby steps are best
- Choosing the right platform matters.
- Dominate one platform.
- Be visual whenever possible
- Don't be afraid of video
- Be flexible. Things change.
- Stand out!



**Now it's time to  
create a social  
media strategy for  
your business?**



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# Questions?



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I'd love to hear from you  
**[martineforeman.com](http://martineforeman.com)**  
**[info@martineforeman.com](mailto:info@martineforeman.com)**





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