

# Social Media Fast-track

## Optimizing Your Social Media

### Objectives:

- 1) Setting Up Google+ Business Page
- 2) Automating Your Social Media
- 3) Facebook Group VS Pages
- 4) Attracting Fans With Connection Targeting
-  5) **How To Generate Leads & Sales**
- 6) Convert Clicks To Customers w/ Paid Advertising
- 7) Connecting Facebook to Twitter

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# How To Generate Leads & Sales

## Generate traffic from within your community

- \* Always give information
- \* Always have valuable posts
- \* Always keep building your reputation
- \* Always look to help people
- \* People take note of you and your website
- \* Builds Traffic, Leads, Sales

***"Give without want, before you can have"***

# How To Generate Leads & Sales

## Creating a Tribe or Association

- ★Get together with other leaders in the community
- ★Let everyone know when each other posts and you would read, rate, syndicate, and comment.

# How To Generate Leads & Sales

## Creating a Tribe or Association

- \* **Share Posts of others**
- \* **Comment on Posts of others**
- \* **This will increase your profile**
- \* **Gain attention from people outside your profile**
- \* **Get noticed and draw interest**
- \* **Higher views will lead to higher ratings... LEADS**

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## *Next Video...*

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