



5 Ways to Simplify Your Social Media Marketing



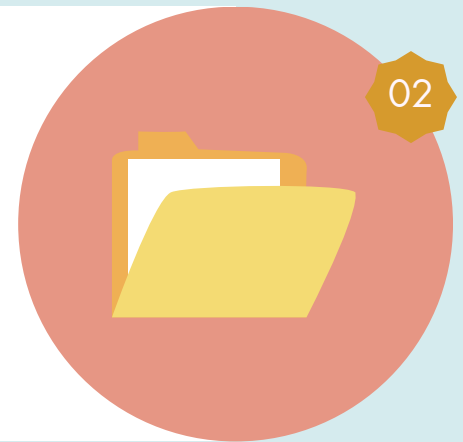
01

Audit Your Platforms

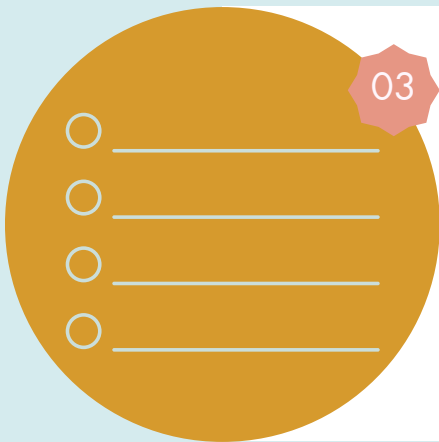
Make sure that you are using the best platforms to reach your target demographic. Most people join all platforms because they think they should, but the focus needs to be on where your ideal customers spend time!

Organize Your Content

Organizing your content will help simplify and save time. We recommend storing your content on Google Drive in specific folders. There is also an app for your phone so that you can send photos and videos straight to your drive with ease!



02



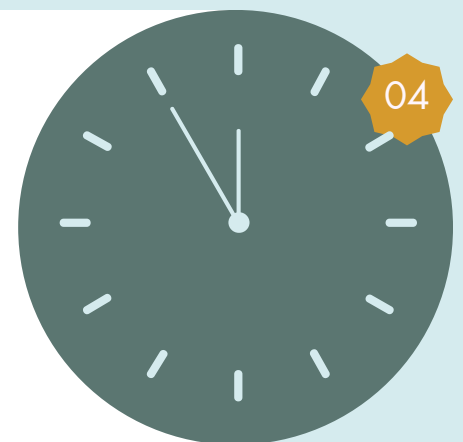
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Create An Easy Schedule

If you are just starting out, we love the "meal prep" approach. Designate days to types of content, for example "Wednesday Wisdom" focusing on education, so that you know each month you need 4 posts with educational tips.

Designate Time Each Week

Set aside time each week to work on content creation and scheduling. We recommend that you work on your content the week before it goes out to help avoid stress and a last-minute crunch. Last-minute crunches make it tough to be creative.



04



05

Avoid Over-Consumption

Over-consumption is another "creative idea" killer and can cause creative blocks. The more time that you spend on social media, the less you will think about what your client needs and the more you will focus on keeping up with others. Our strategy has always been create > consume.