

30 days TO AN UNSTOPPABLE SOCIAL PRESENCE

30 days - 30 ideas to engage with your audience and grow your social presence.

Show your face, or don't!

This guide makes it easy to grow YOUR WAY! (I mean, I always recommend that you show your gorgeous self, but I know it can be one of those tips that gets your heart SINKING!).

Are you ready to skyrocket your socials?

Check off each day as you go and let's get those followers growing, PUMPED to interact with you and ready to become a customer!

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Let's do this!

Growing your business through social media can be a daunting task. All of the so-called "gurus" are preaching growth strategies that require 14,263 actions per day, showing your bubbly face non-stop, and giving up your firstborn to the Instagram gods in order to grow.

I'm here to tell you that you can create an incredible social presence that will not only help you gain followers who are ready to interact with you, but will also foster relationships that will have your new friends ready to buy from your brand!

The best part is, you can do it in less than 15 minutes a day AND with or without showing your face. . .

WHAT?!? I know, crazy! Let's do this!

GET STARTED WITH 30 DAYS OF ENGAGEMENT

Venessa



Take these ideas and make them yours

So let's get to the nitty-gritty!

After all, you are a busy business owner and you have other things to get to! So, here are the most important things to remember when using the **30 Days of Engagement** guide.

Get Creative - These engagement ideas are meant to be starting points that you can integrate into your unique brand. So, take the engagement idea and morph it into your own unique content that serves your audience! Use it to create a Reel or TikTok video for the day. Use it for stories and add interactive elements on Instagram/Facebook such as polls, questions or quizzes! Take each idea and use it as a starting point for engaging content that meets your brand identity and serves your unique audience.

Speak to your audience as friends - When interacting as a brand on social media, the goal is to attract followers, create relationships/attachment from those followers to your brand, build trust and THEN convert them into loyal customers! So, when creating engaging content remember that your followers are your friends and you should be speaking to them as if you are having a conversation with your best friend. Use endearing language like "Hey Besties!" or "What's up friends" (put your own spin and lingo into action). Address your audience like you are addressing your group of close friends.

Show some personality! - The social media world is so saturated with fake talk and people that are just simply trying to sell, sell, sell that consumers have become weary and numb to the typical creator. So, be memorable by sharing your personality within your brand! Don't be afraid to be yourself, use your sense of humour, share your story and let your audience see your personality. THOSE are the things that will keep them coming back for more and interacting with your content.

30 days ENGAGING IDEAS

Let's get to creating! Here are 30 engagement ideas that will have your audience interacting, growing and ready to become customers! Let's start engaging and skyrocket that following!

Mark them off as you go OR choose your favourites and use them on repeat!

Share a story about why/how your business was born

Show the process of making/unboxing your product "Package with me" show an order being packaged Show off your product collection/favourite items

"How To" share tutorials or how-to guides for your products

Creation Process - show your audience how you come up with ideas for your products/how they're made

Workspace tours - Show them around your work area/production set-up

Customer testimonials - Share what others are saying about/ how they are using your products

"A Time When"- Talk about a challenge you faced starting your business/ how you overcame it

Motivation - Share the quotes/ideas that motivate you

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Inspiration - What inspires you?

Relatable moments - Share something funny/real that your customers can relate to

Products in action - Show your products being used!

Product Care - Show your followers how to wash/store/care for your products
"Why Us" - Show something that sets your products apart from other brands

Ask an open-ended question

Poll your followers on their favourite products/daily habits

This or that - ask your followers what they like!

"Ask us anything" - find out what your followers have been wondering about you/your biz!

Your "why" - share something that keeps you going

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"Behind the Scenes" - give a look into your daily business routines

Funny Meme - Something that relates to your niche that makes you laugh

Share someone else's content - stitch, share on stories or re-post things that relate to your niche

Share a throwback

Share attention-grabbing statistics that relate to your industry

Correct a common misconception that relates to your niche

Share a milestone in your business and celebrate it with your audience

Cross-promote your other social channels!

Share something popular that relates to your industry! Introduce yourself/your business! (remember, you are attracting NEW people who have never met you before! Don't forget to tell them who you are!



GOOD LUCK!

You've got this! Get creative and have fun! The absolute BEST thing you can do for your small business is to be genuine and enjoy what you are creating.

If you have any questions or maybe just need a little more guidance, feel free to reach out to us.

We love interacting with you!

Venessa Minkley

LET'S GET TO KNOW EACH OTHER!
GIVE US A FOLLOW SO WE CAN INTERACT WITH
YOU TOO!



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