

Social T.

An Organic Approach to Driving Sales through Social Media

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Now more than ever,
you need to **leverage social**
for your business.

Social Media Benefits for Business

- Control your brand message online
- Build trust with your network
- Establish status as an industry leader
- Showcase company news
- Feature the team
- Drives traffic to your website
- Sell through stories
- Stand out from the competition



Need a social media strategy or competitor audit? Check out our consulting packages right [HERE](#).

Top 4 Challenges

businesses face with
social media are...

1. **Strategy:** Lack of plan
2. **Capacity:** Not enough time
3. **Skill:** Knowledge gap
4. **Budget:** Limited resources

Start with a STRATEGY that...

- Is actionable & measurable
- Empowers your team so they want to execute it
- Increases brand awareness
- Encourages quality interactions
- Is impactful, unique to your business & brand
- Incorporates organic marketing tactics

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70%

of businesses plan
on using social
media to...

1. Drive Consumers to Purchase
2. Increase Brand Awareness
3. Announce New Products & Services
4. Share Promotions

So...how do you **stand out**?

The 4 P's of Social Selling

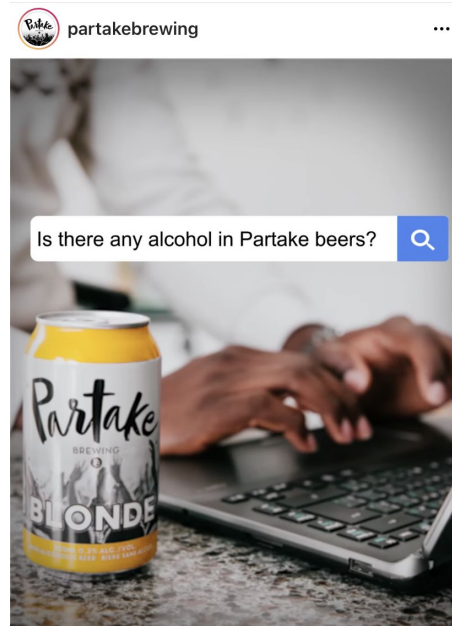
1. PRODUCT (OR SERVICE) MESSAGING
2. PLACE
3. PROMOTION
4. PROFESSIONAL PRESENCE

#1: MESSAGING

FABs: Features, Advantages, Benefits

1. What is it?
2. What makes it better?
3. How does it help us?

Need a social media strategy or social media training? [Book a FREE discovery call](#)



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partakebrewing All Partake brews contain 0.3% alcohol by volume. Any drink that has less than 0.5% alcohol is considered to be non-alcoholic. For example, this is similar to what's found in kombucha,



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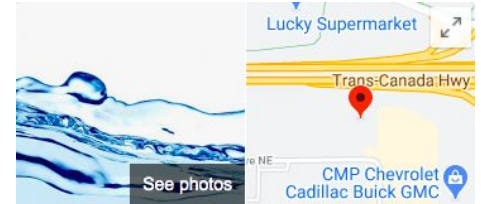
canbiocin We understand how important it is to find top quality products for your animals - why would anyone want to feed them anything less? That's why we strive to be above the rest by having our products certified by the highest organizations of feed additive controllers. We are AAFCO certified and currently working towards certification in the European Union. We're excited to have you be a part of this ongoing journey! -

#2: PLACE

Make it easy for people to find your business:

- Office locations on online profiles & directories
- Location tags on social media posts
- Flushed-out Google My Business profile

Check out our [Google My Business checklist](#) right [HERE](#).



FREDSense Technologies Corp.

Website Directions Save Call

5.0 ★★★★★ 1 Google review

Biotechnology company in Calgary, Alberta

Address: 3320 14 Ave NE Bay #8, Calgary, AB T2A 6J4

Hours: Closed · Opens 9 a.m. Tue. ▾

Phone: (587) 806-3733

Province: Alberta

#3 PROMOTION

How Social
Media Helps
Promote
Your Business



AWARENESS

Stay top-of-mind



AMPLIFICATION

Showcase products & services
in a “one to many” format



DEMAND

“I want that!”

#4: PROFESSIONAL PRESENCE

LinkedIn is a professional networking tool.

- 675 million users are on LinkedIn every month
- 4 out of 5 people on LinkedIn “drive business decisions”



Natural Products Canada

Intel, introductions and investment to help you seize opportunities in Canada's natural product industry.

Biotechnology · Charlottetown, Prince Edward Island · 1,053 followers

Benefits of LinkedIn

- Community building
 - Connect and engage with like-minded audiences
- Thought Leadership
 - Establish industry expertise
- Digital Rolodex
 - Grow your network strategically
- Competitor Intel
 - Identify and evaluate the “other guys”



Interested in [LinkedIn Training](#)? Contact me to learn more tara@socialt.biz

RECAP: 4 P's of Social Selling

1. **PRODUCT (OR SERVICE) MESSAGING**

Share the features, advantages and benefits

2. **PLACE**

Make it easy for people to find you

3. **PROMOTION**

Drive awareness, amplify your brand and create demand with stunning visuals + using the latest SM features

4. **PROFESSIONAL PRESENCE**

Leverage LinkedIn to generate new business, establish thought leadership & get in front of key stakeholders

QUESTIONS?

Ask me anything about social media for business!



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WEBSITE

socialt.biz/food-beverage

Social Media Support

The “Smart Shop” offers social media packages that are fully customizable.

Visit the link below to explore our offerings.

bit.ly/SocialT_SmartShop



TLCxDNA

Thought Leadership Course for Digital
Notoriety and Personal Brand Authority

Enrol Here: bit.ly/TLCxDNA

