

Lesson 5: Which Platforms To Use & Why.



Page 1.

Where do your competitors post content?

Where do your audience hang out now?

Where can you demonstrate authority?

What respected sites can you can post to?

What are your current Social conversion rates?

Intent:

For each channel write down objectives:

What do you want to achieve?

- Increased followers?
- Website links?
- Increased click throughs?
- Signups on your website?
- To tell a story and educate audiences?
- Improve customer relationships?
- Build trust, condition and pre-ciprocate?
- Entertain them?

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Page 2.

What types of content can you create?

- Short tweets - Twitter, Reddit, commenting.
- Teaser posts - Google plus, Facebook.
- Informational posts - guest posting.
- Posts that influencers may want to link to.
- How to's - Ehow and other how to sites.
- Pictures/Infographics - Flickr, Pinterest, G+.
- Charts - Flickr, Pinterest, G+