

Lesson 6: Using Social Media To Pre-Condition Potential Customers



How to build a relationship with Browsers & Shoppers through Social Media.

1. Use your Bob questions to create onsite content that matches their interest and intent.
2. Create Social media content from your onsite content and link back to your onsite content from Social Media.
3. Make sure you are answering questions & helping them overcome obstacles in your content - teaser on Social & full on website.
4. Add calls to action to draw them back to your website.