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| <p>Hey everyone, my name is Sherilyn, and I'm the Social Media Manager here at Youtily.</p> | <p>-Open with Youtily Logo -fade logo out at end of section</p> |  |
| <p>Today, we're going to talk about how you can use social media to ATTRACT customers to your local business.</p> | <p>-marketing funnel image; highlight attract at trigger</p> |  |
| <p>Like the other 2 billion people in the world that are on social media, you're probably familiar with names like Facebook, Instagram, and Twitter.</p> | <p>social media logos, at trigger.</p> <ul style="list-style-type: none"> - Facebook - Instagram - Twitter - LinkedIn - Google | |
| <p>But maybe building up your business's social presence isn't as easy as you'd thought. That's because your personal profile is all about you. Your company page is about your customer and what they want to see.</p> | <p>logos fade out at end of this section</p> | |
| <p>A business page keeps your company top of mind so your followers remember to come back to you if they ever need anything. And if you post something your audience REALLY likes,</p> | <p>Facebook "like" icon pops in at trigger</p> <ul style="list-style-type: none"> - Like Icon | |
| <p>they'll share it to their feeds, which in turn promotes your brand.</p> | <p>FB icon fades out at end of section</p> | |
| <p>Knowing that, the challenge that most owners face is deciding WHAT to post. No one likes to get bombarded with constant sales messages.</p> | <p>G1 Title center: What should you post? at trigger; fades out at end of section</p> | |
| <p>You want to tailor your content to your audience and have a balance of company</p> | | |

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| <p>driven content and content found outside of your company such as sharing an article from another website.</p> | | |
| <p>Getting your strategy right is crucial.</p> | <p>[need a chart or graph here; not the one on the right, but containing the same information]</p> | <p>G2 Title: Getting your strategy right is crucial.</p> |
| <p>43% of small businesses spend six hours or more a week trying to figure out how to make social media work for them.</p> | <p>chart fades to blank at end of section</p> | |
| <p>Here are some best-practices to help you figure out what to post.</p> | <p>-Begin bullet-point list with G3 Title "Social Media Best Practices for Local Businesses"</p> | |
| <p>Think of your online presence as a conversation. You're not just building a following, you're building a community.</p> | | |
| <p>If you can build a relationship with your audience, then you can turn those relationships into customers.</p> | <p>G3First bullet point at trigger" "Social media is about building relationships"</p> | |
| <p>So, if you're trying to have a conversation with your audience, how are you reaching them?</p> | | |
| <p>What do they want to see and what social media do they use?</p> | <p>Second bullet point: "Select which platforms to focus on"</p> | |
| <p>For example, Instagram is a good place for businesses to share behind the scenes content, but Twitter is ideal for breaking news or promoting your blog. Both of these are social media platforms, but you're distributing two different kinds of information, to different audiences.</p> | | |

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| <p>Next, add value to the conversation by sharing content that will make your customers lives easier. So, if you're a plumber, your potential customers will probably want to read something about how to prevent a clogged drain.</p> | <p>Third bullet point: "Share useful content"</p> | |
| <p>If you're having trouble figuring out what to post, look at what your competitors are doing or share something from a well known brand or influencer in your industry.</p> | | |
| <p>You also want to think about your brand. Social media is the perfect place to make your company seem more personable and less like you're trying to sell them something.</p> | <p>Fourth bullet point: "Incorporate humanizing posts"</p> | |
| <p>Behind the scenes posts are great for that. Content such as pictures of employees or customers and videos of what's going on at your business that day are good ways to show your audience who you are as a company.</p> | | |
| <p>Once you figure out what you should be posting, set up a calendar. If you schedule out your social media in advance, not only will you vary what kind of content you're delivering to your audience, but you'll always know what's being posted every day.</p> | <p>Fifth bullet point: "Make a content calendar"</p> | |
| <p>If all this seems a little overwhelming, it's okay; Youtily can help. With just some basic information about</p> | <p>Bullet-list is replaced with Copy. G4 Title: How Youlity manages your social media.</p> | |

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| your business, we can tailor content to what your audience wants to see. | | |
| We'll post to your social media accounts twice a week to make sure that your brand stays in your followers' feeds. | Bullet point 1 - We posts to your social media twice a week. | |
| If you don't have a social media account, Youtily will even help you set up a Facebook page so you can start posting, sharing, promoting and ATTRACTing your way to social media marketing success. | Bullet point 2 -We setup your facebook page. | |
| Hope you found this information useful, and don't forget to like us on social media for more tips and tricks... | [social media information] | |