

MAKE YOUR MARK




A CHECKLIST TO KICKSTART YOUR MARKETING AND SOCIAL MEDIA

Now more than ever, how and where you show up for your customers matters. Represent your operation in the best way possible with easy tips & tricks below.

SHOW UP ON SOCIAL

First things first, if your business doesn't show up on these platforms, create your profile! Start with your hours of operation, location, phone number, and menus. Share business history, promotions, staff bios, and community engagement.




 Consider joining new platforms such as Tik Tok, review apps such as Yelp, or local community boards to reach additional customers.

IMAGES: THE POWER IS IN YOUR HAND



No need to hire a photographer for high quality pictures - your smartphone camera will do the trick! Use features like one-touch editing and portrait view right from your device.

 Stick to **one** filter (if any) on your images to create a consistent look and feel across your page.

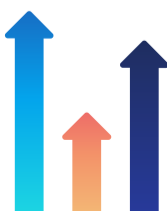


Interested in advanced editing? Try Adobe Lightroom and VSCO apps.

ANALYTICS: LEARN WHAT WORKS

Most all social media apps have Insights pages that provide free analytics on your page activity. Here you can find out things like..

- The best day/time to post for optimal views
- Demographics of your viewers (age, location, etc)
- Which content - even filter - drives most engagement!



SET YOUR STRATEGY

Your business' image has value. Define your brand by answering..

- Who do you want to reach?
- What do you want to convey to your customers?
- How do you want to show up in your community?

Center your marketing activity around these intentions.

USE THE FREEBIES

No time to design? Programs such as Canva and Smore give you modern templates that are free create, customize, and share.

Emailing? Check out Mailchimp to send designs to customers directly.



AS YOU CREATE...

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Graphic Text: Start with a Title/Attention Sentence. Add subtitle and required info only as needed.



Links? Hyperlink, include in bio, or add attachments directly in post to save space and drive traffic to where it matters most.



Colors: Stick to a palette of **1-5** hues consisting of a main, secondary, and accent colors.



Images: Typically **1** large, high quality graphic or picture is most appealing and attention-grabbing. If needed, supplement with icons or other SmartArt.

REWARD CUSTOMER ENGAGEMENT

Drive traffic and increase interactions to your social pages by creating promotions around your posts. Host drawings for those who share your posts. Post a discount and patrons who display it at the register earn a free drink. Cater to your goals!

