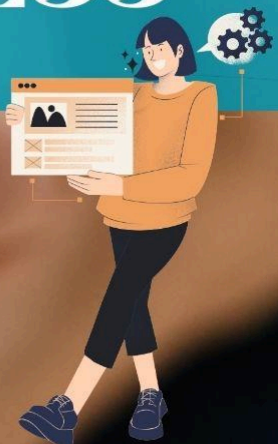




Making It...
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SOCIAL MEDIA MARKETING SUCCESS

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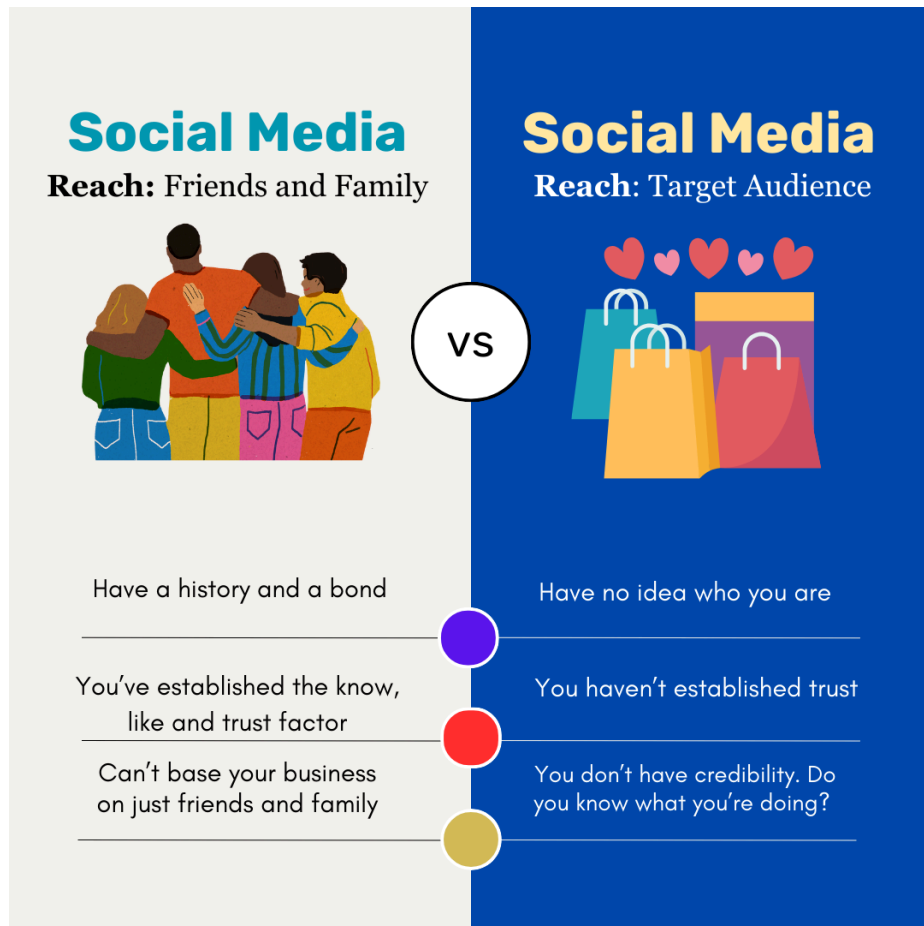
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Introduction

Social media (in many cases) will be the first contact between potential customers and your business, so it's important to have a winning strategy.

You may use social media to communicate with your friends and family, but if you're using the same methods for business, it could be costing you money. This eBook will show you how to make the transformation from posting for personal communications, to posting for business.

The diagram below highlights some of the differences between posting to reach friends and family vs. posting to reach your target audience.



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Let's Get Started

Knowing how to use social media for business will be different from the way it's used for personal communication. And not knowing how to make social media for business work for you, can be costing you money, in the form of lost sales.

This guide will give you several insights to start promoting with confidence.

Using social media the right way can help your business reach the people who would be most likely to buy your products and services.

You'll discover how to use social media to attract your ideal customers and create awareness for your brand. This guide will introduce you to the steps that should be taken to create an effective social media marketing strategy.

You might be wondering what a marketing strategy involves. Since a marketing strategy is an important part of any successful business, you need to understand what it is.

A [marketing strategy](#) is a comprehensive plan that outlines how a business will reach its target audience, communicate its value, and ultimately convert potential customers into buyers.

A marketing strategy involves setting clear goals, understanding your audience, choosing the right marketing channels, and crafting messages that resonate with your ideal customers.

It creates a birds-eye view of how a brand will engage with its audience and defines key elements such as the business's value proposition and core brand messaging.

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As you create your marketing strategy, it's important to think about your sales and marketing [goals](#) and how social media can help you to reach those goals.

In today's competitive market, you need:

1. A product or service
2. A platform to showcase your products
3. A way to receive payment

Social media is one of the best free ways to build the business of your dreams. A smart social media strategy helps you show up consistently, connect meaningfully, and establish credibility in your niche.

However, we've found that many new business owners are posting to social media without a plan, or a platform that does the heavy lifting, and that just doesn't cut it. Posting random, scattered information only confuses the people you want to do business with.

Many business owners are lost when it comes to communicating with potential customers. They don't know how to sell without coming across as salesy, pushy or annoying.

This social media guide is your go-to resource for growing your business by creating business content with purpose. Whether you're just starting out or looking to level up, this guide will show you how to get started with social media tools like Pinterest, Facebook and Instagram.

We've included **two** information packed courses that will guide you on the best ways to use Pinterest.

We've also included Facebook tips you can use to build trust, and inspire your ideal customers to take action—without feeling overwhelmed.

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How to Create a Marketing Strategy

How a Marketing Strategy Can Boost Sales for a New Business Owner:

1. Clarifies Your Audience

A strategy helps you pinpoint [who you're selling to](#)—so you're not wasting time or money marketing to the wrong people.

2. Builds Brand Awareness

[Build a brand](#) that provides consistent messaging and visibility across channels (like social media, email, or your website), so that more people will discover your business.

3. Drives Targeted Traffic

A well-thought-out strategy uses [platforms](#) and content designed to attract people who are most likely to buy from you.

4. Increases Conversion Rates

When your messaging aligns with your audience's needs and emotions, they're more likely to trust you and make a purchase.

5. Improves Use of Budget and Time

Rather than guessing or trying random tactics, a strategy ensures you're using resources efficiently to get real results.

6. Encourages Repeat Business

A solid strategy includes nurturing relationships with customers through email marketing, loyalty offers, and follow-ups.

Want to Make Social Posting Even Easier?

Make social posting work better, use a planner. To help with social media planning, we recommend that you use a planner to map out your strategy. We've

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created a [social media planner](#) that when used, gives you a roadmap that helps you stay focused and look back to see what worked. Once you know what works, you'll be poised to do more of that.

The Right Tools Make Any Job Easier

We've also partnered with the **Tailwind** app to help you [automate your social media](#) posts and email marketing, so you can spend less time scheduling and more time selling.

✨ **Click [here](#) to sign up for Tailwind** and start growing your business with confidence!

✨ When your content consistently speaks directly to the needs of your audience, your products and services will practically sell themselves. **Get your planner [here](#).**

When first time visitors and potential customers see your content on social media, they may be interested in connecting and hearing more.

Everyone who is exposed to your business will not necessarily be ready to buy your products right away. Even so, they might be looking at options before making a purchase.

If your visitors are researching options, don't rule them out as potential customers. They might buy in the future, if you give them the answers they are looking for. To learn more about the buying process and why consumers buy products like yours, [click here](#).

If you force potential customers to do another Google search to find answers they may leave your site and never return. If you give them the answers they need while they are **on your platform** you may be able to convince them to buy.

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The next question becomes, how can you answer their questions about your products for those visitors who are researching options? By creating content of course!

Creating content like videos, podcast episodes, tutorials, FAQ pages, and blog posts will provide answers to your potential customer's questions while helping to position you as an authority.

Creating informative, educational non technical content lets your potential customers know that you are knowledgeable about the topic and ready to provide them with a solution.

So the question becomes, where will you send people who want to get more information?

The Optimum Tech Stack

To create content that will answer your potential customer's questions, you'll need a platform. Your [platform](#) is the place where potential customers can sign up for more information, learn more about your business, browse your products, make a purchase and give you feedback, reviews and testimonials.

You'll need to set up your platform using non-technical sales and marketing tools (suggested tech stack below) that will make creating content and reaching your goals much easier.

Your tools should help you set a framework for attracting, engaging and building relationships with your audience with **no tech skills required**.

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The tools below are easy to use, even for a complete beginner and allow you to measure and track your progress, optimize (split test) and make changes to improve your results.

Use the tech stack we use (below) or choose tools you're familiar with that perform the same functions. To achieve your goals you'll need one or more of the following:

Sales and Marketing Tool	How It Helps Your Business
Lead Magnets (Canva)	Motivates Potential Customers to Engage
Web Hosting (Bluehost)	A Place for Your Website Files to Reside
Domain (Bluehost)	Your Unique Location on the Web
Opt-In Forms (Thrive Leads)	Turns Visitors Into Leads
Social Media for Business (Tailwind)	Automates Social Media Marketing
Email Marketing (aWeber)	Builds Brand Relationships and Credibility
Landing Pages (Thrive Architect)	Generates Leads and Promotes Offers
Scarcity Marketing (Thrive Ultimatum)	Recurring, Time Limited Sales and Countdown Timers
Payment Processors (Stripe and PayPal)	Create Payment Buttons to Get Paid Without a Website
Website (Thrive Architect or Thrive Suite)	Blogging, Content Management, Lead Generation, eCommerce and More
FAQ Pages (Thrive Architect)	Frequently asked questions pages can be used to answer general and pre sales questions.

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Course: Pinterest Automation

Use intelligent Pinterest automation to scale from 5 to 25 daily Pins without burnout. This course teaches efficient Pin creation systems, AI content generation, and SmartPin optimization for evergreen traffic, helping you massively scale your Pinterest marketing and drive impactful results.

What You'll Learn

- Master efficient Pinterest automation strategies that save hours while maintaining consistent, high-quality posting.
- Learn to leverage AI Pin generators and SmartPin tools to create evergreen content that drives continuous traffic with minimal effort.
- Discover data-driven posting schedules and batch creation techniques to maximize engagement while scaling your Pinterest presence.

Lessons in This Course

8 Lessons

Start the Course



[1 How Often to Post on Pinterest](#)

Master the perfect Pinterest posting frequency for your business. This comprehensive guide shows you how to scale from 5 to 25 daily Pins while maintaining quality, plus practical strategies to make high-volume posting manageable.

Social Media Marketing Success

[2 How to Create Pins on Pinterest at Scale](#)

Create Pins at scale with proven systems and automation strategies. Learn exactly how to scale your Pin creation from 5 to 25 daily Pins using efficient batch creation techniques and smart automation tools that save hours of time.

[3 AI Pinterest Pin Generator](#)

Master the art of efficient Pinterest marketing with AI Pinterest Pin generators. Learn how to automate Pin creation, maintain consistent posting, and scale your Pinterest presence while saving valuable time and resources.

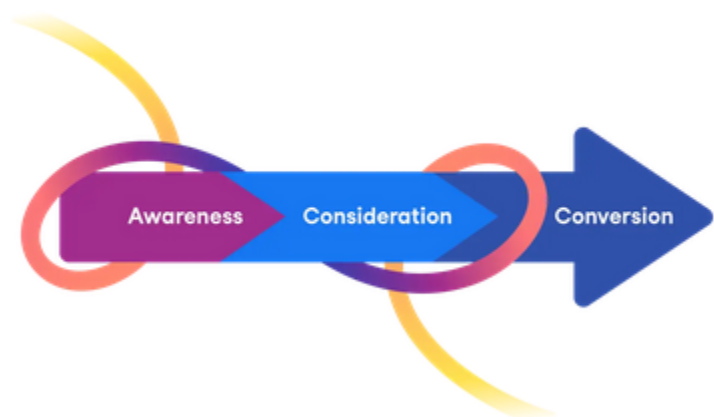
[4 SmartPin for Evergreen Content](#)

Learn how to leverage SmartPin's automated Pin creation and optimization features to build an evergreen Pinterest marketing strategy that drives consistent traffic to your business with minimal effort.

[5 Best Time to Post on Pinterest](#)

Master the art of Pinterest timing to boost your engagement rates. Learn how to identify your audience's peak activity hours and use data-driven strategies to ensure your Pins get maximum visibility.

Tailwind Ghostwriter



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Create great marketing in half the time with Tailwind Ghostwriter's advanced A.I. Generate ready-to-post copy in seconds versus hours.

The Tailwind A.I. Chrome and Firefox extensions to make creating great marketing content so fast and easy, it's practically a superpower!

Tailwind's A.I. creates perfect marketing copy for you — instantly — right when you need it.

Whether you're posting a new Pin or preparing an email campaign, the Tailwind A.I. Firefox and Chrome extensions are just a click away — on hand to give you "ready to use" copy that matches your brand voice.




Tailwind A.I. (Ghostwriter) Makes It Easy To:


⚡ Create social content at lightning speed: Generate copy with a click and schedule as many posts as you'd like. Copywriting will never slow you down again.


📈 Scale up your content marketing: Create more content than ever before and finish your marketing 2 to 10 times faster.

🖋️ Overcome writer's block: Breathe a sigh of relief — finally beat the blank page and never run out of creative, new ideas for social posts, emails, website copy, and more.

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 Level up your copy: Boost engagement and conversions with copy that matches your brand, includes powerful CTAs, and leverages copywriting formulas that work.

 Generate optimized marketing copy: TW's A.I. was trained specifically for small business marketing so it automatically applies proven best practices for each use case.

 Create content as you discover it: Just hover over any image, and click the "Schedule" button to instantly create a new post. No need to log in or even switch tabs!

“Tailwind Ghostwriter is a huge time saver! It helps me create descriptions that are even better than I could write myself!” Katie Fenske, Burnt Pancakes - Tailwind Customer

Use the Tailwind A.I. Firefox and Chrome extensions to generate the marketing content you need to grow:

- Pinterest descriptions
- Instagram captions
- Email subject lines
- Email body copy
- Instagram profiles
- And even more...

Tailwind A.I. writes amazing copy for you — instantly — when & where you need it. Just Google the extension that applies to your browser (firefox, chrome, etc.), install it and get started!

Social Media Marketing Success

Course: Pinterest Marketing Success

Get faster and better results from your Pinterest marketing by starting with a rock-solid foundation. This course gives you all the essential knowledge you'll need to quickly generate targeted, organic traffic with Pinterest.



In This Course You'll Learn:

- What makes Pinterest unique from all other social media and why those differences make it the ideal marketing opportunity for small businesses.
- How to leverage Pinterest's unique visual search capabilities and user behavior to drive traffic, increase engagement, and boost sales for your small business.
- A powerful step-by-step process for creating a tailored Pinterest strategy that aligns with your business goals so you can reach and engage your target audience.

Lessons in This Course

8 Lessons

Start the Course

[1 What is Pinterest?](#)

Social Media Marketing Success

Pinterest is more than just another social media platform— it's a unique visual search engine where users actively seek inspiration, products, and solutions. Learn why Pinterest is such a powerful marketing engine.

[2 Understanding Pinterest Image Search](#)

Learn how to use Pinterest's visual search to drive free, organic traffic to your website. Know how to optimize your visual content so it stands out and engages your customers.

[3 Is Pinterest Social Media?](#)

See what makes Pinterest uniquely powerful for marketing, and how to best use it to grow your business, with comparisons to social sites like Facebook and Instagram you're already familiar with.

[4 Popular Pinterest Categories](#)

Learn how using the right Pinterest categories can drive traffic and boost sales by connecting your business with your target market. See which Pinterest categories are most popular so you can align your content with them.

[5 How to Make Money on Pinterest](#)

Discover how to create effective Pinterest marketing with a four step sales funnel that attracts, engages, and converts your target marketing so you can make more money with Pinterest.

[6 How to Get Views on Pinterest](#)

Learn how to maximize your views (and clicks) by understanding how the Pinterest algorithm works. Get a step-by-step blueprint for increasing your visibility and generating targeted traffic.

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[7 Saves vs Fresh Pins on Pinterest](#)

Saves and Fresh Pins are both important parts of a successful Pinterest marketing content mix. Learn what makes them different and how to leverage them strategically for maximum growth.

[8 Your Pinterest Strategy](#)

Get a step-by-step process for creating your personalized, customer-driven Pinterest marketing strategy that ensures you're starting with a solid, proven marketing foundation that will drive results.

Get The Ultimate Pinterest Planner

Save Time & Grow Faster on Pinterest

Supercharge your Pinterest marketing! Create beautiful Pins faster than ever, schedule at the best times, and grow your reach. **Download your planner [here](#).**

Discover what to pin right now based on trends we've seen and search data from Pinterest. While trends come and go, the one constant on Pinterest is that people plan ahead. STAY ahead when you follow these suggestions.



Pin Smarter, Not Harder: Your Monthly Pinterest Trend Guide

Ready to turn your Pinterest strategy into a powerful traffic and sales machine? This 18-page, data-backed guide shows you exactly *what to Pin and when*—based on monthly Pinterest trends and user behavior.

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10 Facebook Marketing Best Practices You Can Start Using Today

Facebook may look like it could be a goldmine for the savvy social media marketer but keep this in mind. The average Facebook user spends about 34 minutes a day on the platform. So, that's how long you have to grab their attention!

So how do you do that? We're so glad you asked! Here are some 10 Facebook marketing best practices that you can start applying to your company profile right now.

1. Create a Facebook Business Page That Really Works

Setting up your Facebook business page requires several steps, but when it is done correctly, it will perform well. You probably already know how to set up a decent business page, but here are some specific tips that will help you make it great.

- Fill out your profile with as much information as you can
- Upload your profile photo
- Set up the CTA button (Sign Up, Message, Learn More, etc.)
- Set up your sidebar tabs
- Choose your category – there are six categories for Facebook business pages. The two that you will probably need to decide on are Local Business and Company, Organization, or Institution. Each has its own set of special features so choose wisely.
- URL – Set your URL so that it contains your company name or something easy for your customers and visitors to follow.

There's a lot more to it, but this is a very good start. From here you can begin adding content and information to the profile.

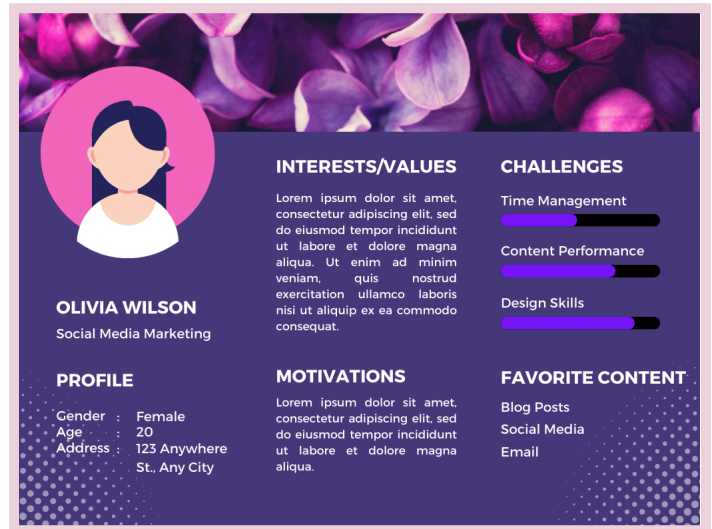
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2. Know Your Audience Like They are Family

Before you start talking about your product or service, you need to know who you are talking to. Use our [buyer persona templates](#) to save time.

Create a detailed profile of your ideal audience or customer. Sketch out the demographic information on them such as:

- Gender
- Age
- Language they speak
- Where they live (region, state)
- Relationship status
- Children
- Education
- Homeowner or renter?
- Job



Then there are the nitty gritty questions that help you really get to know them:

- How often do they use Facebook and how do they use it?
- Are they new customers or have they purchased from you before?
- If they have purchased from you previously, what did they buy?
- What do they worry about?
- What makes them happy?
- How can your product or service change their life?

Think about other questions that are directly related to your product or service. When compiled, this will give you a much better understanding of your target audience and how you can reach them!

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3. Create an Editorial Calendar and Automate Most of Your Posts

Begin your Facebook adventure by defining marketing goals. What do you hope to gain from your campaigns?

Those goals will guide your content and help you stay on track. You can then use that information to create an editorial calendar. This will help you organize and plan your posts so you can stay on track!

4. Use Facebook Text Posts and Photo Posts the Right Way

Yes, video posts are hot right now, but we'll get to that in a minute. Right now, let's focus on Facebook's text posts and [photo posts](#). A text post is text only while a photo post has, you guessed it, a photo attached.

There are tons of things you can do with these posts, but to be honest, more people are drawn to photo posts.

However, there are ways you can use text only Facebook posts that do increase engagement.

They are great for announcements, but they do really well when you ask a question to spark a conversation. Photo posts, on the other hand, are great for communicating information to your audience through the photo, meme, or infographic.

5. The Story About Facebook Stories

Facebook stories is a fairly recent addition to the platform and are very similar to Instagram Stories.

Photos and videos are loaded to the site. The photos are visible for five seconds while the videos are visible for as much as 20 seconds.

After 24 hours, the content disappears completely.

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The good thing about [Facebook Stories](#) is that they are at the top of the page, above the News Feed and above the posts and are not subject to the platform's algorithms.

All you need to do is create content that grabs the attention of your audience. Attention! Learn more about Facebook Stories [here](#).

6. Get More Play with a Video Post

Video posts get more engagement than photo posts, link posts, and text posts. On average, videos that are from 1 to 3 minutes perform best while those that are less than 60 seconds come in a close second.

And if you really want to increase your impact, add a call to action in the middle of the video!

Now, if you are wondering what kind of video you need to post, well, you have plenty of choices.

Explainer videos do quite well, as do customer testimonials. But a well done, compelling video introducing a new product or service can do pretty good too!

Just make videos that your audience wants to see. Think about the questions they may have or the struggles they are facing and solve them!

7. Build Buzz with Facebook Lives

The Facebook Watch Party allows you to screen a video in real-time and invite your followers and friends to view it with you! You can turn it into an event instead of just another Facebook video in the feed.

Say you are launching a new product. You can create a compelling introduction video about it and then invite your fans and followers to "attend" your watch party to see it.

That is a great way to build buzz and get people excited about your business!

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You can also go Live on Facebook to do this as well! Tailwind hosts a weekly Live where we discuss marketing education, resources and new product launches.

8. Give Your Audience a Break from Sales

When you start posting to Facebook for your business, it might be tempting to make every post about your awesome products and your company information with lots and lots of CTAs sprinkled in. But it's a fast way to create burnout in your audience, and may result in a lost like!

In fact, this is a huge sticking point for Holly Homer, founder of kidsactivitiesblog.com and proud owner of a 3.5 million member Facebook page. She thinks we often lose sight of the fact that Facebook is a social network when we head to Facebook to promote!

Listen in to her tips on promoting ourselves the right way with organic Facebook marketing below:

Watch the full episode of [How to Make Facebook Marketing Work Without Paying for Ads](#) for more of Holly's tips!

Instead, mix up your content a little. Many successful businesses use the 80-20 Rule. They devote 20 percent of their posts to brand promotion and the remaining 80 percent of their posts to entertain, educate, and inform their audience.

Sure, you want to let them know how great your product or service is, but people get tired of that. People also don't like feeling as if a company is constantly trying to sell them something.

Build relationships with the first 80 percent of the posts and the remaining 20 percent will ring loud and clear. Don't worry, you will get their attention.

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9. Put Faces to Your Brand

Facebook is a people centered platform and for those who remember the (very) early days of this social media giant, it was designed to connect friends and family. Its original intent really had nothing to do with business or at least advertising businesses.

Even though Facebook has grown and expanded tremendously, those people centric roots run deep.

Adding some posts on your business page that highlight your employees and show fun behind-the-scenes shots will attract attention and get you some likes.

Most of all though, it will bring the humanity of your brand front and center, instead of just pushing your product or service and showing the impersonal face of a company.

Your business is made up of living, breathing humans. Bring them out to play!

10. Create Content by Your Audience, for Your Audience

Roundups are a fun, engaging, value packed content opportunity. It's the flip side of putting faces to your brand in that it's the customers who are getting the highlights. Testimonials as Facebook posts are great too, but this takes it a little farther.

Start with a post asking your followers to share their knowledge or experience. This could be sharing tips for using one of your products or it could be personal stories about how your service saved the day.

Collect the best and compile them into a blog post and share it in a Facebook post. If you really want to connect with your audience, tag your contributors and give them a heartfelt thank you, give them a coupon, or some other little reward.

Inject these tips and tricks into your own Facebook marketing strategy and you'll see what a game-changer they are!

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Things to Consider When Setting up Your Facebook Page

As stated at the beginning of this guide, social media for business is different than posting for personal reasons. If you're on Facebook, you probably have a personal Facebook profile.

Your Facebook Business Page will help you engage with your audience. Facebook Pages are for businesses, brands, organizations, and public figures to share updates and connect with their ideal customers.

To set up a Facebook page, start by going to facebook.com/pages/create and entering a name and category. Then, create the page and customize it with a bio, contact details, and profile/cover photos. Finally, invite friends and set up notifications

You must have a profile to [create a Page](#) or help manage one. [Pages](#) are places on Facebook where artists, public figures, businesses, brands, organizations and nonprofits can connect with their fans or customers. When someone likes or follows a Page on Facebook, they can start seeing updates from that Page in their Feed.

Five Quick Tips for Creating Compelling Stories on Facebook

Making storytelling a regular part of your [social media content strategy](#) can help you turn passive leads into engaged customers. Here are some easy ways to make your stories more engaging on Facebook.

1. Focus on Empathy

Reflect on how you felt when you were going through problems your customer is experiencing. Trigger those feelings authentically and share from a place of understanding and compassion. There's no need to be the expert in these posts.

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2. Stay on Brand

Authenticity is key, but don't deviate away from your brand's values. If your brand is aspirational, a rags-to-riches story is perfect for your audience. The same story may not work well for a non-profit, though.

3. Go for a Soft Sell

The main focus of storytelling is to [increase engagement](#), awareness, and interest in your brand. However, that doesn't mean you have to avoid talking about your product or service entirely. Connect your story to your product, but avoid conversion-based sales language.

4. Keep Your Story Focused

Expand on your story without going on tangents. Stay focused and don't draw out your story simply for the sake of drawing it out. Keep your goals in mind as you reveal the story.

5. Monitor Your Results

For some audiences, posts may perform better. Others prefer to hear a story on Facebook Live. Track your engagement and see what works for your fans.

Keep Your Audience Coming Back for More

There are many ways to connect with your audience on Facebook, and storytelling is one of the most powerful ways to take advantage of the platform. Use these tips to develop stories that help customers get to know you and your brand.

How are you using Facebook to share stories? Will you be posting more often with these tips? We hope this quick guide will help you!

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Conclusion: Your Social Media Success Starts Now

You've just unlocked a powerful set of strategies to grow your business with purpose, clarity, and confidence on social media. From identifying your audience and creating engaging content to understanding platforms and analyzing results—you now have the tools to turn likes into leads and followers into customers.

But remember, social media marketing isn't about being perfect—it's about being *consistent*, *authentic*, and *intentional*. Don't get caught up in comparison. Instead, focus on showing up, serving your audience, and learning as you grow.

The real magic happens when you *take action*. So revisit your goals, pick a platform to focus on, use the checklists and tips in this guide—and start implementing what you've learned today.

Your audience is out there, waiting to connect with a brand like yours.

Now go show up, stand out, and shine online. You've got this!