

CHOOSING THE RIGHT SOCIAL MEDIA PLATFORM



BUSINESSWONDERLAND.CO.UK



Hello!

I'm so pleased that you have downloaded this workbook! I hope it helps you with your business.

If we haven't met before, hello! I'm Katie Tovey-Grindlay, founder of Business Wonderland. I've been helping business owners with their social media since 2012. It's a pleasure to meet you.

Social media can feel overwhelming and confusing. Some may say it's a bit of a Wonderland. When I started my first business in 2011, I didn't know how to run social media for a business or even how to build an audience. I've been able to learn so much on my journey. As we all know social media is ever changing so I'm still learning on a daily basis.

I'm excited to be able to share my knowledge with you so you can create a successful business. I hope you find this workbook helpful. If you have any questions please feel free to email me at katie@businesswonderland.co.uk

Katie
x





When you are starting your business it's so tempting to be on every single social media platform. But that's possibly the fastest way to feel burnt out and become overwhelmed. Choosing which platforms to focus on can be a difficult decision.

STEP ONE. KNOW YOUR AUDIENCE

It's so important to know who your ideal client is. It makes it so much easier to market your business. Fill out the questions below to create your ideal client profile.

- Are they male or female?
- Where are they located?
- What age range are they in?
- How much do they earn?
- Do they have children?
- Do they have pets?
- What magazines/books/newspapers do they read?
- What do they watch on TV?
- Where do they shop?

Now think what challenges, frustrations your ideal client might have that your business will help them to solve. Where might they go to get these challenges and frustrations solved? What social media platform would YOU choose to solve these problems?

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The more you get to know your audience, the more you will understand their habits and where they are likely to interact with you.

STEP TWO. LIKE THE PLATFORM

To achieve success on a platform you will have to spend a lot of time using it every day. You'll need to put time, effort and energy into the platform. So it's important you actually enjoying being on it. If you don't enjoy being on a particular platform, choose a different one.

What is your favourite platform?

Do you have any experience or knowledge using that platform?

How can you learn more about the platform?

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STEP THREE. TRIAL AND ERROR

If others within your niche can make a social media platform work, chances are you can as well. You will need to put time and effort into building the platform. Along with some testing with your content, frequency of how often you post. and the times you post.

What content will you share with your audience?
Is it engaging, entertaining or educations to your audience?

Check your insights to see when your audience is online. Look at your analytics to check how well your posts are doing and which posts are popular with your audience.





Would you like more help like this?

I'M HERE TO HELP YOU!

Social Wonderland Society is an online membership platform for business owners and entrepreneurs. I offer online training which you can consume in your own time and at your own pace. You will also get monthly live planning and review sessions. A private Facebook Group where you can get help and support. Plus daily prompts to keep you motivated. A weekly drop in clinic where you can talk to me face to face to ask questions. Mini trainings and resources.

No more feeling overwhelmed or frustrated over social media
Find out more here:

www.businesswonderland.co.uk

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