

Social Media Posting Services from Venture Rich

Social media is just that - SOCIAL. It's not commercial media. It's not advertising. Social media doesn't follow any of the rules of traditional marketing and advertising because it's not designed to market you in a normal way. This can mean that applying traditional rules to it can backfire in major ways, which is why smart businesses hire a firm like Venture Rich to handle their social media posts. With each platform having rules and algorithms about when and where your post will show up, it's important to understand how to take advantage of social media for the benefit of your business.

There are two simple questions to ask yourself about your social media:

1. Is it consistent?
2. Is it engaging?

IS IT CONSISTENT?

The goal with posting on social media as a business is NOT TO LOOK LIKE A BUSINESS. You want to be part of the neighborhood, just hanging out, sharing something that someone else might find interesting. The best way to do that is to have consistent original content that shows up daily, so that your audience gets used to you always being present. The more accustomed they are to your posts, the more likely it is that your audience will interact. And the more they interact, the more frequently you'll begin to show up in their timeline, thanks to the algorithms set by the platforms. **More genuine interaction = more exposure.** But what makes them interact? That leads to the next question . . .

IS IT ENGAGING?

We'll say it again - the goal with using social media as a business is NOT TO LOOK LIKE A BUSINESS. ***If you're only posting ads for your company and marketing your services, you'll have less exposure.*** It's counterintuitive, but it's the truth.

You don't want your audience to scroll through their timeline and think "Oh, there's another ad," and then roll their eyes and move on. You want them to look at your post and react to it with a like, a laugh, or something more - maybe even a share! **Social media is a place to engage with your audience on a social and personal level, which means content that may not always be directly relevant to your industry or services.** The more people like, laugh, and share your posts, the more your business will show up in their timeline and network on a regular basis, which means that when you have a new service to offer, or a promotion to discuss, they're more likely to see it. By balancing your social media with 95% engaging content and 5% marketing for your business, you'll maximize your exposure without burning out or turning off your audience. Look at the highly successful Twitter accounts for brands like Wendy's or Denny's for perfect examples of how to maximize your social media.

DO. have consistent content that will get genuine reactions

DON'T. . . post too many ads for your business

DO. have a little fun with social media because your audience will appreciate it

DON'T. . . pay for fake likes or followers since this will negatively affect your exposure and ratio

DO. use natural and informal language to be more approachable

DON'T. . . apply normal marketing rules to the social media world

DO. trust a company like Venture Rich to be the experts and do the job

What do we need from you? Read the next page to get started!

Social Media Accounts Access:

Facebook: You will receive a request from Venture Rich to be added as an admin. Please accept this.

Twitter, Instagram, LinkedIn: Please provide us with your username and password. These will not be saved once we have entered them into our social media content creation gateway. *When we set up these accounts initially, you may need to provide additional authorization, or verification codes, depending on the security settings you've set up for your account.*

Do you have Pinterest? YouTube? Another social media network you want to use? Please include login credentials for these accounts as well.

Social Media Content Information:

What are your competition websites? Providing us with at least three of your competitors will allow us to compare and gauge the marketing we do to ensure that it's distinguishing you from the competition.

What is your goal with marketing? Are you trying to channel traffic to a new site? Sell a product or service? Develop an audience? Promote new technology?

Is there anything else you'd like to share with us? The more information you can provide regarding content, digital assets, needs, restrictions, etc., the better position Venture Rich will be in to provide the highest quality content in your social media marketing initiatives.

Lastly, Thank you very much for your business. We greatly appreciate it and will work hard for you!

Any immediate questions or concerns:

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