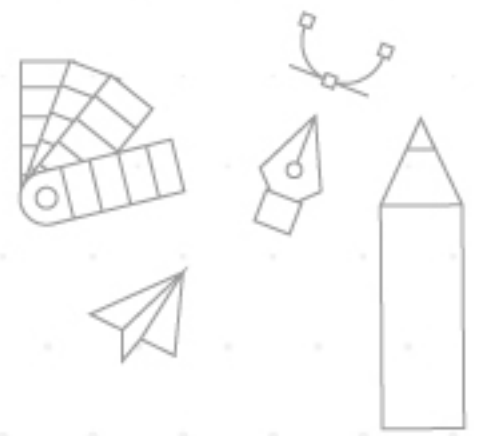


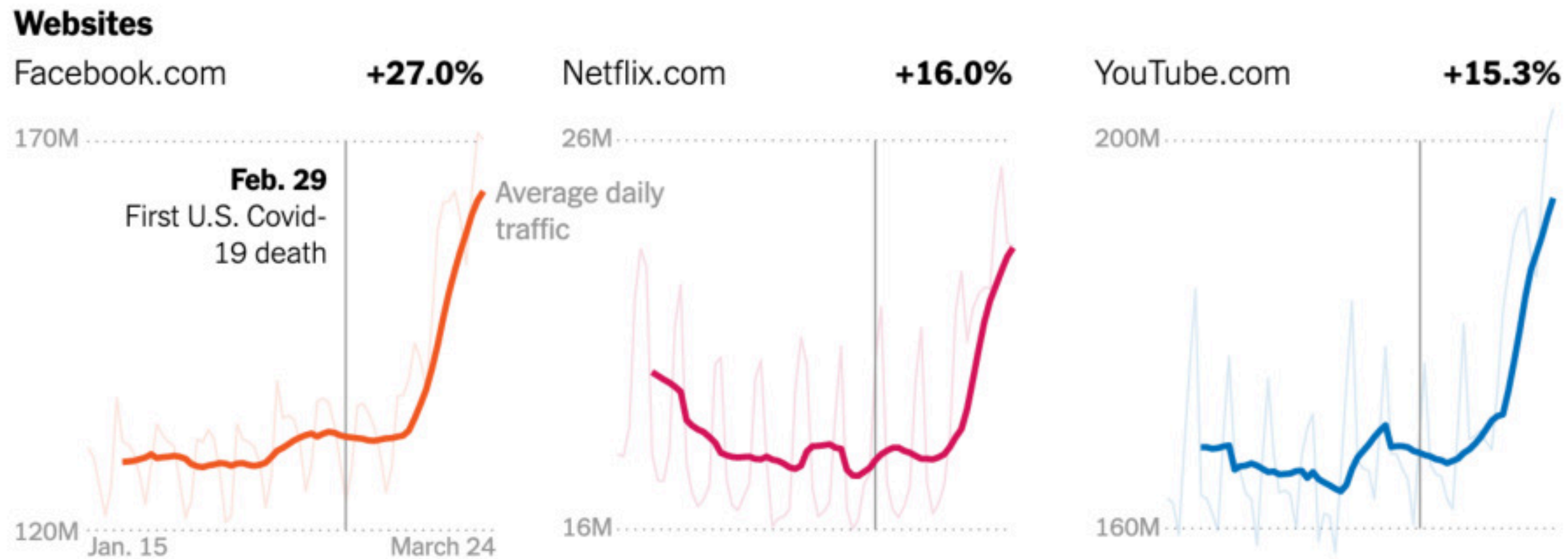
IS YOUR BUSINESS
SOCIAL DISTANCING TOO?

lifeedge

SOCIAL MEDIA USAGE





Increased time from Jan-Mar 2020






ACTIVE USERS

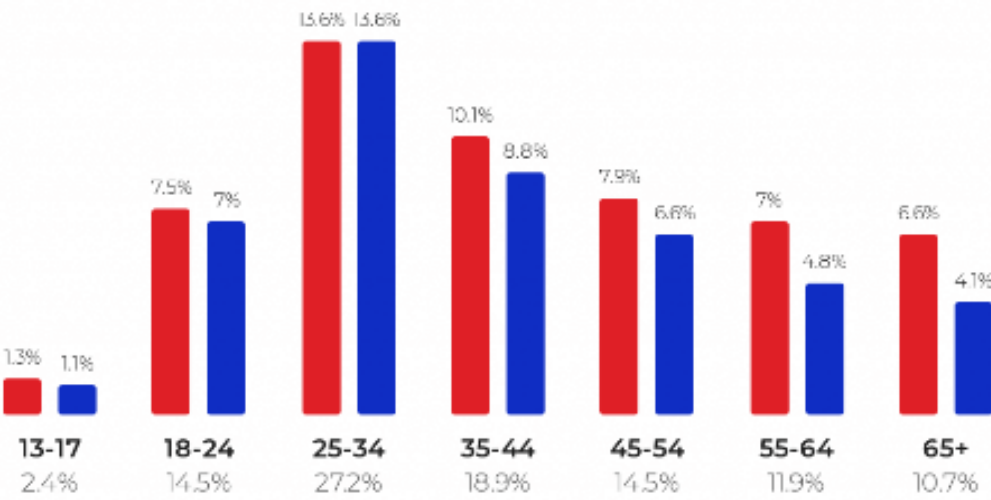
Increased in March 2020





 Facebook users in United States of America
February 2020 

 227 800 000

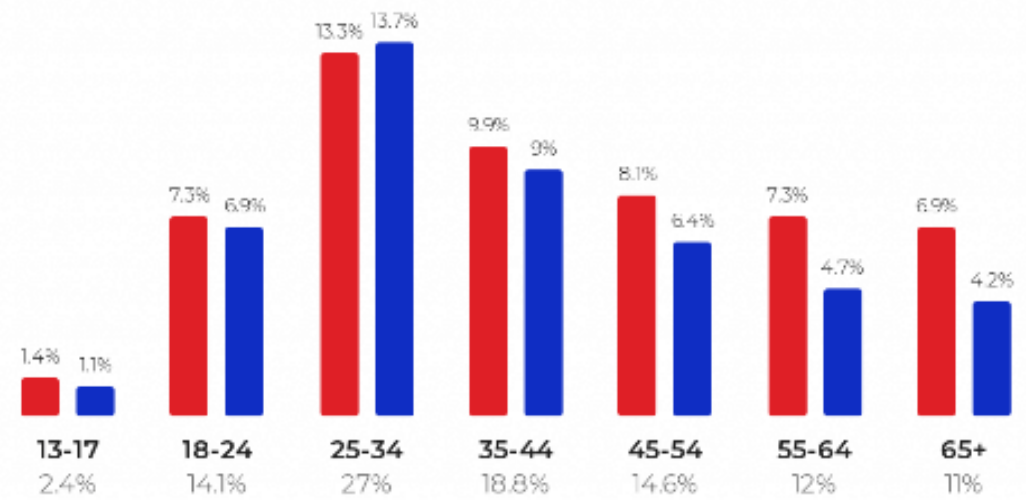
 54% women  46% men



 Facebook users in United States of America
March 2020 

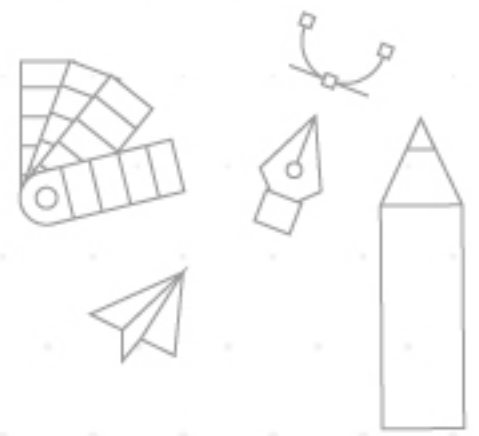
 233 500 000

 54% women  46% men



Facebook: +2.5% (5M+)
Instagram: +3.7% (4M+)

WHY SHOULD I CARE?



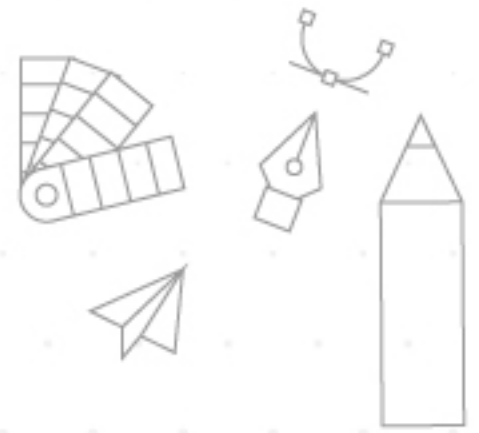
Probably this is the only way you have right now to
connect with your customer

Social Media is not going down, it is **trending up**, and it has
been like that for the past 5+ years



3 THINGS YOU CAN DO TO BOOST YOUR SOCIAL MEDIA PRESENCE

1- DEFINE YOUR GOAL



Defining your goal will help you measure!

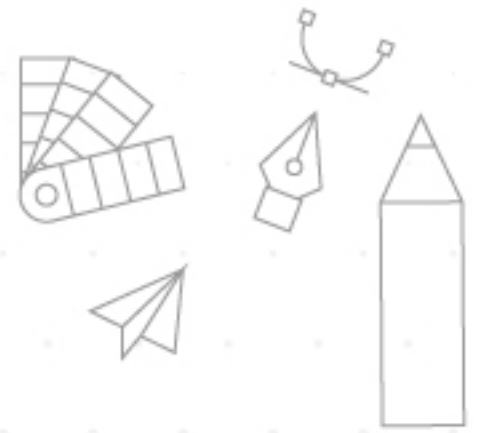
(in social media *'everything'* can be measured)

So...What is your goal?

Your goal will determine on which platform you should focus your attention

(Brand awareness, inbound marketing, prospect customers, connect, sell...?)

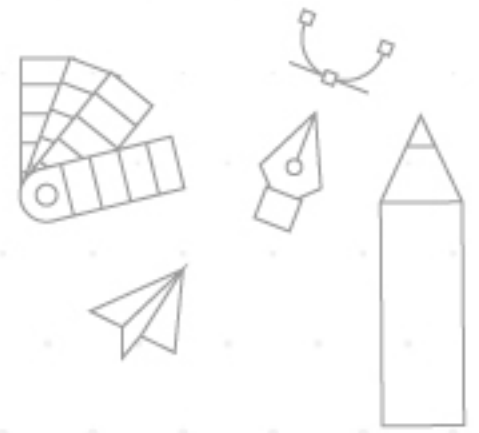
1- DEFINE YOUR GOAL



Ask... how can this quarantine help us?

- To **adapt or reinvent** our business
- To **use** our online presence as the **primary tool** of connection
- To adapt to the **needs** of our **clients**

1- DEFINE YOUR GOAL

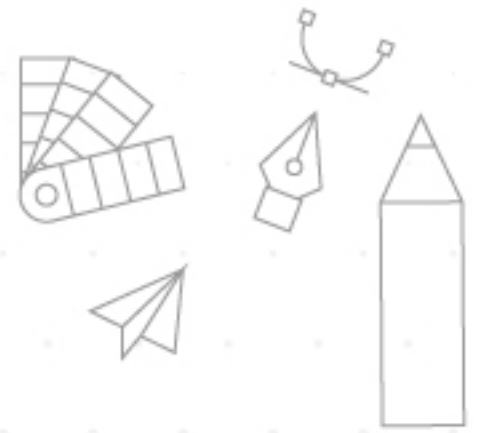


Our Suggestion

Invest 5-15 minutes
writing down your social media goal
for the next 90 days.

How and why will you use social media to connect with your customers?

2- CREATE RELEVANT AND ENGAGING CONTENT



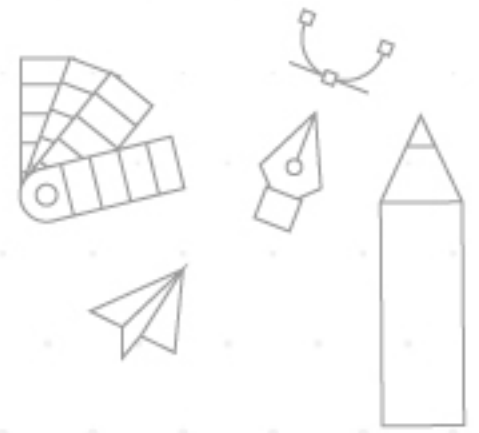
Creating relevant and engaging content **builds trust!**

(Trust is the #1 factor in a relationship and in many cases is what makes someone buy from you)

First time...

- *How can you connect with him/her?*
- *What would you say to him/her?*
- *What can you do to help him/her?*
- *How fast can you do or deliver what they need right now?*
- *What do you need to adapt in your business to fulfill their immediate needs?*

2- CREATE RELEVANT AND ENGAGING CONTENT



Examples

Restaurants
Construction Company
Counseling Office

2- CREATE RELEVANT AND ENGAGING CONTENT



Our Suggestion

Invest 5-15 minutes
writing down your answers
to these 2 questions:

*What does my customer **need right now** and how **can I meet** that need?*

*Why should your customer **still be interested** in you?*

3- PROGRESS OVER PERFECTION



By choosing progress over perfection, you're **choosing to start now!**

(You will not regret it)

Examples

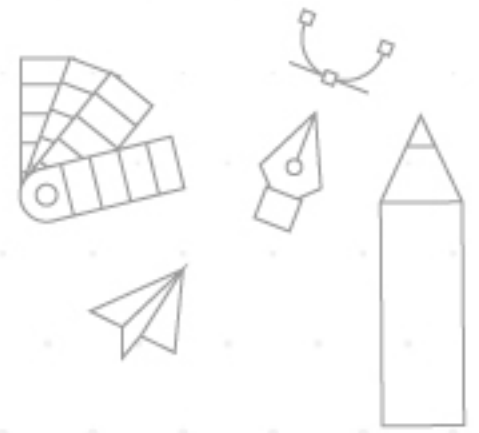
- *Churches (Streaming)*
- *Artists (Live from home)*

Perfection kills our good ideas.

As Rory Vaden on his book "Procastinate On Purpose" explains:

*"Multipliers need to give themselves the **permission of imperfect**, you have to learn to be okay with things just being okay – at first."*

3- PROGRESS OVER PERFECTION



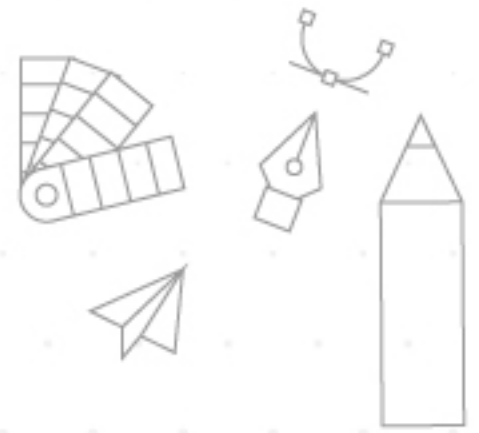
Our Suggestion

Define your Social Media **goal**

Answer the two questions about creating **content**

What **can you do** in the next two weeks to push this forward?

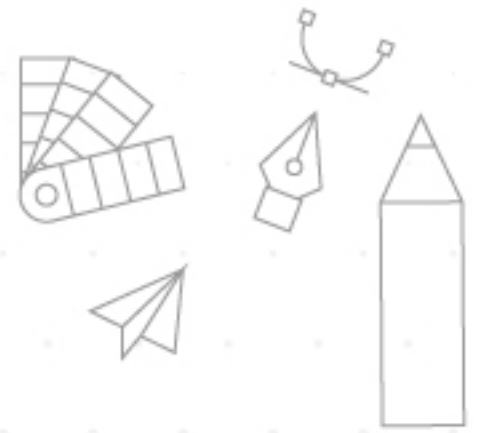
Simon Sinek



*“These are not unprecedented times,
the companies that will **thrive**
aren’t focused on getting back to normal,
but on **how to create a new normal**”*

I would add that the new normal is, and has been,
your **online presence** (social media, website, email, etc.) and
how you’re choosing to use this will make your business thrive.

WE ARE HERE TO HELP YOU



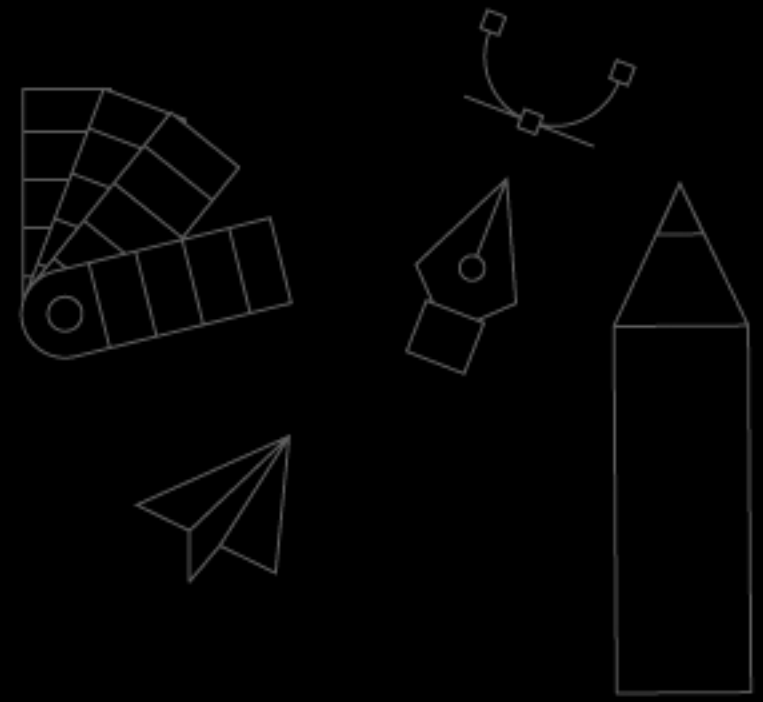
Visit lifedge.online/social




Lifedge Team...

In the last two weeks we defined our goal, created relevant and engaging content and we chose progress over perfection **for YOU!**

What are you going to find there?

Questions?



   · info@lifedge.online · 616-730-3065 · lifedge.online

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