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*Creating Facebook & Instagram Posts for your Business*



# *In today's Mastermind E-Circle Webinar...*

- Goals of social media
- Storytelling & Vision Building
- Social Platforms
- Different types of Posts/Post ideas
- Your '6 Yarns'
- Simple Hashtags

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# Goals of Social Media...

- 1) Connect & interact with people
- 2) Grow Brand & Online Awareness (viral marketing)
- 3) Network & create new connections & opportunities
- 4) Keep Customers & Potential Customers informed (in a non-threatening way)
- 5) Create & Build Trust and relationships
- 6) Brand credibility
- 7) Drive traffic to your website.



# Storytelling + Vision Building...

A FORM OF MARKETING THAT 'SHOWS' INSTEAD OF 'TELLS'.  
IT APPEALS TO THE EMOTIONS OF YOUR FOLLOWERS.  
CREATING POSTS THAT STORYTELL AND BUILD VISION, CREATE CURIOSITY, AND  
GET PEOPLE RSVPING OR BOOKING.

- Include a video or image with EVERY post – professional and 'real'. Ppl tap into REAL.
- Video + FB Live's (Sharing the journey & the what's happening here and now)
- Upload direct to Facebook (don't just share link – use CLIPGRAB + Subtitles) – boost.
- Think 'lifestyle' and build into 'experience'
- Appropriate memes – funny videos
- +1 your posts – video + link + text + call to action + review etc
- Insta + Facebook Stories – another way to bring Brand front of mind, and keep up the engagement

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# Social Platforms...

- 1) Identify where your target market are hanging out
- 2) Choose two platforms - do them well - stay consistent
- 2) Facebook + Instagram – most popular
- 3) Tone of the Brand <https://business.facebook.com/creatorstudio/home> – corporate, family, etc

**Facebook** – You can share event updates, engage followers, and create event pages. You can also target your messaging to specific groups using paid promotion.

**Instagram** – Brands get the most engagement on this image-laden social platform.

**LinkedIn** – Great for B2B and industry networking, this professional social media platform is a good choice for company news and event announcements.

**Tiktok** – Use posts and an event hashtag to build excitement before and during your event.

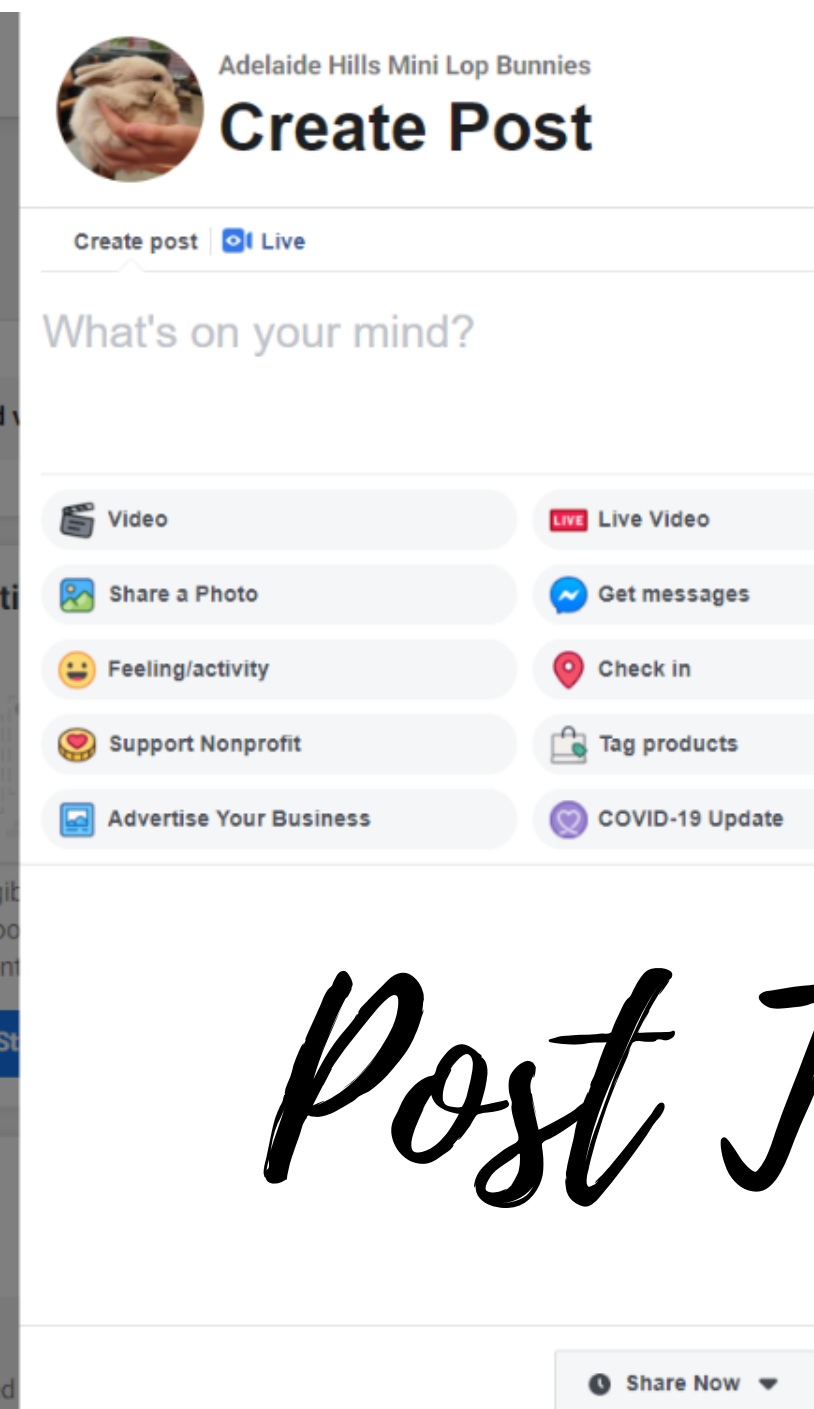
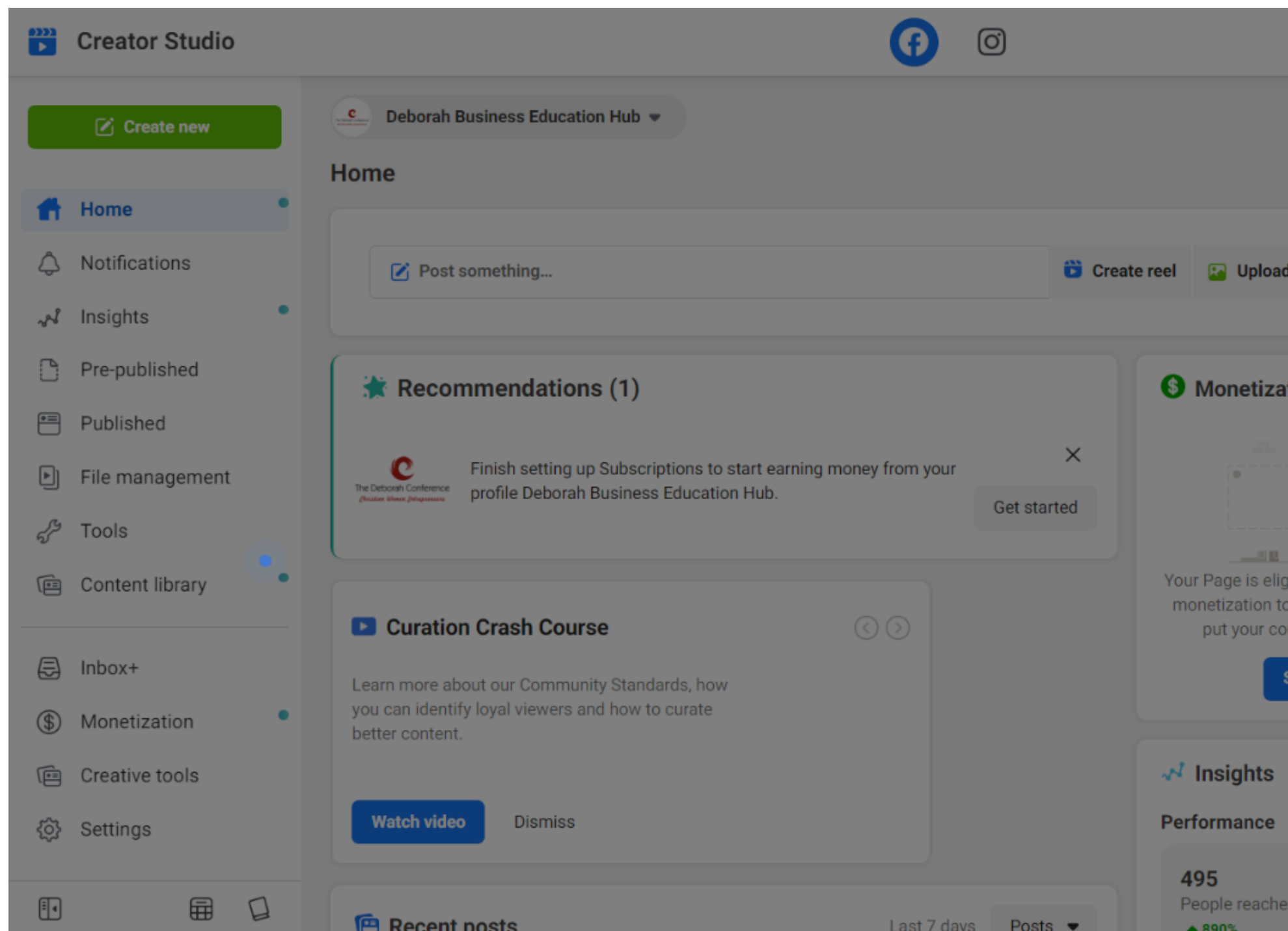
**Youtube** – Host your videos – directly upload to Facebook

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*Post Types...*

Sign into Facebook, then open this link in another tab....

<https://business.facebook.com/creatorstudio/home>

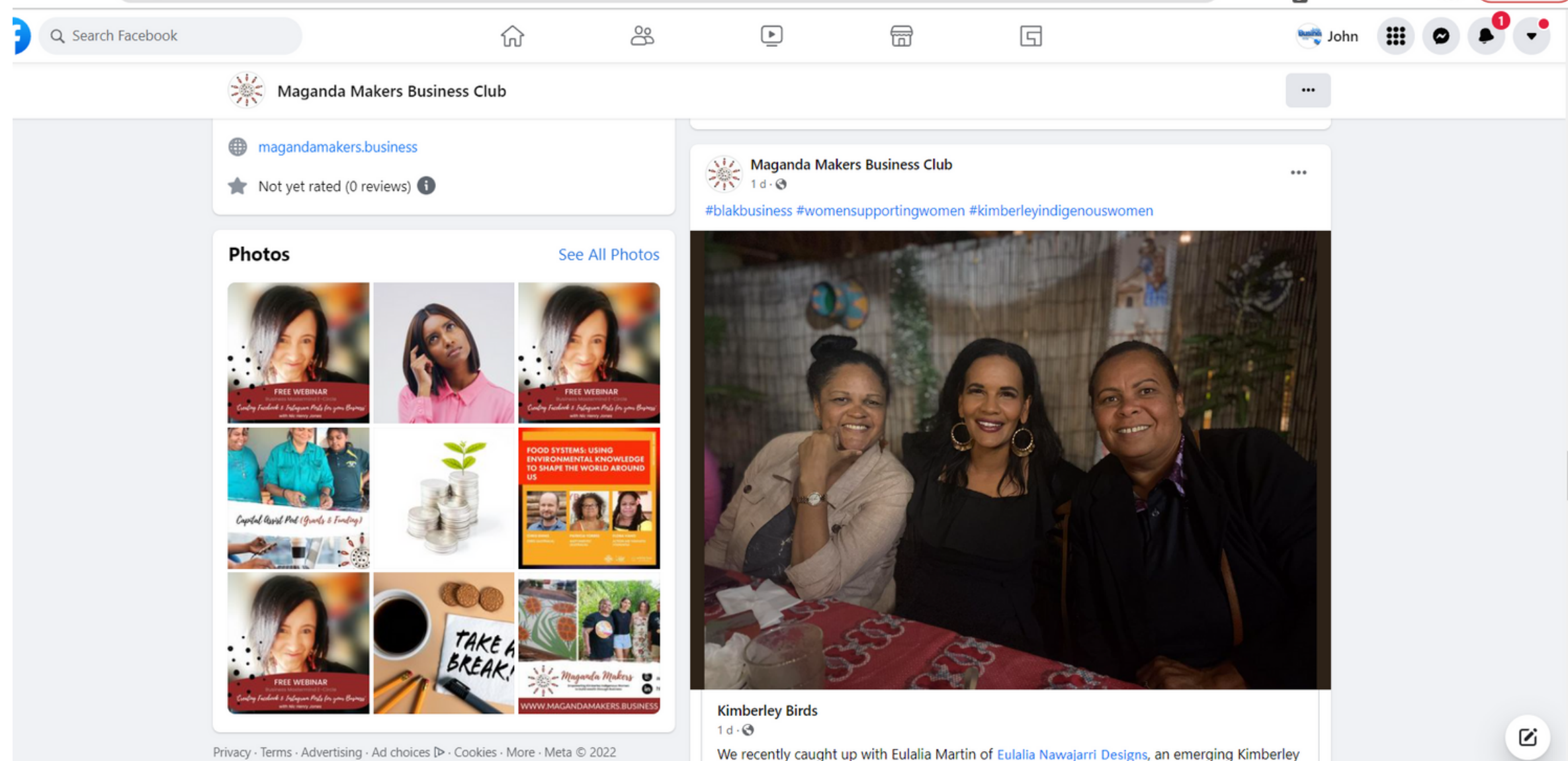
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# What makes a good post...



*Pages to follow + learn from...*

<https://www.facebook.com/kimberleybirds>

<https://www.facebook.com/magandamakers>

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# Post Ideas...

<b>VIDEO</b>	<b>ABOUT YOU/OFFERING</b> Who you are, why your business, key features of your business that make you stand out	<b>INSPIRATIONAL QUOTE</b>
<b>IMAGES</b>	<b>WHAT'S IN IT FOR THEM?</b> EG. Locally made, fast post, support charity, customised	<b>YOUR STORY</b> Break that long 'yarn' up
<b>USER-GENERATED CONTENT</b> Share how others are engaging with your brand	<b>IMPORTANT DATES</b> Mothers Day, Easter, Naidoc week, local events. Personal touch.	<b>STORYTELLING/JOURNEY</b> (What's happening today?)
<b>EVENTS</b> Communicate important dates, events, news, milestones	<b>COLLABORATIONS/ SUPPORTING EACH OTHER</b> Share each other's posts in support. You also increase your reach for both pages	<b>WEBSITE PAGE/ECOMMERCE CATEGORY</b> Share a page, with some text + image, share a product category, share a service
<b>CREATIVE MARKETING</b> eg. bucketlist in area -things you could do Collaborate with local businesses!	<b>EDUCATION</b> Educate on how you do what you and why its important. 5 tips to....	<b>OTHER</b>

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# Your six 'yarn' types...

## 5 MINUTES OF ACTION

*Pick 6 post types*

Write what you would include in that post  
- just a few words or one sentence

## EXAMPLES

**Video** - 15 sec me painting

**Inspirational Quote** - looking good/feeling great fashion quote

**Event** - Naidoc week

**Creative Marketing** - 5 things to do in Kununurra

**Education** - 5 ways to wear a linen top/hand artwork

**Storytelling/Vision Building** - My yarn story - 'show'

**User-generated content** - an image of someone who has tagged me up on Instagram (tag them always)

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# Content tips...

- Set aside a half day to create content - schedule
- Create bulk videos/take photos on your phone and use it throughout the year
- For each post type prompt on previous screens, write 4 posts for each.  
Schedule one 'about' post each month for eg.
- Create your hashtags - copy and paste
- Post as often as you can commit to and be consistent with eg. 2 a week/3 times a week
- Use canva - schedule from there



# Hashtags...

- Create an #official hashtag
- Hashtags are like keywords/categorising posts
- Short, unique, and easy-to-understand.
- Consistency is key.
- Add to all of your social account bios
- Use on ALL communication channels
- Ask people to use your hashtags and share
- Add to branding/websites
- Up to 6 on FB, up to 30 on Instagram

#officialhashtag  
#eventname  
#location  
#eventtone  
#personable  
#yourwelcome  
#calltoaction  
#savethedate

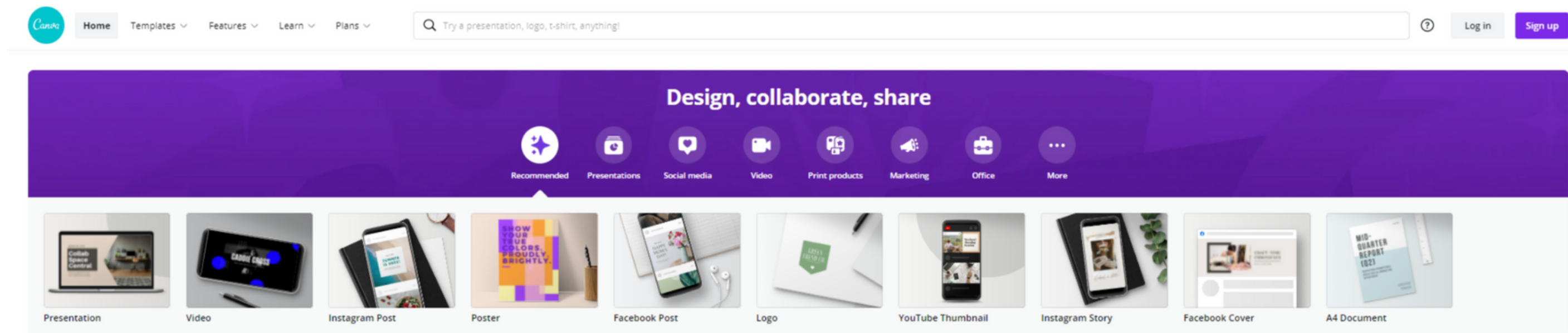
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# Canva...

[www.canva.com](https://www.canva.com)  
<https://www.canva.com/pro/>



## Start inspired

With thousands of professional templates, images and quality content to choose from, get a headstart on bringing your best ideas and work to life.

- Get Canva for Desktop
- Get Canva for Mobile

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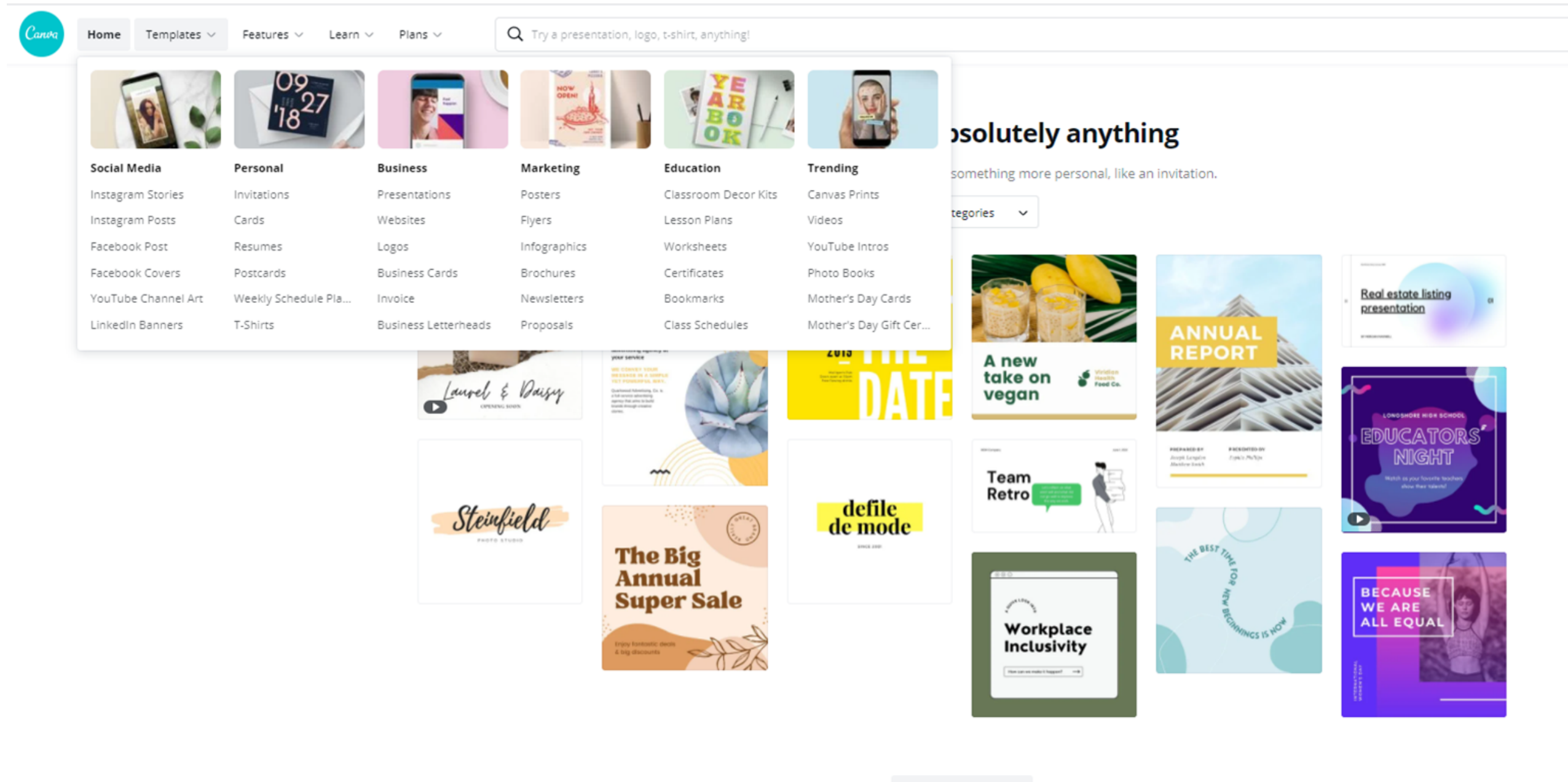
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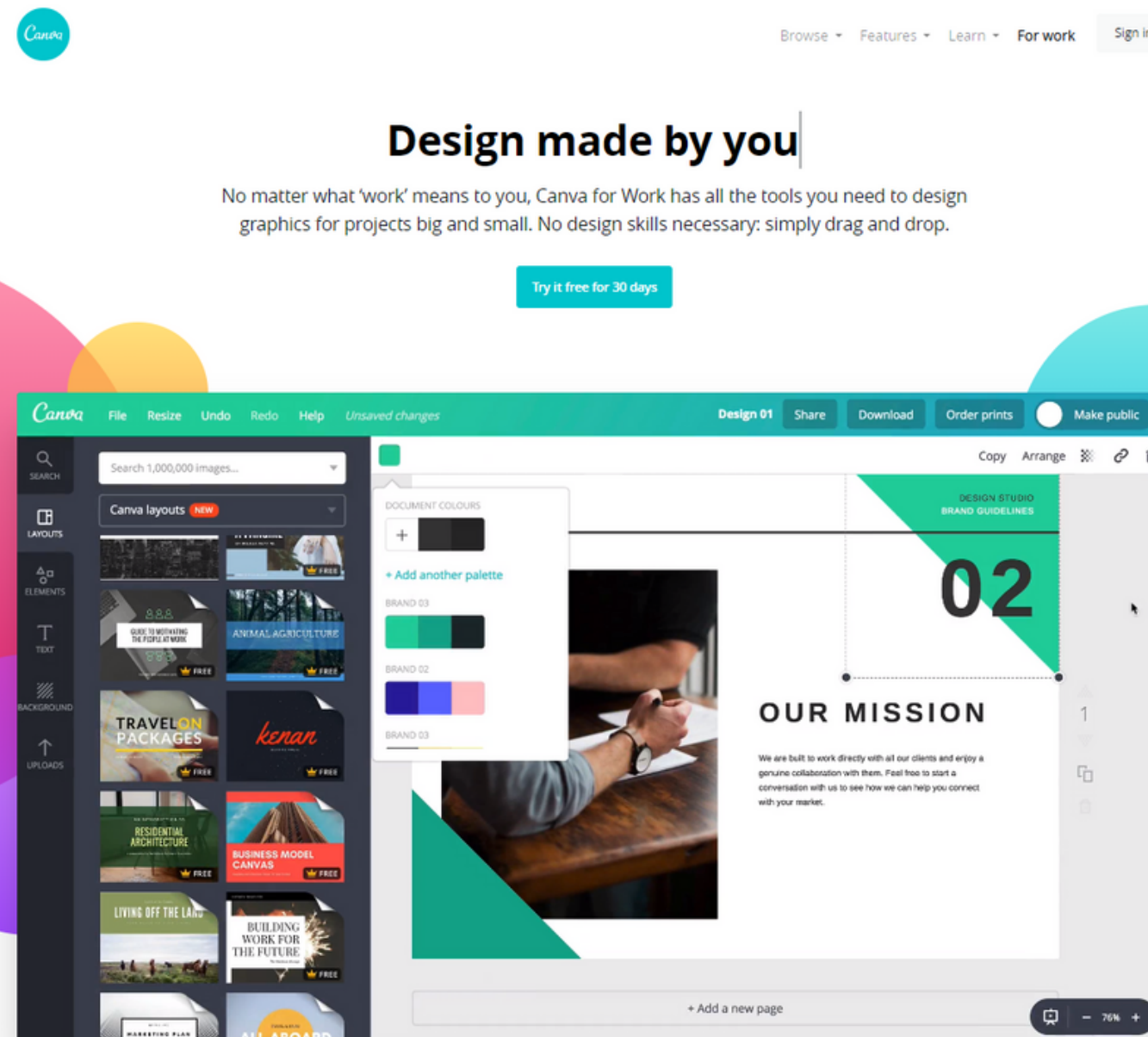
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# Canva...

<https://about.canva.com/work/>



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