

5 DIGITAL MARKETING TIPS: EMPOWERING THE CEO WITHIN EVERY ENTREPRENEUR

Handled.ByHayden & Co.



1.

BE CONSISTENT AND COMMITTED

Social media can also be used to share interesting facts, true stories, and other important information.

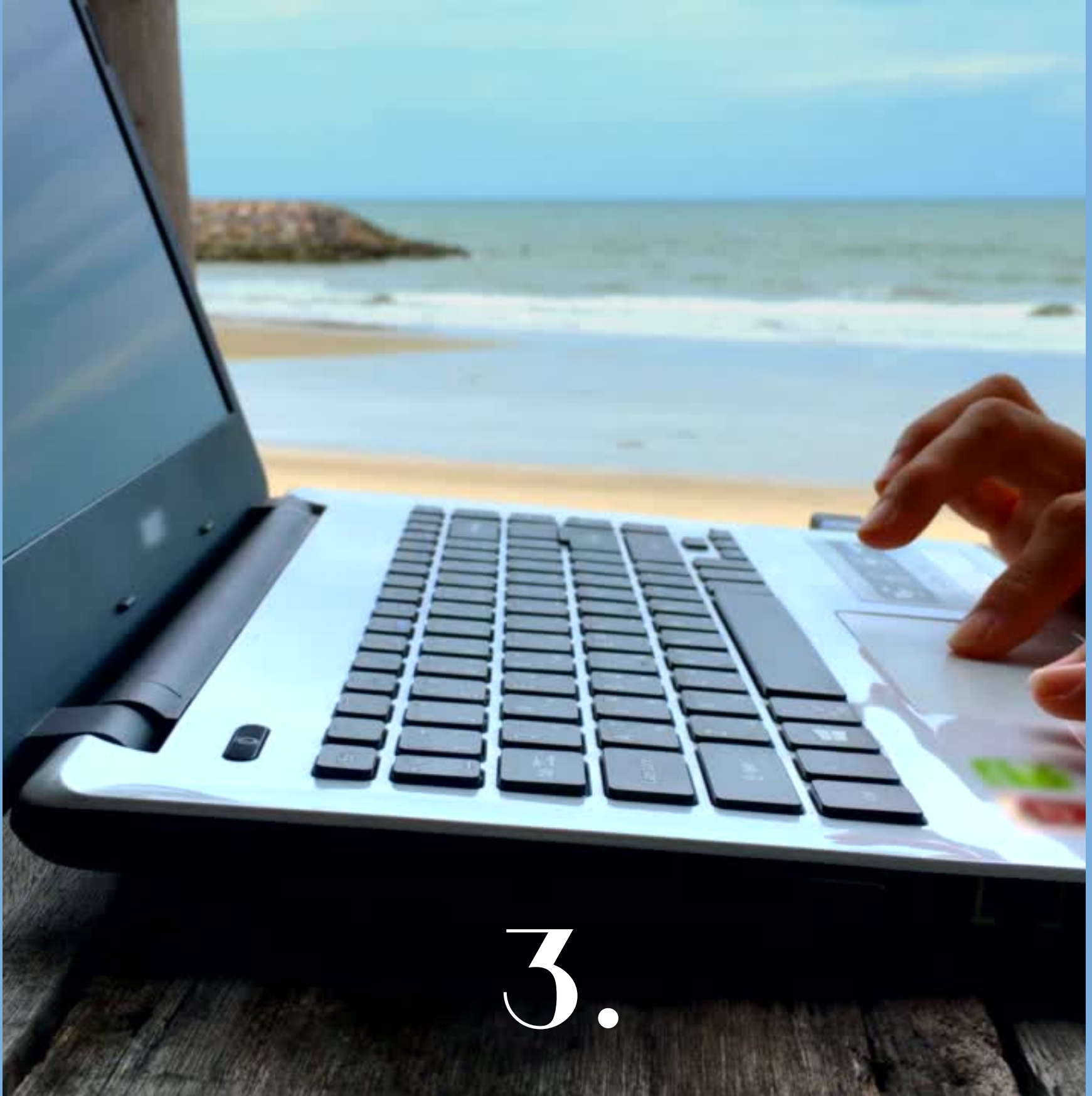
Make sure you KNOW your ideal client and the type of content that resonates with them. There's an importance to showing a human-side to your business.

2.

GROW YOUR FOLLOWING

- Take time to think about what your ideal client wants to see. What are they struggling with, or what would keep them interested?
- Then, create content for that person. A healthy mix of informative, fun, and sharing posts are great. Remember to include HOW you can solve their problems, as well.
- Make sure that what you're sharing on social media either: educates or entertains.
- Create content for your current following, and you will attract more!





3.

Research the Market & Generate a Plan

Conduct competitor and landscape analysis to identify gaps and opportunities.

Consider why your brand is unique and market what makes it special!

Use schedulers to plan out your posts to focus on making a cohesive and aesthetic grid with informational value.



4.

KEEP BRANDING CONSISTENT

To support brand awareness and cohesion, check that all branding is consistent and aligned with the company's mission. This means using your established color palette, fonts, logos, AND choosing photos and graphics that are relevant and on brand.

5.

CONDUCT A DIGITAL MEDIA AUDIT

Analyze and strategize your current outreach channels to evaluate how they're performing and converting. Where are your current sales coming from? Where are your ideal clients? How are you able to reach them better? Track metrics and stay consistent.



RECAP



ONE

Be consistent and committed.



TWO

Grow Your Following



THREE

Research the Market & Generate a Plan



FOUR

Keep Branding Consistent



FIVE

Conduct a digital media audit.

WANT MORE

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for a digital marketing audit.

