

# THE ULTIMATE GUIDE TO CHOOSING THE RIGHT SOCIAL MEDIA PLATFORM



*Social Media is complex but you can figure it out too!*

Social Media crazies will have you convinced that you need to be reaching far and wide to get your business name on every shiny new platform on the planet.

Truth is, there are a numbered few platforms that have already established themselves as leaders in this industry and they are not going anywhere. With that said, I always advise my students and clients to do as much as they can, but to do it well. That usually looks like 1-2 platforms because as an entrepreneur, you don't have time for much more than that! (unless you outsource)

The important thing to always keep in mind is that you are already an entrepreneur with a product or service that needs to be seen and used by people. So whenever it comes down to selecting the right platform, your #1 GOAL is to determine which one best allows you to share it!

Not to worry, I got you! Let's start with: you can't be everywhere! Are you good with that statement? Ok, good! Because you don't have to be, trust me!

I have come up with a simple list to help you figure it out the right place for your business! Here are my 5-guidelines to choosing the platform that will help you reach your ideal customers!

Don't forget I'm an email away,

*Jennifer*

# The Ultimate Guide to Choosing the Right Social Media Platform

**What kind of industry are you in?** Not every industry is made for social media. What do I mean by that? I mean not everyone will get on social media to purchase an item or contract a service. They will go to their favorite search engine first, then to their social media platforms next. Before moving any further, make sure your website is in tip top shape to receive visitors and potential customers.

**Who is your product or service for?** Your ideal customers are not on every social media platform either! **Yay!** They are short on time just as you are! Your next step is to do a little market research! Every year, **research** is published that tells us exactly what demographics are using each platform from gender, age, to nationality and location all for the purpose of helping people like you and me. So let's do a little exercise. Click on the link and dive a little deeper into each platform to see if your ideal customer is hanging out there. Then come back here and get specific about who your ideal customer is. Use the space below to describe them to as much detail as possible.



**Where is your competition? Hey, hey!** One of the major benefits of public social media business pages is just that -they're public! You are able to study your competitors, see what platforms they are using and how they are using them, what kind of content they post and when! Facebook even allows you to "privately" follow up to 10 pages so that you can study their performance.

**What are your goals? How does social media play into your overall marketing strategy?** Are you doing it because everyone is doing it? I hate to recall this memory, but did your mom ever ask you, "If your friends jump off a cliff, are you going to do it too?" In this case, this is not as risky but you might want consider having a social media presence if your friends are your ideal customers. Whether it's for visibility, growth, customer service or building community, all businesses on social media have clear goals and plans of action. Being clear on what your goals are is going to help you narrow down your choices while keeping the bigger picture in mind...social media is just one component of your marketing strategy. **Goal examples: Brand Awareness, Followers, Sales, Product Launch, Community Building, Customer Service.**

**Can you be consistent?** Bottom line is: what platform will you dedicate yourself to learning forwards and backwards? Because that is where true success lies. Showing up consistently with value and authenticity. All platforms allow you to do that but it's not until you fully commit to one that you will see true growth and conversions.