



Social Media QuickStart

5 Day Challenge

By Becky Branton-Griemann- Business Strategist with

WINN in Life and Business

DAY 1 ~ Which platforms are most effective

Knowing your ideal client and where they hang out is key to your social media presence.

Social Media Goals

1. What is Goal? Is it more likes, more followers, more product/services sold?

2. What platforms are you currently using?

3. Where is your target market? (Be sure to listen to the video to find out if you are right)

4. How often are you posting?

5. What is your social media content?

6. Do you have systems in place to track your social marketing, such as a calendar, and a budget?

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DAY 2 ~ Algorithms

The process, the procedures, the rules on social marketing.

The “Likes”

1. Hitting the “Like” Button only has an impact on _____.

2. What emojis work best? _____

3. What does Facebook like as a number of followers to my page? _____

4. To add forms to my page, how many “Likes” must I have? _____

5. For my algorithms to be seen in google searches, what must I be doing?

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DAY 3 ~ Groups

Purposeful Groups

1. How many Facebook or Linked In groups do you belong to? _____
2. How often are you going into those groups and freely posting? _____
3. Do you feel your needs are being met in those groups? _____
4. Do you have a Facebook or LinkedIn Group for your business? _____
5. How often are you posting in your group? _____
6. How often are other people posting in your group? _____
7. How do I grow my Group Engagement?

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DAY 4~ Google

More and more, search engines are being utilized to find businesses and information.
Can your business be found?

Design Your Search Engine Optimization

1. Do you have a "Google My Business" Page? _____

2. Are ALL (on all social sites) your Profiles up to date? Has your profile information changed in the last 3 months? _____

3. Have you created your own hashtags? _____

4. Do you use other common hashtags? _____

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DAY 5 ~ Websites

1. Do you have a website? _____

2. Do you have control of the website? _____

3. How often do you make changes to the website?

4. Do you have click buttons on the website?

You can email us anytime with questions at bizcoach@teamwinn.org



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