

5 EASY STEPS TO REACH CLIENTS ONLINE

YOUR FOUNDATION TO BUSINESS SUCCESS

FREE COURSE.
THE S-H-E-E-R
SUCCESS SYSTEM ©

BONUS PLANNING
CALENDAR



ONLINE
BUSINESS

FOR

OFFLINE
PEOPLE



GILLIAN HUNT

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Five Steps to Reach Clients Online

The Sheer Success System

S-H-E-E-R SUCCESS CLIENT ATTRACTION

STAGE 1 SET UP

SET UP ONLINE PROFILES
LinkedIn • Facebook • Twitter • Google+

RESEARCH OTHERS IN STAGE 2

STAGE 2 HANG OUT

FIND OUT WHERE YOUR IDEAL CLIENT HANDS OUT.

Ideal Client:
A person with your values who needs your service and has the resources (time, money, knowledge, money) to use it for their own benefit.

- Searching for courses
- Attending online groups
- Active on Facebook
- Active on LinkedIn
- Active on going to...

- Active on details
- Goes to networking events
- Attends webinars and courses
- Member of association or profession
- Member of an industry

STAGE 3 ENERGISE

ENERGISE. CREATE YOUR OFFERS

You make an introductory offer to ideal clients

- Games
- E-books
- Courses
- E-books
- E-books
- Products
- Consultations
- Audio

STAGE 4 ENTERTAIN AND SELL

ENTERTAIN AND SELL. ENGAGE WITH CLIENTS. INFORM AND REMIND OF YOUR OFFERS. HAVE SALES CONVERSATIONS OR NURTURE THE LIST.

Interest types: Emotional • Attracted • Rational

Interest stages:

I'M NOT SURE IF IT'S RIGHT FOR ME - EDUCATE, INFORM.

- I want it but am busy right now - nurture
- I want it/need it later - nurture
- I want it/need it later - nurture
- I want it/need it now - sale

STAGE 5 ANALYSE, RINSE AND REPEAT.

RINSE AND REPEAT.

Your list grows into a tribe: A group of people who share your values and engage with you. Some have already purchased from you.

ONLINE BUSINESS FOR OFFLINE PEOPLE

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5 Easy Steps to Reach Clients Online

1. Set up

- i. Decide which three platforms you will focus on for reaching clients online.
- ii. Update your profile information.
- iii. Who is your ideal client?

2. Hang out where your ideal clients are

- i. Find ideal clients online and start to model their profile. What groups do they belong to?
- ii. “Listen” to what people like your ideal clients are saying.

3. Energise - Your online marketing timetable

- i. Plan your time for managing online media
- ii. Decide what content you will create for posting to online media
- iii. Use a planning template to show what you have posted and will post.

4. Entertain and interact

- i. Your motivation behind being online (and why it matters)
- ii. How to deliver the value your clients are looking for
- iii. How to increase your visibility to attract more clients
- iv. The follow-up: post, respond, comment.

5. Report, analyse, amend and repeat

- i. Decide which information will measure your success
- ii. Measure it and analyse your return on investment
- iii. Make changes and go again

Introduction

Hi, I'm Gill Hunt, and I have written this guide especially for you, to build the online foundation of your business.

Right now you are providing goods and services offline and you've got traction. But you know your business could develop into so much more if only you understood how the online world worked – and how you could reach more clients through it.

And you're right. We have reached a tipping point where online business, rather than being a tiny percentage of offline business, is taking over and becoming more and more where businesses, small and large, make their money.

You have probably started to develop an online presence such as a website and a Facebook page or blog, but you may be wondering how you use those platforms to bring in more clients. And you are probably overwhelmed by all of the things people say you could or should do when it comes to social media and online marketing.

And that's why I wrote this e-Guide, so you can:

- Clear up your confusion and make sense of all the options
- Choose the best strategy to grow *your* business online
- Start to take advantage of the wealth of opportunity available online.

I've spent years studying the online market place and I've developed my own system called The **SHEER SUCCESS** System, which is a five-step process that will help you to build presence, engage clients, and convert customers.

This eBook gives you a flavour of each step and how to apply it to your social media, right now, so you can start reaching new clients straight away.

If you've got any questions as you go through, feel free to email me at gill@escata.co.uk. I'd be happy to help.

Now go build your online presence and bring in more customers!

5 Easy Steps to Reach Clients Online

The course lasts for 4 weeks and every four days I'll send you some extra information to help you work on attracting clients online.

Best wishes,

Gill Hunt



1. Set up

1. Choose your platforms

2. Update your profile



1. Choose Your Platform

If you want to get serious about getting results from your online marketing efforts, you need to be working with **at least three platforms**. I don't recommend any more as you will spread yourself too thin (unless you've got a team to handle your online marketing of course!).

If you're not sure which platforms to pick, then here are two questions to ask yourself:

1. Are you better at writing or speaking? (Or which do you enjoy more?)
2. Which do your ideal clients engage with more – social media, email, or video, for instance?

If you prefer to write and your clients are social media fanatics, then you might choose Facebook, Twitter and Google+, for instance. Or, if you're more of a speaker, then you could go with using video as your medium and posting links to videos on social media. But, first thing is first, let's choose your three platforms.

Here is a list of some of the **marketing media** that you can use to communicate with your clients online. It's not exhaustive and you may have your own favourites which are not included in the list but the media below are widely used.

Social Media

- LinkedIn profile and company page
- Google+ profile and company page
- Facebook profile and company page
- YouTube channel
- Instagram
- Twitter
- *Tumblr

Your own media

- Blog on your website
- Emails managed with a mail host e.g. using Mail Chimp, Constant Contact, Infusion-soft etc.
- landing pages*

*Tumblr is a microblogging site used for sharing many types of media from your desktop, phone, or mobile device.

*landing pages are pages which have their own url (Uniform Resource Locator) this means that it can be found independently providing you give out the url address. Landing pages are a great way of capturing information such as email address in return for some information of value to the audience. This can be a report, eBook etc. See Energise section in this course.

A Lead page is similar, however it is usually not linked to the website and has more or less all the information contained on one page that a person needs to make a decision on purchasing one of your products.

STAGE 1 SET UP

SET UP ONLINE PROFILES

LinkedIn • Facebook • Twitter • Google+

RESEARCH OTHERS IN STAGE 2



Activity

Which three media from above will be the core of your online marketing plan? Write them below.

1.
2.
3.

After you have read the rest of the guide, you may want to tweak your selections, so revisit this at the end if you need to.

2. Update Your Profile

Make sure your profile includes:

- Your business name,
- A picture of you,
- Your website and other social media handles, so that people can easily go and find out more about you if they're interested.



Profiles should talk personally to the people you want to engage with. Consider using you and yours instead of I and my.

Include some of your **key words** in profiles so that people can easily find you through search for your subject of expertise. Key words are the words that your ideal clients will use to search for answers to help them.

You will want a way of capturing the email address of interested leads landing on your page. This way you know who's interested in what you have to offer. You can use a mail host such as Mailchimp to manage the opt in permission required.



3. Prepare To Know Who You Are Talking To

It's really important with any marketing, whether online or off, to know exactly who it is you are trying to reach. (It's often referred to as your 'ideal client')

so where do they live? What work do they do? What is their family situation? How much money do they make? How old are they? We are talking demographics,

what are their values, is inner harmony more important than money, is work life balance more important than the organization? what kind of causes do they follow: Children's, charities, eco, health... what do they aspire to in life? A harmonious family, giving something back to the world, innovation, learning? We are also talking psychographics,

The more you understand where your ideal clients are at: their struggles, their feelings, and their desires, the better you will be able to engage them online.



Activity

Task: take a moment to think about your ideal client. Write down 10 things that you know about them, include half demographics, half psychographics.

You are nearly there: Tick when you have done the actions below.

- You have chosen your three media platforms
- Opened your accounts,
- Optimized your profiles,
- Thought about who your ideal client is,

Set Up Is Complete

2. Hang Out With Your Ideal Clients



Once you have got everything set up, you need to go on a find and seek mission. Sure, a few clients may stumble upon you as they ping-pong around the internet, but a more efficient and effective way to gather ideal clients to you is to go and hang out where they are.

How do you find your ideal clients?

Well, each media platform has some nifty tools to help you do this, so here are some ideas for you.

Go online, browse and find out where they are spending time online

I. Join a group

LinkedIn and Facebook have a multitude of groups. Keep an eye out for which groups ideal clients are already members of, search using key words to discover new groups that are of interest to you or your ideal clients, and also pay more attention to groups that you are already a member of. Look for:

- Groups that you are involved with for mentoring and coaching.
- Membership groups – i.e. groups that you pay a membership fee for belonging to.
- Interest groups – groups set up to discuss a specific interest
- Geographical area groups.
- Think like your client, which interest groups would your client join?

Open and closed groups

Some LinkedIn and Facebook are open meaning anyone can join them; some are closed meaning that entry is through invitation only.

There is no lack of groups to join so you need to stay focused. The main question to ask is: is this group of value in learning about and engaging with my ideal client?

II. Search with hashtags

Posts to Twitter, Facebook, Instagram and Tumblr often include hashtags which allows anyone interested in a particular topic to search and find all the posts that reference that word or phrase. #social media #V-day #Apples #Greece #estate.

III. Think like your clients

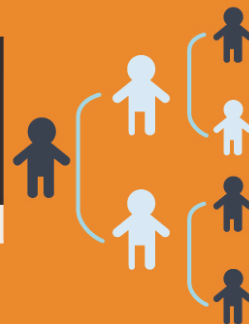
Try searching for the words which you think they would search on and see what comes up. Or look at their social media posts and see what topics they have been contributing to.

STAGE 2 HANG OUT

FIND OUT WHERE YOUR IDEAL CLIENT HANGS OUT.

Ideal Client

A person with your values who wants your service and has the resources (time, energy, knowledge, money) to use it for their own benefit.



- Searching the internet,
- Active on LinkedIn
- Active in online groups
- Goes to networking events
- Active on Facebook
- Attends conferences and courses
- Active on twitter
- Member of a professional association
- Active on google +
- Member of an industry

IV. Listen to what your ideal clients are saying

By going online to the places where your clients are spending time you can gather a wealth of invaluable information about your clients. You can find out:

- What they are interested in?
- What problems and challenges they have?
- What keeps them awake at night?
- Who they are talking to?
- Where they search for solutions (groups, forums, search engines, websites)?

This kind of marketing research is gold dust. Not only do you get a clearer understanding of the needs of your ideal client and what kind of services and products they really need (and are willing to pay for): you also accumulate words and phrases that they use to describe how they are feeling, what they need and how they want to feel, which is just the kind of thing you need to create marketing materials that hit home.

The purpose of this stage is to listen, gather information, and get to know the motivations and drivers of the people in the group. Most groups do not respond kindly to overt sales messages from new people, so I recommend just listening and watching first, until someone asks a question to which you have the answer. Also, make sure you adhere to group etiquette on what is acceptable to post, and what isn't.

3. Energise

STAGE 3 ENERGISE

ENERGISE. CREATE YOUR OFFERS

You make an introductory offer to ideal clients

- Quizzes
- E-course
- E-book
- Consultations
- Blogs
- Video
- Podcast
- Audits



Create something of interest and value for your ideal client

When you are first starting, think about creating something which you can add of value, that you can create and will look professional without taking up too much of your valuable time. For example, if you are a therapist this could be a meditation, if you are in a particular industry it could be an industry trend report, if you are a consultant it could be a check list.

Decide what topics you will create for posting to online media

One of the biggest challenges for many people is deciding what kind of information to create to post to social media, so I am going to break down the options for you. You will sometimes hear this referred to as the 'content plan'.

The first thing to keep in mind is that you should be planning information and content that your clients and future clients will find valuable, that is easy for them to absorb, and either educates, inspires or motivates them. This does not necessarily mean it has to be knowledge heavy, it can include stories, interest and emotions as well as facts. You can write about the same topic in different ways.

It also has to be easy for you to upload to the online media platforms that you have decided to spend most of your time on.

Below are the three steps to creating interesting, on-target content:

- 1. Create and keep a list of topics that your clients are interested in.** This is the kind of thing we are looking for in the Hanging Out phase. You can also ask existing or previous clients what kind of content they would find useful. Ask them, what challenges/problems do they need help with?
- 2. Source content.** This can either be you creating content or you finding other resources that you share.
- 3. Decide on the frequency you will release material** - whether daily, once a week, once a fortnight or once a month.

To give you an idea some of the routines that people are currently following in business.

- It is recommended that business updates to Facebook, Google+ are at least once a day. LinkedIn status updates are at least once a week.
- YouTube recommends that if you vlog (video blog) that you post consistently, that is the key.
- Small enterprises may find that they blog once or twice a month
- Large organisations would blog once a day at least.

Consistency is more important than frequency

No matter how frequently or how little you decide to post, consistency really is the way to build visibility and trust among your followers. So if you are unsure how much time you have to dedicate to your online presence, just start with a schedule you think you can manage, and work up.

Types of content for you to post

- Blogs and posts (articles of around 300-1000 words.)
- Quizzes
- Reports
- White papers
- Case studies
- Infographics (pictorial images which convey information)
- Statistical information
- Video blogs
- Video documentaries
- Podcasts
- Inspirational quotes
- Cheat sheets
- Tips

Again, start with a plan that is manageable by choosing the content that suits your skills or preferences (go back to that question of whether you prefer to speak or write) and by choosing a schedule that will allow you to consistently dedicate time to growing your online presence and your online client base.



Activity

Your content - List two or three content types that you plan to post to those platforms you chose earlier. (remember you don't have to do everything, just keep it simple and use the platforms and content types that are easiest for you):

1.
2.
3.

Use a planning template to show what you have posted and will post

If you go to the effort of making an online marketing plan, creating a schedule and creating a whole lot of content, it is well worth keeping a record of things that you post and also what you plan to post.

It will save you a lot of time and energy that will otherwise be wasted on thinking about what to post and where to post and checking what you've done before!

The best way to do this is to use a calendar planning template. It's like an excel spreadsheet but one that is specifically designed to house your online content.

You can find and download these kind of things online or you can create one yourself. Here's what one looks like.

Add the 'magnet' to a downloadable page on your website and add a sign up form using a mail host autoresponder e.g. Mail Chimp, A Weber. If this seems a stage too far for you at the moment focus on the next stage, making and responding to posts. There is more information on this at; <https://escata.co.uk/blog/how-to-use-an-editorial-calendar>

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	A	B	C	D	E	F	G	H
1	www.escata.co.uk							
2	date	Day	Topic	Keywords	Source	pictures	Author	comment
9	2015-07-07	Monday	What do you want from your facebook posts?	facebook posting,	http://www.amyporterre			
10	2015-07-08	Tuesday	summer offers	summer offers	ld.com/2015/02/48-2015-			share the
			Do you want to squeeze more out of your day? When you know your priorities this is much more possible.		Gill	lolly ice	Gill	
11	2015-07-09	Thursday	Are you in charge of your own website?	priorities, time.	Gill	mine	Gill	
12	2015-07-10	Friday	Who are your real clients	website, mistakes.	http://www.marketingdo			
			The problem with a new website	research, aspiration	nut.co.uk/blog	sandra_s		
13	2015-07-11	Sat	How to reach more clients	clients	Gill	choen		
14	2015-07-12	Sun		new website	https://escata.co.uk/news	website	Gill	
					/problem-new-website/			
					https://gillianhunt.squeez			
					epagetoolkit.com/5-steps-			
					to-reach-more-clients-			
					copy	website	Gill	
15	2015-07-13	Mon						
16	2015-07-14	Tue						
17	2015-07-15	Sunday						
18	2015-07-16	Monday						
19	2015-07-17	sun						
20	2015-07-18	Tuesday						
21	2015-07-19	Wednesday						

If you need help with this contact me: gill@escata.co.uk



1. Energise

2. Organise yourself

Spend 15 minutes a day on media where your potential clients are, whether Facebook groups, LinkedIn groups, or looking at search terms.

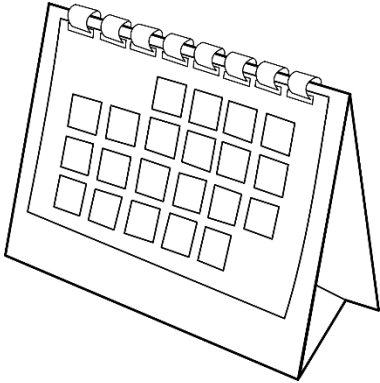


Activity

Task two: keep a list of all the questions, queries and concerns they have that relate to your expertise or products and services in some way.

Client Questions	Ways in which your services help

Energise – Your Online Marketing Timetable



Write out a simple plan for when you will go on social media during your day. Keep it manageable - less is more in the beginning.

Plan your time for managing online media

Everyone knows what it feels like to go into Facebook or Twitter to just do one thing, then get sucked down the rabbit hole of reading posts and updates and article links, and the next thing you know at least half an hour has past and you can't even remember why you went into Facebook in the first place.

Have you done that too?

Well, that is why, if you want to make efficient use of your time when it comes to social media, it is so important to plan out what you want to post, when, and where. It means you can stick to the plan, and when you realise you're down the rabbit hole, you can refer to something that reminds you why you went there in the first place!

How to make an online marketing schedule

Everybody's business is different, so you can adapt the suggested online marketing timetable I lay out below to suit your particular needs. There are daily tasks, weekly tasks, monthly tasks and you can also plan out your online marketing goals for several months in advance or even a year, depending on how organised you want to be.



Daily tasks



Write out your own timetable

You can increase the amount of time you spend on each task, or whittle it down to the time you have available. But stick to the schedule as the key to online marketing is regularity. A timetable could look something like this:

Monday–Friday 12-12.15: hanging out, observing, and responding. **15 minutes**

Monday–Friday 12.15-12.30: post comments, upload new posts. **15 minutes**

Weekly Tasks

Monday: 9am; analyse results and make adjustments to your campaigns. Are you reaching target? Is more effort required? Are your posts getting likes and engagement? **30 minutes**

Tuesday: 9am; create new posts and content. **2 hours**

Friday: 9am; Review tasks. Review your insights and statistics. Record your successes, analyse the results to work out which posts had the most response, how can you improve. **30 minutes.**

Friday: 9.30am; plan out email marketing for the following week. Set up schedules on email host. **30 minutes**

Monthly tasks

1st Monday 9.30am: planning tasks – campaigns, goals, targets. **30 minutes.**

4. Entertain and interact

STAGE 4 ENTERTAIN AND SELL

ENTERTAIN AND SELL
ENGAGE WITH CLIENTS
INFORM AND REMIND OF YOUR OFFERS.
HAVE SALES CONVERSATIONS OR NURTURE THE LIST.

Interest types: ● Emotional ● Attracted ● Rational

Interest stages:

I'M NOT SURE IF IT'S RIGHT FOR ME -EDUCATE, INFORM.

I want it but am busy right now - nurture

I want it/need it later - nurture

I want it/need it later - nurture

I want it/need it now - sale



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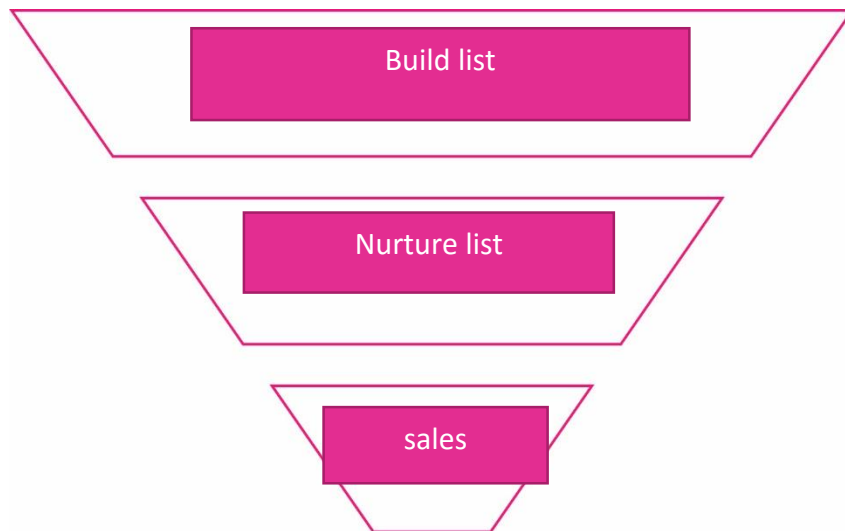
So far we have been spending time putting in place the foundations to help you reach more clients online. You have decided:

- What online platforms you will use.
- Where your ideal clients hang out and spent time compiling their queries and concerns.
- Your online marketing schedule.
- Your content creation plan.

Next we need to take a step back and look at the bigger picture and set intentions for what you want all this activity to do for your business i.e. what are your business objectives when it comes to online media?

Clients I have worked with so far generally fall into three main camps. When they come to me for support, they are looking to:

1. Build a list and attract new clients
2. Keep existing clients interested in the services they are buying on a regular basis.
3. Inspire clients to make higher-level purchases





Is that what you are aiming for too? Or something else? Write below the three main outcomes you want from your online activities:

1.
2.
3.



Now that we are clear on your objectives, let's turn the tables and have a look at why your clients and prospective clients are online - what are their objectives?

Generally, the reason people keep returning to the same websites, watch the same Twitter feeds or follow certain blogs, is because it gives them something.

Your clients may go on line to get connection with other people like themselves.

The may go online for reassurance that they are on the right track.

They may go online for a feeling of support from others doing similar things to themselves.

They may be seeking solutions. motivation, inspiration.



Activity. List Key words

If you know what your clients are seeking on line list, it here.

My clients and prospective clients are looking for:

1.
2.
3.

If you are not sure what your clients are going on line for: ask them, set up some research conversations.

Building your list Strategies

You can use these strategies to reach more ideal clients online.

1. Face to face networking, speaking to groups or referrals and linking up online.
2. Getting to know people through participating in on-line group activities.
3. Researching and Connecting with people who fit your client profile through LinkedIn, Facebook or other chosen social media
4. Adding key words to your website and social media profiles so that people find you Online and download your Lead Magnet.
5. Facebook ads or google ads to attract new people to download your Lead Magnet.



Have a FREE or low risk service/product which new interested prospects can easily download so that they can sample your service with no risk to themselves.

In exchange for sampling your service the prospect provides you with their email address and gives you permission to communicate with them.

You can then communicate with them and nurture them until they choose to either purchase from you or move on.

Suggestions for list building

- Share case studies, or information from industry experts, through your website blog, email.
- Post relevant inspired quotes to your Facebook business page or Twitter
- Post new testimonials to spread the word about what your services/products can achieve.

How to increase your visibility to attract new clients

New clients are different to existing clients because they don't have the benefit of experiencing what your product/service can do for them. You can't begin to explain how your product/service may work for them until you can reach them.

The most important job at this stage is to attract their attention.

This is done either by providing an answer to the questions they search for (i.e. what they type into a Google search) or being visible when they are doing something else on line.

Suggestions for reaching clients through search terms and questions

- **Blogging**

Write your blog copy so that it answers questions your clients might ask. Use questions they may ask as headings.

- **Respond to any requests** for your type of service in online groups.

- **Keywords**

Optimise the language on your website by **using keywords** that you know people are searching for when it comes to your service or product.



5 Easy Steps to Reach Clients Online

- **Forums and group questions.**

Keep an eye out for questions and queries in groups that can be solved by your product or service. Don't try to sell right away, but do raise awareness of your expertise by adding value as best you can.

- **Advertising: Facebook, google ad words**

Another way of reaching potential clients is by using advertising to grow your list and reach more potential clients through targeted ads.

This means that your business or your offers will show up when your clients or potential clients are online browsing, joining in discussions on social media or taking part in online activity to solve problems or feel better.

This type of advertising, called display advertising are those adverts on Google, Facebook or LinkedIn that show up in the columns down the side or at the top or bottom of the screen, and sometimes may appear to follow you around when you go to different websites. The latter is called retargeting.

I can't cover how to create a Facebook ad in this eBook - it would need a mini eBook all to itself. But if you want to start playing around with Facebook ads then I recommend checking out <https://www.facebook.com/business/help/132037906870538>

Suggestions for Facebook ad objectives

Sign-ups to your mailing list, page post engagement – boost your posts, page likes, app installs – get installs of your app, increase engagement on your app, create offers for people to redeem in your store, raise attendance at an event, create ads that get more people to view a video.

Entertain

The follow-up: post, respond, comment

Once you have set everything up, and are keeping to your calendar for sending out posts, then it's your job to keep it all turning over! As you grow your presence online, your engagement will rise, and to help that keep growing, you need to make sure that you are responding and interacting.

You can set alerts in most of the social media systems to let you know via email or on the site itself when someone has posted something that relates to you, mentions you or writes about something you are interested in. So take advantage of these tools.

When you are mentioned or someone makes a comment, make sure you respond back! Like people's comments on Facebook; retweet something on Twitter; share something you like on Linked-in.

5. Report, Analyse, Amend and Repeat

Decide which information will measure your success.



Rate of return

Now that you have put in all this effort to obtain results from taking time online you will want to know what the results are.

There is a principle which is applied to many areas of life and business called the rate of return. Since you have set a goal of making online materials and resources part of your business growth plan, you will want to know how much business you have created from all the time, energy and possibly cash investment you have put toward this goal.

To figure out your rate of return, you need to first set up indicators and measures for what you do.

Once you have recorded some results, you can assess whether our efforts (time and money) are bringing you the return you are looking for. Then you can decide either to maintain or change your actions for the next cycle.

5 Easy Steps to Reach Clients Online

Results can be recorded from the following tools:

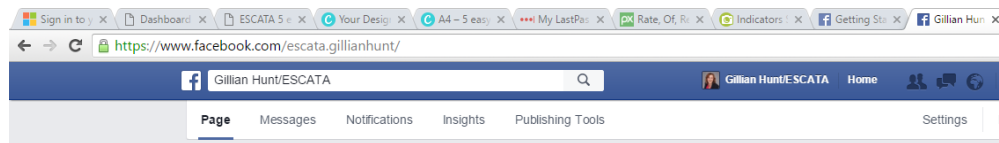
Google analytics



This will record all of the interactions with your website and tell you where visitors have come from. It will tell you which pages they have looked at, which posts they have viewed, where the viewers came from: i.e. by country, by mobile device, by server, by referrer.

Facebook insights

This will record interest and engagement on posts, numbers of new likes or unlikes. (You will need at least 30 page likes to be able to see insights.)



Google ad words

Will record impressions, the number of times your ad is seen, and clicks, the number of times someone clicks on your ad.

Mail Chimp

Mail chimp or other email server reports - will tell you who opened the emails, and what links within the email they clicked on. See Reports on the software tab.

LinkedIn

Each day you can record from LinkedIn who's viewed your profile.

So out of these possible outcomes, you need to decide which of these indicate to you a great return on investment? Is it people signing up to your email list? More hits on your website? An increase in service or product queries through your website? These outcomes will line up with your business objectives that we discussed earlier.

Measure it and analyse your return on investment

What do you do with this information?

Set up a spreadsheet which has the following information.

Campaign | Date | Time | cost/time spent | results.

Have separate worksheets for each platform, so one for LinkedIn, Google+, and Facebook etc.

FACEBOOK						
Budget	1 hour/£...					
Campaign	start date	end date	clicks	shares	comments	
LinkedIn Seminar actual						
LinkedIn Seminar Forecast	01/08/2015	30/08/2015	70	8	5	
LinkedIn seminar previous	01/04/2015	30/04/2015	50	5	2	

The results you have will depend on the industry you are in, the number of followers you have and your previous level of engagement. A good benchmark would be to aim for a 10% increase on your last campaign.

Try checking out your peers and competitors to see how many likes, clicks have on their posts to start setting your standards.



5 Easy Steps to Reach Clients Online

Have separate worksheets for each platform, so one for LinkedIn, Google+, and Facebook etc. Then decide whether the effort you put in, got you the results you were looking for.

Make changes and go again

If your results are exactly what you were looking for - well done! Give yourself a pat on the back, buy yourself a treat, and repeat.

If you want to get even stronger results, ramp up the time and effort you (or your staff) put in to your online presence. To be even more efficient, see if there was one platform where you were getting more results than the others, and experiment with spending more time on that platform.

If the results weren't what you were hoping for, have a look at where you can tweak them.

Maybe you could:

- Use more emotional appeal in your copy.
- Find a picture that really grabs attention.
- Share your posts with specific people who have an interest in your area.
- Experiment with posting at different times of day.
- Follow more people and make more comments to make yourself more visible.

STAGE 5 ANALYSE, RINSE AND REPEAT.

RINSE AND REPEAT.

Your list grows into a tribe: A group of people who share your values and engage with you. Some have already purchased from you



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At the end of the day, it's giving value and doing it consistently that will get you the outcomes that you're looking for when it comes to building your presence online.

How did you find this e-Guide?

I hope that you have found this guide to becoming an online business useful.

I know that it can be a challenge to get your head around all the possibilities and options, so I hope you are clearer on which platforms work for you and how you are going to use them.

If you still feel overwhelmed and would like some one-on-one support to get the online part of your business bringing you results, I offer seminars and coaching packages that can help you do just that.

Look out for my seminars on how to make the most of LinkedIn, Facebook and Google+.

My one-to-one coaching gives you a dedicated expert to help you set up or grow your online presence so you are reaching more clients and converting them into customers.

If you feel like you could use more support and would like to find out how we could work together, please email me at gill@escata.co.uk.

About Me

I'm an online business strategist and I love teaching people how to use the power of the internet to reach a wider audience and grow their business.

I've been on my own self-employment journey since 2010, so I too have been exactly where you are, trying to get my head around how to use this wonderful piece of technology called the World Wide Web.

I've been a marketer for most of my working life, particularly in print media, but I've really focused in on the digital arena as I believe it's the future of business!

As you can imagine, I'm around the web quite a lot, so please come and say hello to me on social media at any of the links below.

Best wishes

Gill Hunt.



Say hello on social media

<https://www.facebook.com/escata.gillianhunt>

<https://www.linkedin.com/in/gillianhunt>

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