

Social Media Power Plan

How To Gain Leads And Sales Via Social Media

The biggest Issue With Social Media

What Should We Post Today?

Not an problem for you now.....

YOU HAVE 15 INFINITY ELEMENTS

1.Cover Story:

(Your Legend)

2: What Are You Trying To Change In The World

3: Who Are We Trying To Change

4: Why Can You Make This Change?

5: Why Make The Change Now?

6: Why Should They Care About You?

7: What Did You Overcome To Achieve Success

8: What Do You Stand For?

9: What do you stand against?

(Their Story)

10:The Character

11:The Problem

12:The Guide

13: The Strategy To Overcome The Problem

14:The Potential Failure.

15:The Successful Ending

If the post doesn't explain the infinity element....then
don't post it

Social Media is just another blogging platform.....that's all,
nothing more and nothing less

Why Do People Come To Social Media?

No one wakes up and says 'what shit can I buy today on social media'

You therefore need to offer what you can from the list

- Entertainment **Yes you can provide this**
- FOMO
- Education **Yes you can provide this**
- Sex
- Connection **Yes you can provide this**
- Inspiration **Yes you can provide this**
- Career advancement **Yes you can provide this**

How To Provide These Things

- Video
- Written posts
- Images
- Audio
- Combinations of them all

Only provide posts that are based around your power story

Examples



Neil Adams Effective Fighting Ltd: Tai Otoshi: The Ultimate Study (A sneak peak)...

This short clip of footage from Tai Otoshi: The Ultimate Study shows the level of depth inside this training product. In this clip, Neil talks about the Korean style of Tai Otoshi. Inside Tai Otoshi: The Ultimate Study you will find 120 minutes of in-depth instruction. And

2:41 · Uploaded on 07/12/2018 · Owned · Appears in 3 posts · Copy Video ID 

Total Video Performance

 Minutes Viewed	29,295	>
 3-Second Video Views	36,460	>
 10-Second Video Views	21,897	>
 Average Video Watch Time	0:23	>
 Audience Retention		>
 Audience and Engagement		>

Educational



Simple Green Smoothies

May 17 at 12:54 PM · 🌐



The BEST Green Smoothie Recipe Ever! 🌱

BLEND IT: <http://bit.ly/2DuAhcP>

#greensmoothies #plantbased



Educational and inspiration: (what do you stand for)



Foundr Magazine

8 hrs · 🌐



Involve me and I learn. 🙏

Tell me and I forget,
teach me and I may remember,
involve me and I learn.

BENJAMIN FRANKLIN

foundr

👍❤️😮 115

40 Shares

👍 Like

💬 Comment

➦ Share



Inspirational



Social Chain
27,235 followers
7h



THERE IS NO BEST TIME TO POST ON FACEBOOK

The social landscape is constantly abuzz with rumours about best practice, but how much truth is in them?

In episode 037 of Social Minds, we're joined by editorial lead at [Buffer](#), [Ash Read](#), to learn how you can use data to outsmart the platforms, how to strike the balance between research and creative instinct, and the importance of reading between the stats. Links below 📌

iTunes - <https://sochn.co/2Qiatqu>

Spotify - <https://sochn.co/2Jdo7z>

THERE IS NO **BEST TIME** TO POST ON FACEBOOK



Educational

Power Tip

Show momentum

And the best way is to document your activities and your journey

Pro tip 2: Look at big names and copy

How To Make Sales Posts On Social Media

These are great for LinkedIn, Instagram and Facebook.....any platform that allows you to create long form copy

All Sales Posts Should Follow This Formula

Set Up: This is your headline, or your first sentence.

Conflict: This is where you talk about the problem

Resolution: This is the how to solve problem

The Irresistible offer: This is how you can solve the problem for them

Examples



Andrew Holland

SEO Specialist | Copywriter | Digital Marketing Strategist | Lover of Beer | Father...

5d

You are thinking about SEO all wrong.

Last night Google published a video on their SEO Mythbusters series.

In it, they named the 3 most important factors for ranking a site on Google.

1. Your content.
2. Your page titles and meta description.
3. Your website's performance.

This is a big win for web designers and no doubt it will help them to sell more expensive web design packages.

But it also highlighted a real issue that I see all of the time.

The obsession with backlinks.

Yes, backlinks matter.

But most businesses who have been around for a while have picked up some decent backlinks already.

What most business websites need is strength and direction.

Good SEO is the process of strengthening a website and directing it to the people you want to help.

And that is where you begin.

So if you are paying for SEO and not getting anywhere, all I ask you is to speak with your SEO service provider and see what they are doing for you.

And if it just building backlinks change providers NOW!!

SEO is 30% technical and 70% art.

And an artist treats every project as if it were unique...and that is why all SEO should begin with a strategy.

Get in touch if you want to improve your SEO results.

57 • 30 Comments

The set up

The conflict

The resolution

The offer

The easy way to increase your leads.

But first, does this sound familiar?

You go to a digital marketing agency and they say "sure we can help you to get more leads".

And after a brief chat, you get your first invoice and they start doing ads, social media, content, SEO and so on.

And six months down the line the results don't happen...so you leave, the agency has just earned 6 months revenue and you have lost several thousand pounds of your companies revenue.

The reason why this doesn't work is that the vast majority of agencies use the same marketing process for each and every business they deal with.

It is the marketing equivalent of going to a restaurant and being served a ready meal when you asked for one of the specials.

Your business deserves better, your business is unique and so are your customers.

And your business deserves a marketing strategy that created with effort, experience and thought.

So, if you want to experience a different approach to marketing, get in touch for a free 30-minute strategy session where you will leave with actionable advice.

From there, if you think we are the right fit then comes your bespoke digital marketing growth plan.

And then we set about making things happen.

Get in touch today to learn more.

Set up

The conflict

The resolution

The offer

3 Steps To Increase Your Leads



1



2



3

Book a free 30 minute strategy

Let Zoogly Media create a bespoke digital

We then implement the strategy and you

Everything You Learned In The Power Blogging
Framework Applies Here

Micro commitments: Ask Them A Question

"If someone could provide you with a list of blog posts ideas that would be certain to generate floods of traffic to your site, would you like to read them?"

"Well that is exactly what we have put together in this post"

The Gary Halbert Method

Use it for social media

The Empathy method

Superb for getting eyeballs on your content

How To Maintain Status

If you say things like....comment below you can lose status

Instead encourage with words like

- Get in touch
- DM me
- Send me a message
- Click the link to learn more

If you use metrics they can track it can put people off if there is low engagement

Which restaurant would you eat at? The one full of people or the one that is empty

Everything you do is designed to share your power
story

Experiment

Repeat what works destroy what doesn't

Make sure you make an offer a day on at least one platform

- Email
- Facebook
- LinkedIn
- Blog
- Facebook
- Phone calls
- In person