

# 7

# THINGS TO DO BEFORE GETTING STARTED WITH SOCIAL MEDIA MARKETING

Before getting started with posting, sharing and engaging with your potential customers on social media, it is important to have a foundation for success for your online marketing. I always say "every post should be goal driven" and your goals should be to educate, entertain, and convert. With this checklist of 7 things to do BEFORE getting started with your social media, you will be able to have a foundation for accomplishing your goal of conversion and leads for your social media marketing.



## 01 | BUILD A WEBSITE

I RECOMMEND A SIMPLE WORDPRESS SITE TO GET YOU STARTED



## 02 | CREATE A LANDING PAGE TO CAPTURE LEADS / EMAILS

I RECOMMEND HAVING A FREEBIE ON YOUR SITE TO GET PEOPLE TO GIVE YOU THEIR EMAIL.



## 03 | SETUP EMAIL MARKETING (WITH AUTOMATION)

THIS WILL ALLOW YOUR LANDING PAGE TO EFFICIENTLY FOR YOU



## 04 | INSTALL GOOGLE ANALYTICS ON YOUR WEBSITE

GET STARTED HERE:  
[HTTPS://ANALYTICS.GOOGLE.COM/](https://analytics.google.com/)



## 05 | ADD FACEBOOK PIXEL TO YOUR WEBSITE

GET STARTED HERE: [HTTPS://WWW.FACEBOOK.COM/BUSINESS/A/FACEBOOK-PIXEL](https://www.facebook.com/business/a/facebook-pixel)



## 06 | HAVE STOCK PHOTOS MADE OF YOU AND YOUR BUSINESS

THESE WILL TELL THE STORY OF YOUR BRAND TO BE USED ON YOUR WEBSITE, EMAIL, SOCIAL MEDIA AND ANY OF YOUR OTHER MARKETING EFFORTS



## 07 | PUT TOGETHER A CONTENT PLAN

WATCH VIDEO #3 OF MY VIDEO SERIES "SOCIAL MEDIA FOR BEGINNERS" ON 'WHAT TO POST' FOR INSPIRATION

PRESENTED BY

**ALL-IN-ONE**  
SOCIAL MEDIA