



The Role of Social Media in Driving Revenue

Big Tomato Marketing

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What platforms should I use?

- 2 Meta platforms (Threads, Instagram, Facebook)
- 1 additional (X, LinkedIn)

Diversify your sites to increase your Google rankings.

How does it work?

Google bots 411!



Posting Cadence

- LinkedIn – 3 times a week, 4 hours apart, do NOT edit within the first hour after posting
- Facebook – 3-5 times a week, 3 hours apart
- Instagram – 3-5 times a week, 3 hours apart
- X (Twitter) – Daily, no time restrictions



Basic Do's & Don'ts



- No more than 4 hashtags on Meta or LinkedIn, X (Twitter) no hashtag quota
- No #likeandshare #follow on any site
- Yes use 2-3 hashtags that are trending
- Yes use correct spelling and grammar – don't get flagged as spam
- Yes use personality, no, do not get political or overly religious
- Yes respond to difficult comments
- No do not post public photos of yourself intoxicated or smoking a cigarette



Canva has a GREAT product with their Pro membership. You can create posts, active graphics, imbed videos, AND they even have a content calendar.

YOU can do it yourself – you do not need to hire anyone to manage your sites!

What do I post?

- Who
 - What
 - When
 - Where
 - Why
-
- Top of the funnel is discovery – builds awareness
 - Middle of the funnel is consideration – creates desire
 - Bottom of the funnel is decision making – close the deal





Q & A
