



Get Your Mind Right Marketing!

3 Easy Things to Remember

To Instantly Upgrade Your Content

and more!

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Intro

Whether you like it or not, you are already marketing! Every post, caption, snap, etc. is a reflection of you as a personal brand. By default, your personal brand is connected to your business. So how are things going? What do the platforms you are currently using say about you? Better yet, when was the last time you posted something strategically that led to someone hopping in your DM or an actual sale?

Enough questions, it's time to get answers and some focus on what you are doing to propel your personal brand and business forward. This guide will give you some very simple things to remember that should help you create better posts.

Just a warning, the information is VERY to the point. These are things I have told my clients for years. The purpose is to make remembering what to do easily so that you can actually implement them and get results without a full marketing plan. The better you plan, the more effective you can be across your platforms, but the truth is we (you, me, everyone) doesn't always do this. Again, if you can remember the three main ideas in this guide you create a better experience with what you are posting. Ready?



Part 1

DUMB IT DOWN.

Yes, that's right. The more dumbed down the better. This concept is to remind you to keep your posts simple and easy to understand. Sure, you can be clever, but let's face it, not everyone is going to understand your message. Further, people are on social media for leisure, not to figure out riddles and put together abstract concepts (unless you are #TeamNerd like myself.)

When writing your caption, be thorough, but not confusing. You want to get the point across and answer the immediate questions that may come to mind. People don't want to think too hard after having 5,000 things on the brain day in day out. Too many brain cells in use and your followers may keep scrolling!



Part 2

PEOPLE ARE NOSY.

Social media was created so that we could easily get updates and information. Your viewers want the inside scoop and all of the details! It is not enough to simply post a photo with an emoji if you are using your Instagram in any type of business capacity.

- 1. Give the 5 W's (who, what, where, why and when) and How!**
- 2. Describe what is going on in the image for your post even if you think it's obvious.**
- 3. Tag other businesses or people that are in the post. Think of this as giving more information to your followers and networking with those in the post.**



Part 3

PEOPLE ARE LAZY.

So we've established that: 1. You need to dumb it down and 2. People are nosy. The third thing to remember when posting is that people are lazy. Your call to action should be simple to follow and easy to get to in as few of clicks as possible. Sure, you want people to go to your website, join the newsletter, check out your latest offer, and follow you on all of your social media pages, but you shouldn't be making all of those requests within the same post.

Make calls to action easy to follow and make it easy to get to wherever you want the reader to go.

How:

1. Links

Instagram: You can place the link in your bio or you use very easy to remember short links in your caption.

***Check out linktr.ee! It's a tool that allows you to add multiple links in your bio. You can also achieve this by creating a page on your website in a similar style to the Linktr.ee layout and putting the link to that page in your bio. (Really, it's worth checking out!)**

***You can also create a page on your website with buttons that point to direct links. Check out mine: www.rosemintmedia.com/links**



Part 3

continued

PEOPLE ARE LAZY.

Facebook: Place the direct link right in your post.

***Beat the algorithm! Create your post, then go back and add the link.**

LinkedIn: Add the direct link in your post.

Twitter: Add the link to your post, Twitter will ask if you would like to shorten it. You can also add the link to your bio and/or use the Linktr.ee tool mentioned under Instagram.

2. Tell people exactly how to contact you.

Don't be afraid of the DM! It's the shortest route from social media to direct contact. Also, use the buttons. Facebook and Instagram allow you to have customizable buttons right on your page that will put users one click away from your preferred contact method. Use them.



Bonus

DUMB IT DOWN. PEOPLE ARE NOSY. PEOPLE ARE LAZY.

...and more! Here is a little bit more to help you create better content.

- 1. Hashtags: On Instagram add hashtags as a comment on your posts. Check out my blog to view free information on how to select and use hashtags!**
- 2. Captions: Use symbols, emojis, and capital letters to create interest. Your post will stand out with these additions. You can actually design your written caption to make the readers' eyes do exactly what you want them to.**
- 3. Images: If using memes, stay within a certain color scheme. The eye likes it! Specifically for Instagram, consider each post as an individual post and how it will fit in with the overall look of your account as a user is scrolling through all of your posts.
*Idea for Instagram: use a leading color in your color scheme for about 15 posts. Then change the leading color. It will create added visual effect for the user as they are scrolling.**





Get Your Mind Right Marketing!

DUMB IT DOWN.

Keep the message simple, relatable, and easy to understand.

PEOPLE ARE NOSY.

Not sure what to post? Think document! And give all of the details.

PEOPLE ARE LAZY.

Make your call to action as easy to follow as possible.

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What did you think?

**LET ME KNOW IF THIS WAS HELPFUL OR IF YOU
HAVE ANY QUESTIONS:**

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