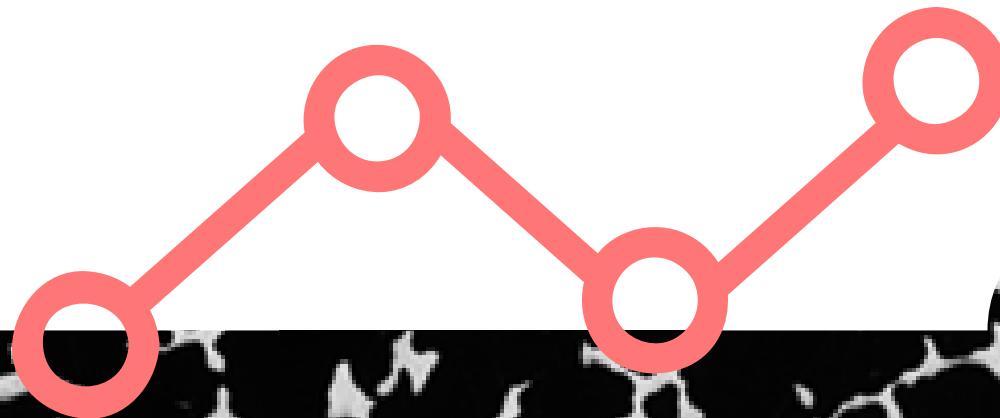


SHAREFLO'S

GROWTH COURSE

INSIDE SECRETS TO GROW
AN ORGANIC AUDIENCE





HI,

I'M ALEX!
DIGITAL
MARKETING
MANAGER FOR
SHAREFLO





IDENTIFY &
DETERMINE YOUR
TARGET AUDIENCE

CREATE
RECOGNIZABLE
BRAND THROUGH
CREATIVE CONTENT

GROW YOUR
ACCOUNT & CROSS
PROMOTE

MAKE SENSE OF
YOUR ANALYTICS

LESSON PLAN



**LESSON 1: IDENTIFYING & DETERMINING
YOUR TARGET AUDIENCE**



**LESSON 2: SETTING UP A SUCCESSFUL
ACCOUNT**



LESSON 3: CONTENT STRATEGY



LESSON 4: MONITOR YOUR GROWTH



**LESSON 5: CROSS PROMOTING & ADDING
VALUE**

PRACTICE

- TEST DIFFERENT CONTENT
- COMMIT TO POSTING ONCE A DAY
- TEST DIFFERENT #

CONNECT & ENGAGE



EVALUATION

- END OF COURSE & QA,
COURSE EVALUATION
- PLEASE BE HONEST
- WE APPRECIATE YOUR
FEEDBACK





MOBILE HYPERLOCAL
APP ON IOS THAT
ALLOWS YOU TO TAP
ONE BUTTON TO ASK
FOR WHAT YOU NEED,
AND IMMEDIATELY RENT
OR BUY THINGS
NEARBY.

LEARN MORE: [SHAREFLO.COM](https://www.shareflo.com)



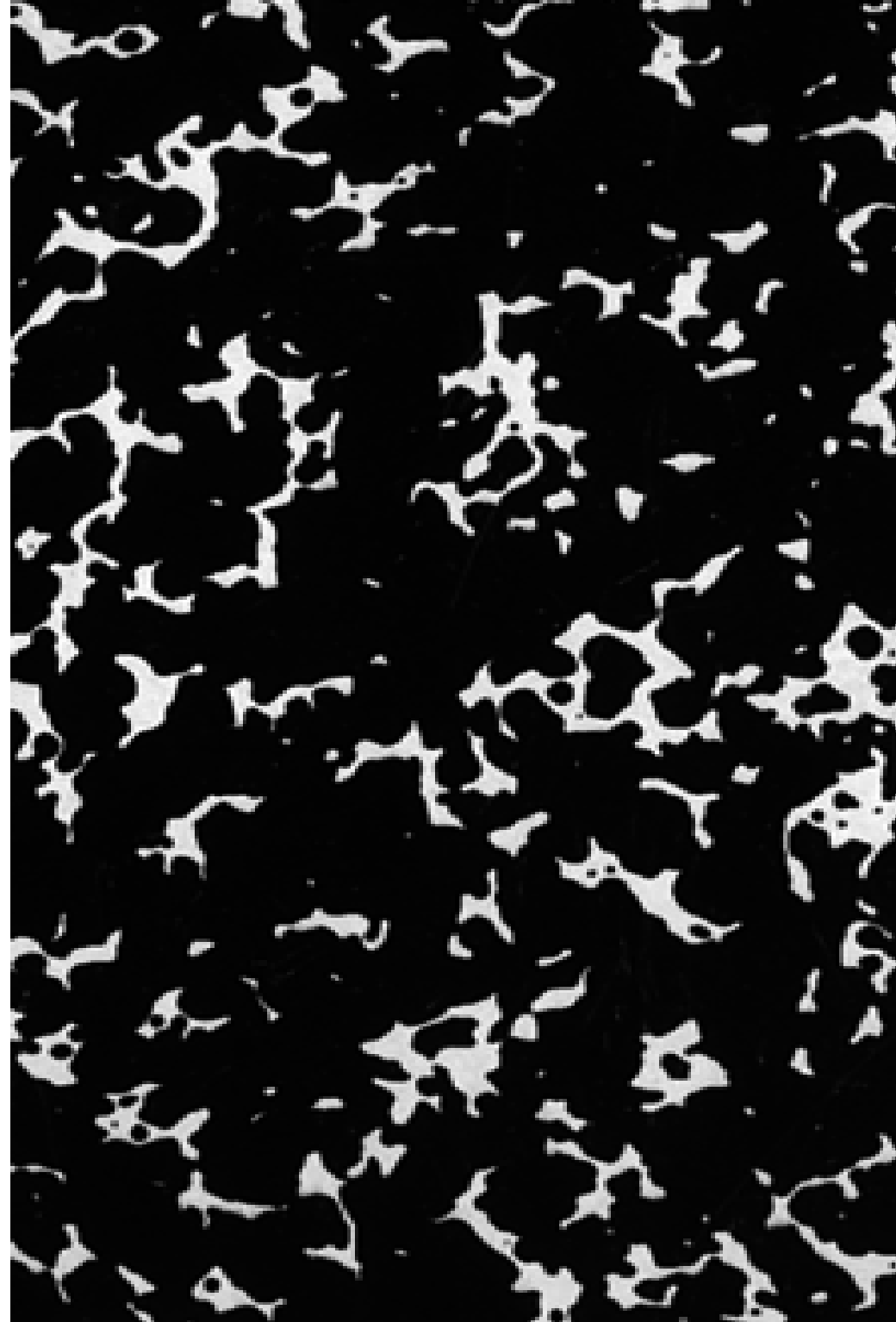


1 WE WILL GO OVER...

- PRACTICES TO IDENTIFY & DETERMINE YOUR TARGET AUDIENCE

- CHOOSING THE RIGHT PLATFORM

- FREE TOOLS



“

START WITH THE ESSENTIALS

. . .

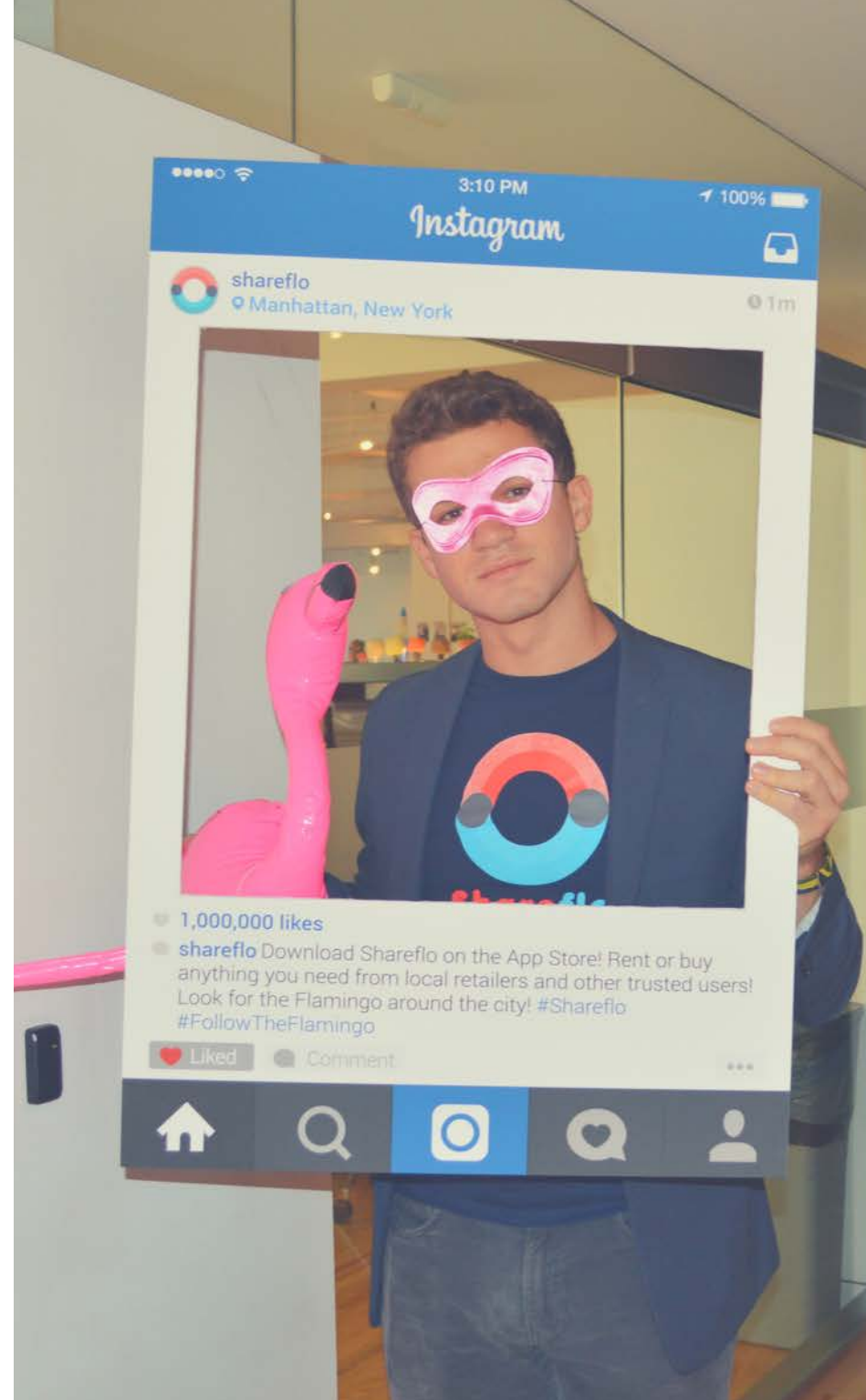
- AN IDENTIFIED TARGET AUDIENCE:
COLLEGE KIDS
- SOCIAL MEDIA PLATFORM:
INSTAGRAM
- USE CONTENT THAT WILL ENGAGE
- MAINTAINS BRAND CONSISTANCY
- PATIENCE! PATIENCE! PATIENCE!

WHAT IS A TARGET AUDIENCE?

- IDENTIFY THE "WHO" & THE "WHY"
- RESEARCH THEIR TOP PLATFORM TO TARGET THEM
- RECOGNIZE WHAT CONTENT WILL EXCITE THEM

CHOOSING THE RIGHT PLATFORM

- WHAT DOES YOUR TARGET AUDIENCE USE MOST?
- WHAT TYPE OF CONTENT ENGAGES YOUR AUDIENCE?





FREE TOOLS

ANALYTICS.
TWITTER.COM

CIB INSIGHTS

THINKWITHGOOGLE.
COM



2 WE WILL GO OVER...

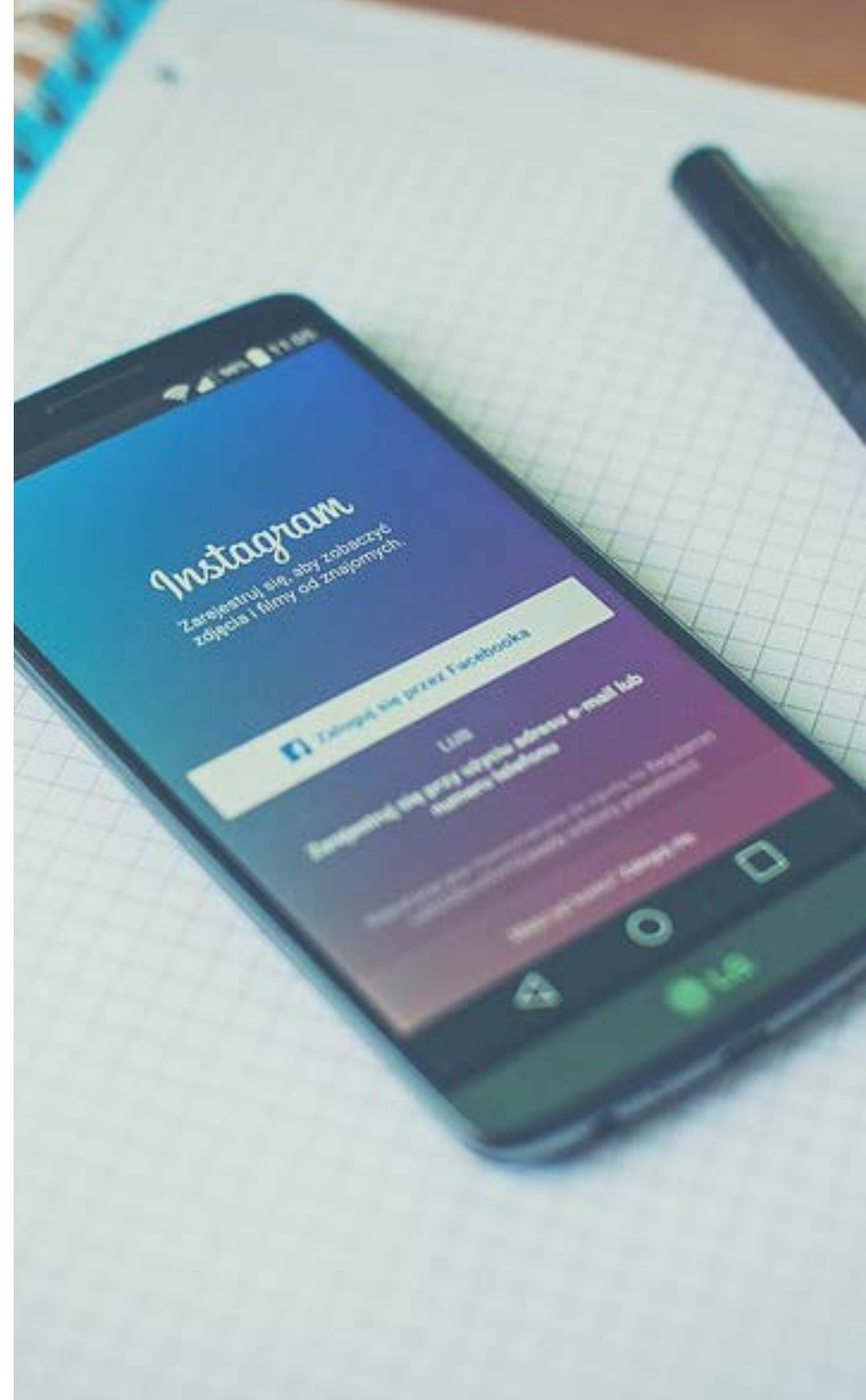
- SETTING UP YOUR
ACCOUNT

- IDENTIFYING YOUR
FOLLOWERS

- COMMITTING TO A
POSTING SCHEDULE

SETTING UP A SUCCESSFUL INSTAGRAM

- THE BASICS ARE IMPORTANT
- RESEARCHING YOUR COMPETITORS & DREAM FOLLOWERS
- YOUR BIO MEANS MORE THAN YOU KNOW



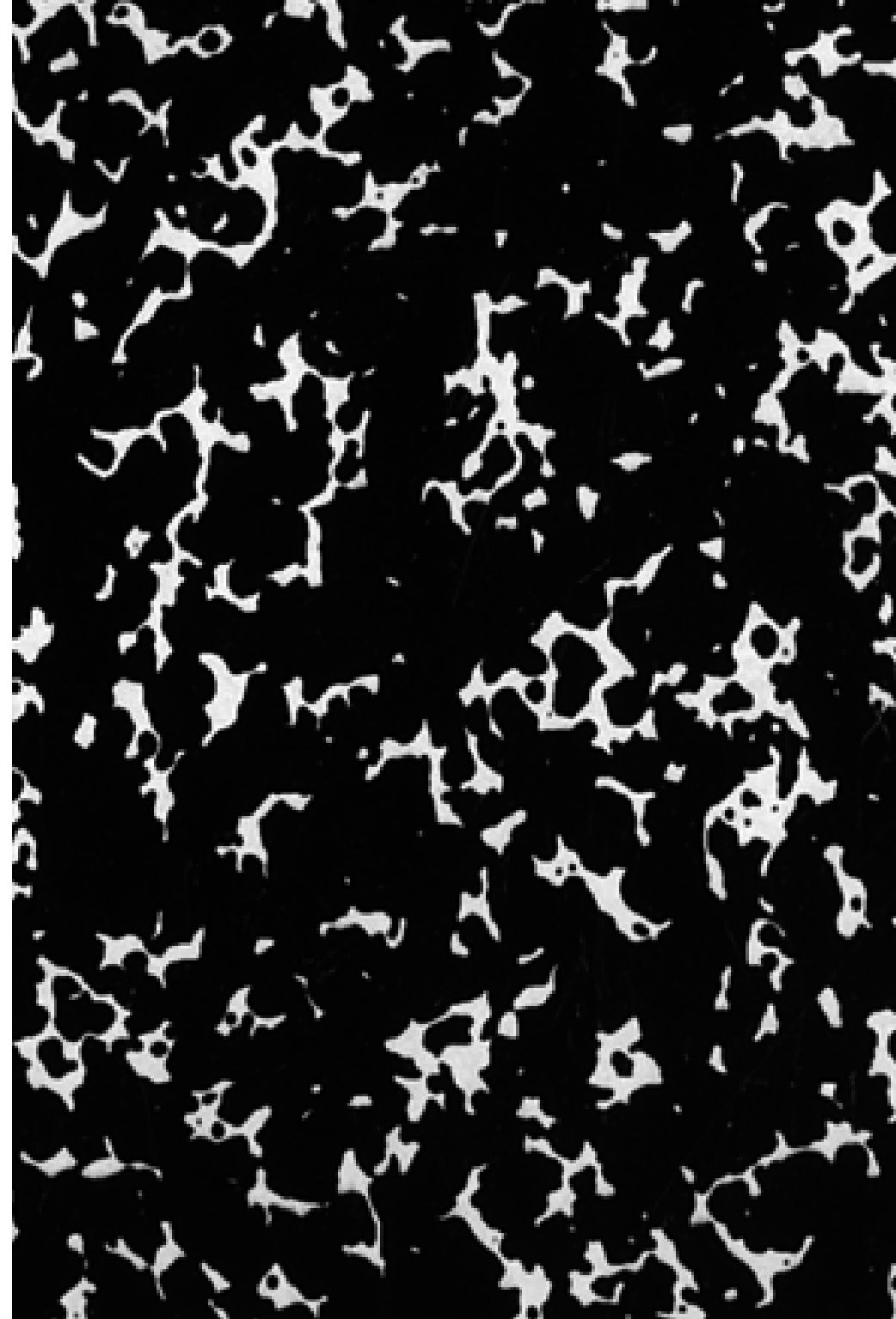


3 WE WILL GO OVER...

- MAPPING OUT CONTENT IDEAS

- GROWTH STRATEGIES

- TOP RESOURCES FOR CREATING COOL CONTENT



MAPPING OUT CONTENT IDEAS

- IDENTIFY KEY INFLUENCERS, HASHTAGS, AND INSTAGRAM TRENDS TO FOLLOW
- MUST HAVE THE LOOK & FEEL FOR YOUR BRAND DETERMINED
- POSTING PATTERNS = CONSISTENCY





GROWTH
STRATEGIES

HASHTAGS

@
TAGGING
INFLUENCERS &
LOCATION

<3
SPREADING THE
LOVE



TOP RESOURCES

CANVA.CO
INSTAGRESS

WORDSWAG APP
ADOBE SPARK

PIXABAY
PEXELS

“

Let's create a post together!

...

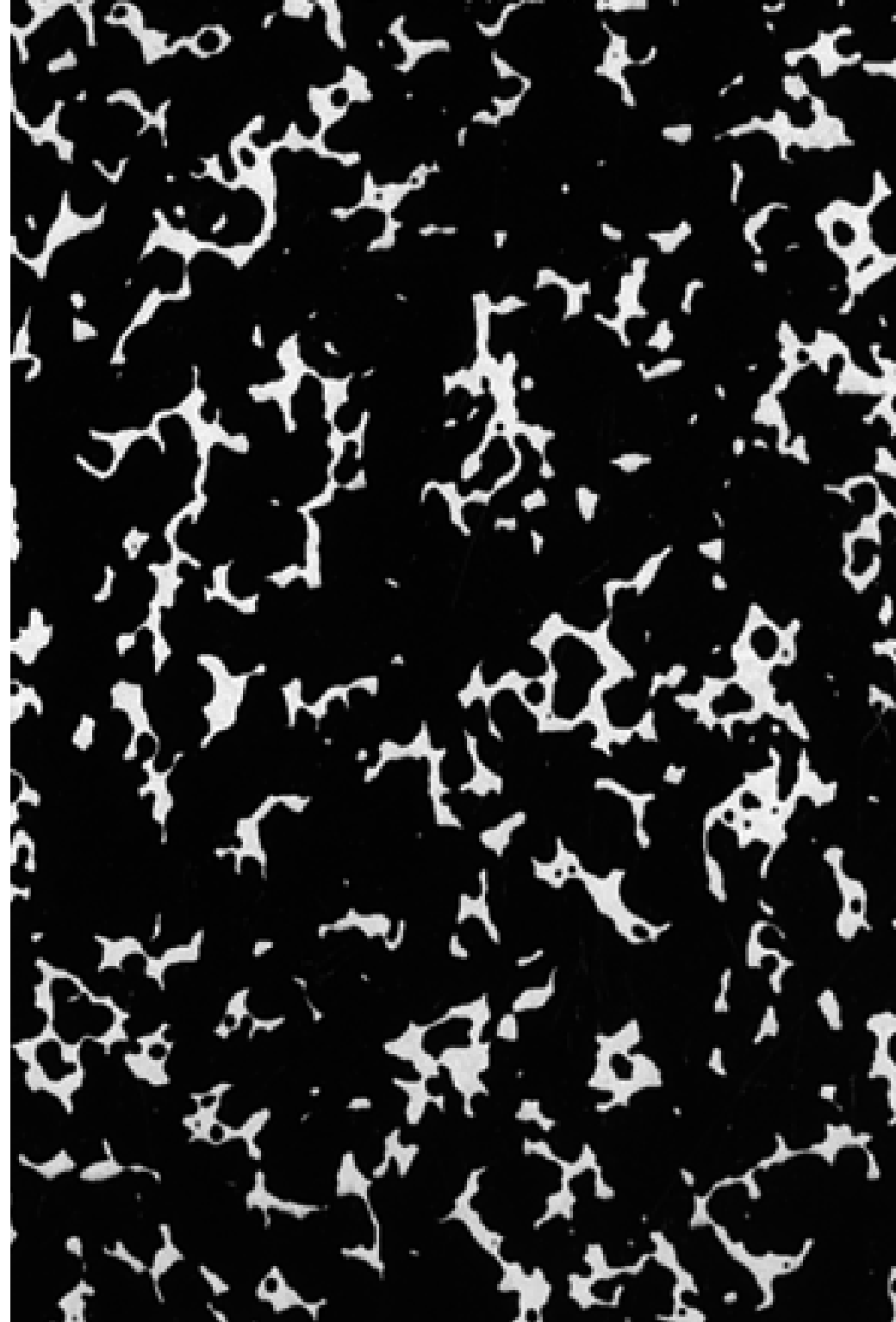
WORDSWAG DEMO



4 WE WILL GO OVER...

- IMPORTANCE OF WHAT METRICS MEAN

- HOW TO TRACK INSTAGRAM ANALYTICS



THE IMPORTANCE OF INSTAGRAM METRICS

- MEASURE OF SUCCESS
- PROOF OF WHEN YOUR TARGET AUDIENCE IS MOST ACTIVE
- MEASURE OF GROWTH OVERTIME



HOW TO TRACK INSTAGRAM METRICS

- NOTHING 100% FREE
LIKE TWITTER
- BEST WAY= CREATE A
SPREADSHEET
- FOCUS ON AMOUNT OF
FOLLOWERS, LIKES, AND
ENGAGEMENTS PER
WEEK TO START
- BIT.LY FOR ALL LINKS





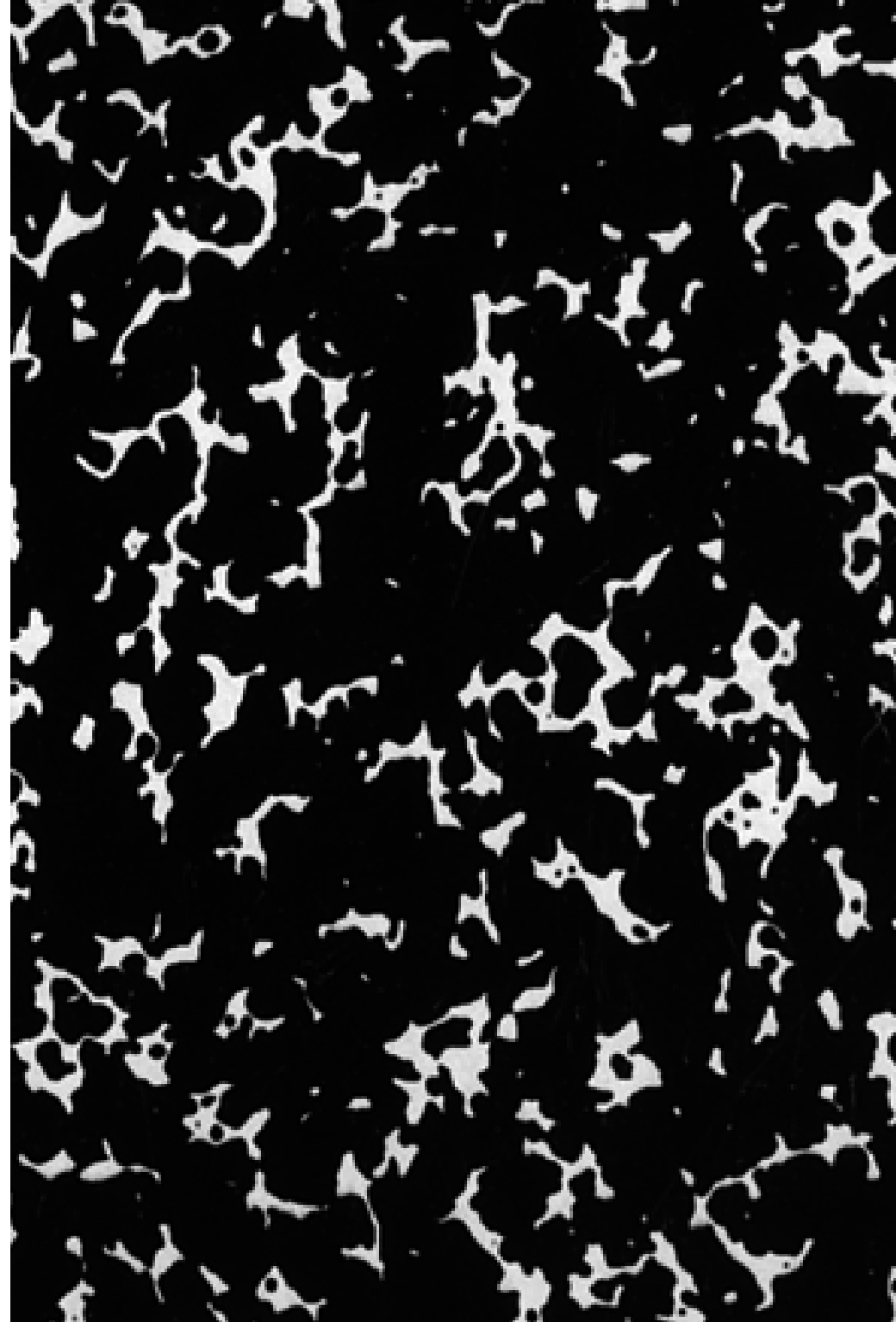
5 WE WILL GO OVER...

- HOW NETWORKING IS
ESSENTIAL

- WIN/WIN STRATEGIES
WITH PARTNERS

- GIVE GIVE GIVE, AND
RECEIVE

- USING EVENTS TO GROW



NETWORKING IS ESSENTIAL

- BUILDING
RELATIONSHIPS >
GETTING WHAT YOU
NEED
- IT'S A SMALL WORLD
- DON'T JUST FOLLOW UP,
FOLLOW THROUGH
- ALWAYS SELL YOUR
BRAND



WIN/WIN STRATEGIES WITH PARTNERS

- CROSS PROMOTION= TWO NETWORKS COMBINED
- BUILD PARTNERS WITH SIMILAR GOALS
- GOOD WORD AND NETWORKING KARMA SPREADS QUICKLY
- PEOPLE WHO <3 YOUR BRAND BECOME EVANGELISTS



USING EVENTS TO GROW AN AUDIENCE

- HOSTING
EVENTS=TRACTION
- MEETUP COMMENT
FEATURE (NOT FREE)
- CREATES SHAREABLE &
RELATABLE CONTENT
- PARTNERING WITH
SPACES & INCUBATORS
BRINGS IN THE STARTUP
COMMUNITY



“

01.

Spamming people only hurts you.

02.

Adding value brings in followers.

03.

Sometimes you have to give things away for free, but in the long run, it keeps customers returning because they trust your brand.

04.

Giving great advice and value gives you "street cred" in the digital world.

. . .

GIVE GIVE GIVE, AND RECEIVE

T A K E A W A Y : 5 K E Y S T O S U C C E S S

1. KNOW AND UNDERSTAND YOUR
TARGET AUDIENCE

2. CREATE COOL & ENGAGING CONTENT
THAT SPEAKS FOR ITSELF

3. REMEMBER THAT CONSISTENCY IS
KEY

4. REMEMBER THAT: BUILDING
RELATIONSHIPS > GETTING WHAT YOU
NEED

5. USE EVENTS & NETWORKING TO
GROW AN AUDIENCE

“

**Congratulations on completing
the course!**

...

THANK YOU!