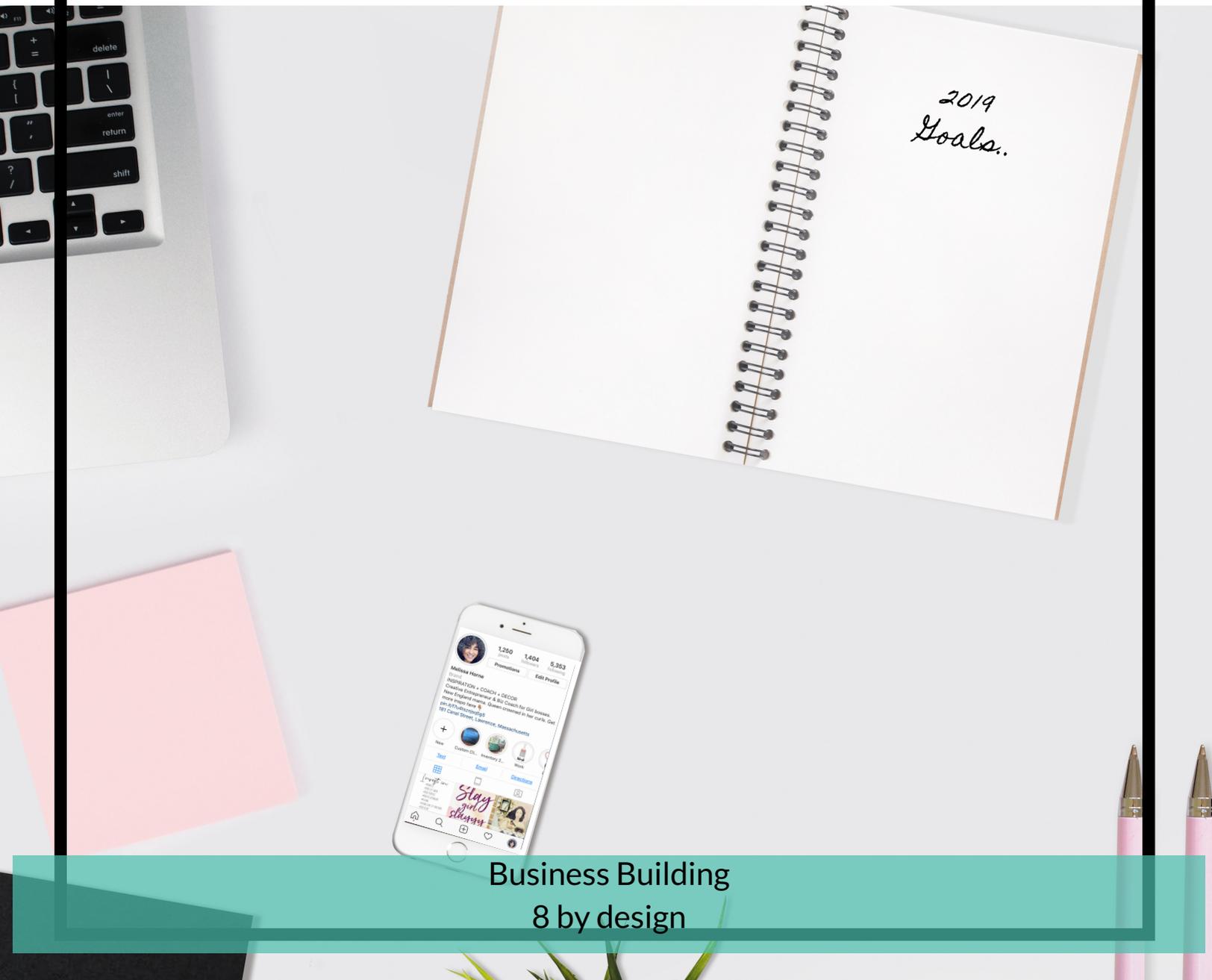


# Social Media Basics

FREE EBOOK



Business Building  
8 by design



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*Confessions of  
an Entrepreneur*

Mindset  
is  
Everything

# Facebook Basics

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Step 1:

## Make a Business Page.

You need to be found and this is the easiest way to start!!  
Start adding content. Pictures, behind the scenes, and videos!!  
Take the time to fill out your about page. This is not the place to  
skimp.

Create /Add your logo or Face to your page.

Step 2:

## Reaching Your Customers.

Start inviting friends and family but don't rely on them to carry  
your page.

Create an ad that reaches your local community and let them  
know you exist.

Step 3:

## Call To Action

Create a call to action button so that customers can reach out to  
you directly.

Add a phone number

Add your website

# Facebook Trends

## 2019

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# 1

### Videos

Videos are not going anywhere!! People are consuming them at insane rates. Facebook users watch an average of 100 million hours of videos.

# 2

### Going Live

Going live connects you to your audience. They can see the face of the business that they have been admiring. In turn, you get to interact with them and grow your customer relations.

# 3

### Paid Advertising

Traditional advertising no longer applies. You need to invest in Facebook Ads...Period.

# Instagram Basics

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Step 1:

## Create a Business Account.

If you are selling a product or service, then you are a business. A business account will give you access to insights about your page.

Create a Bio...this is your digital business card.

Step 2:

## Create Content.

This is your online magazine for your business.

Add content that showcases your product or service.

Begin following pages that will be of value to your business.

Step 3:

## Engage.

You need to step out of your comfort zone & begin engaging with your potential customers.

Respond to potential customers who show interest in your content.

Create behind the scenes moments with instastories.

# Instagram Trends

## 2019

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# 1

### Again Go Live!!

This will not go away. You need to create videos and go live. You need to talk to your audience. Use instastories to go live an then keep on doing it.

# 2

### Good Content

There is so much content that staying safe and hanging out in the middle of the road, is not going to get you noticed.

# 3

### Engagement

If you have 1000 followers and you don't find the time to respond to the one or two comments that you may get, then stop using Instagram. You must engage and get to know your audience, otherwise, they will move on.

# Pinterest Basics

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Step 1:

## Create a Business Profile.

There is a reoccurring theme with social media, if you are selling a product or service, you must have a business profile.

This will provide analytics into your page.

This feature will also allow you to create ads.

Step 2:

## Pinterest is a Search Engine.

This is the place to post your product and direct them back to your website.

Create your pins based of how you would search them.

Step 3:

## Pinning!!!

Begin creating boards that are of value to your business, are inspirational to your business, and actually are your business.

Make your personal boards secret so only you can see them.

# Pinterest Stats

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**93%**

of Pinners use Pinterest to plan future purchases.



**Pinterest**

influences approx. 16% of the purchase decision making when it comes to all of social media.



**50%**

of Pinterest users earn 50K or more



**250**

million active users on Pinterest

# *Social Media*

is a conversation  
is customer service  
is advertising  
is community

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*Thank You*  
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