

# How to Attract More Customers Using Social Media | November 15, 2016

Download this handout and the presentation at: <http://tunnel7.com/msbdc-nov2016>

## Top 3 goals for social media:

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## Ideas for social posts:

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## Social channels to target:

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## Unique social media offerings:

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## Takeaways

- ★ Website is the hub of your social media efforts
- ★ Always be the last to reply on any channel
- ★ Develop an editorial calendar to manage social media
- ★ Use as consistently as possible
- ★ Try anything once, be creative
- ★ Devote time to succeed with social media
- ★ Focus on where you are getting the best results over time