

# ATTRACT MORE LEADS WITH SOCIAL MEDIA

 [www.saucyhorse.co.uk](http://www.saucyhorse.co.uk)  
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Identify your target market and you're on your way to bringing in more leads to your business with your social media strategy.



## WHO ARE MY IDEAL CUSTOMERS?

Build a persona based on demographics – age, gender, job title, area, lifestyle, interests, disposable income.

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## WHAT DO THEY CARE ABOUT?

Efficiency. Ease of Use. Time. What is their pain and how can you solve it?

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## WHERE DO THEY HANG OUT?

Which social media platforms? Other online sites & forums. Conferences. Events.

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## WHAT WOULD APPEAL TO THEM?

Market Data. Educational Materials. Vouchers. Demos. Coupons. Contests. Curation.

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## HOW CAN YOU ESTABLISH YOURSELF AS THE EXPERT?

To be accepted as an expert in your field you need to work at your blog, your website, your online communications in general. What questions do your customers ask? What answers can you provide in your content?

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## WHAT CONTENT DO YOU NEED?

To communicate your expertise and credibility will you need blogs, videos, articles, Twitter content, Posts for LinkedIn / Google+ / Facebook? Who will create your content?

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## WHO'S GOING TO RUN YOUR SOCIAL PROFILES?

To get results you'll need a social media strategy that ties in with your digital marketing as a whole – who will implement it for you?

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## WHAT'S THE OUTCOME I WANT FOR MY BUSINESS?

What results are meaningful to you and how can social media realistically contribute to your business achieving them?

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If you need help deciphering your answers, email your completed checklist to [info@saucyhorse.co.uk](mailto:info@saucyhorse.co.uk) and we'll give you a free appraisal of how to get social media driving leads into your business.



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