

The Time-saving Social Media Course

**A Social Media Program
for small business owners
who have limited time
to do their own marketing**

(Compiled by a small business owner)



The size of your following doesn't matter, the quality does

Time-saving Social Media

**A step-by step guide to help small business owners
make their businesses more visible on the Internet.**

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Introduction

Let me tell you something about your business

- Your business is not only your bread and butter.
- Your business is your profits, your bottom line, the story of your personal growth and development. The story of your life.
- But not only is it the story of your life.
- It is the story of your contribution to society.

Your business is the story of why YOU matter!

I was sitting on my porch one early evening, watching the sun go to bed, when social media rode into my yard presenting itself as nothing. Because people had no idea what it was about.

Then Facebook took off. And as people started conversations with strangers, ignoring traditional borders and redefining friendship, business quickly realised that, where the conversation was taking place, a market place was created.

First, big business jumped on the bandwagon, then small business owners saw the possibilities and wanted to use it to promote themselves.

But there were two factors that made it difficult:

1. the consultants that knew enough about it, were unaffordable because they were either abroad which meant the exchange rate killed the idea, or
2. they were existing advertising companies that added social media "marketing" divisions to the company, and were by their nature only affordable by large companies.

So, some let it pass and some taught themselves with material posted on the Internet. I was one who taught myself and grew with the technology, and in particular the application and philosophy of it.

As I saw the increase in the use of social media by small businesses, I also noticed that business owners were just following the large enterprises in using it as push marketing tools, which was contrary to the nature of social media.

Small business owners were mimicking what the big guys were doing. Some had results which were good enough for them, others did not have adequate results but kept on going because they were at least "doing something", so the responsibility were transferred. But mostly, small business owners let their social media profiles become dormant or posted material that were important to them, not their potential clients.

Now let me tell you something about Social Media

Social Media is Facebook, Twitter, LinkedIn, Instagram, Youtube which are the substitutes for magazines, newspapers and TV.

But, social media is not the new magazine, newspaper or TV. Social Media is different, because the behaviour of the people who use social media is different from the behaviour of traditional audiences.

Traditional media audiences were passive receivers of the message which some decision maker decided they would want to receive.

Social media is not even audiences.

Social media is a new way of interaction (listening and discussing) and the users (audiences in the old times) are now in charge of the "content", not a decision maker acting on market research.

If you can get your head around this distinction, you will benefit the most from this course.

Welcome

Welcome to your own time-saving social media program in which I help you to create your own social media program to promote your business, and influence your business reputation.

I am Nico and I was already here when the Internet was born. I saw it grow and become what it is now, and I am cautiously convinced that I have a faint idea of what it could become.

What I do know for sure is that the Internet rewards those who use it to teach themselves and ignore lazy and ignorant people.

For nearly 20 years I have been surfing the Internet, learning what new things it offered, and applied what I learnt. The Internet is a special place. You don't get what you pay for, you get what a world community of generous, knowledgeable people share with you.



Knowledge is free on the Internet, if you know how to distinguish fact from fiction, knowledge from hype, and have the time to gather it. If you don't have the time, like small business owners, it is available at low cost because of the large number of potential buyers of the knowledge.

That is why I can offer this course (and my other services) at a cost that small businesses can afford. If you apply what I

teach you and are serious about making a difference to your business, this time-saving course will make your business more successful.

This course, like most of my social media marketing thinking, is based on two concepts:

1. find the reason for the existence of your business and
2. social media is not a sales tool but a conversation tool, with value as a marketing aid.

SIMON SINEK:

[Start with Why](#)

(video)

RICHARD STACY :

[There are only 10
people critical to your
business](#)

Most businesses fail at social media

because they treat it as a sales tool, not a marketing tool.

Most businesses are small businesses.

This means they are owned and managed by one, or sometimes two people, often a husband and wife team or life partners.

Because of its ownership structure, small and medium-sized businesses demand that the owners (sometimes with a small number of employees) fulfil all the roles required in a business. They are responsible for administration, stock buying and controlling, planning, marketing and sales, and the general success of the business.

That leaves little time for anything that does not directly and immediately affect the net profit of the business.

Marketing is usually the first casualty, and often one of the reasons why a business struggles to be visible. There is just no time to find new clients or promote the brand. And because of lack of time for marketing, business owners jump right to the sales process and try and sell to people who have not yet decided whether they trust the business enough to allocate time to a salesperson.



What I will teach you in this course is that, once you have spent the time to learn what to do, how to do it, and set up everything correctly, it takes much less time to do marketing than it takes without technology.

Keep in mind that you need one of two things to use social media: you need time or you need money.

Time to do it yourself. Money to pay someone to do it.

Give it a go!