

## Free Social Media Growth Plan

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### Step 1: Get Clear on Your Goal

Decide what you want social media to do for your business:

- Attract new customers
- Create awareness
- Generate leads/sales
  - 👉 Clear goals guide the type of content you post.

### Step 2: Know Your Audience

- Who do you want to reach? (age, interests, location, needs)
- What problem are you trying to solve?
  - 👉 Speak directly to those people in simple language.

### Step 3: Choose the Right Platforms

- Don't be everywhere. Start with 1–2 platforms where your customers spend the most time.
- Examples: Instagram/Facebook (B2C), LinkedIn (B2B), WhatsApp (local/small business).

### Step 4: Share Useful Content

Post content that helps people and connects with their needs:

- **Tips & How-To's** (solve problems)
- **Industry Insights/Updates** (build authority)
- **Product/Service Highlights** (show what you offer clearly)

### **Step 5: Be Consistent**

- Post regularly (at least 3 per week).
- Keep your style simple and professional.
- Repeat key messages often — consistency builds recognition.

### **Step 6: Measure & Improve**

- Track basic numbers: reach, saves, shares, inquiries.
- Double down on posts that perform better.
- Adjust monthly to keep growing.

### **Final Note:**

Social media growth doesn't require fancy content — it requires **clarity, consistency, and customer focus**. Start simple, show up regularly, and let your presence compound over time.

**Ready to grow your business online?**

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