



IonCleanse by AMD

Social Media Guide



Social Media Strategies

The free tool that can help your business explode is just waiting to be implemented.

I. Intro to Social Media

No matter your personal feelings on social media, it is an incredibly strong tool that can help your business succeed. There are now more than 3 billion people using social networks across the globe, and these people are using these platforms to engage with their favorite brands.

Consider the following benefits of using social media for your own business:

- ◆ Increase brand awareness
- ◆ Humanize your brand
- ◆ Stay at the front of your customer's mind
- ◆ Increase website traffic
- ◆ Generate leads
- ◆ Boost sales
- ◆ Partner with influencers
- ◆ Gain access to extremely effective and affordable advertising

If you're still not convinced, keep reading for an introduction to several social media channels to get a feeling for if these avenues may suit your individual marketing needs.



II. Facebook

Facebook is a powerhouse for marketing. There are two main avenues to create a brand presence on Facebook:

1. Facebook Pages

As time goes on, Facebook Pages get less and less natural exposure to their audience. However, having a Facebook Page allows you access to Facebook advertising, which is one of the most affordable and targeted ways to market to your ideal client.

2. Facebook Groups

Facebook Groups are a great way to create a community surrounding your brand. They require a lot of upkeep to keep the conversation going, but when a group is informative and interesting to your client, it can generate a lot of business.

Every brand that is on Facebook should have a Facebook page. If having a Facebook Group fits with your brand and you have the time to keep the conversation going, creating a Facebook Group in addition to your page can be a great option. However, for the rest of this guide we are going to focus on how to utilize Facebook Pages to boost your IonCleanse business.



Strengths:

An unparalleled database of consumer information. Allows you target to a very specific target audience. No better way to find people who may be interested in your service. Has the most active users per month compared with any other social media platform.

Weaknesses:

To best utilize the Facebook platform, it requires a very in-depth understanding of who your target client is and paid advertising.

Facebook knows a lot about its users, including users' purchasing behaviors and interests. Part of advertising on Facebook is using this information to your best advantage. Start at www.business.facebook.com and go from there.

Here are some things to consider implementing on your page that can help drive sales:

- ◆ Install a Facebook Pixel to your site to trace visitors, and then re-target them through Facebook advertising.
- ◆ Host a Facebook Live on your page while you demonstrate the footbath.
- ◆ Hold a giveaway on your page for a free session to increase post engagement and interest in your IonCleanse services.
- ◆ Share video testimonials on your page.
- ◆ Incentivize your customers to leave reviews on your Facebook Page. These reviews can be a great marketing tool.

Social Media trends are always changing. Make sure to do your research on what is current and
3 implement your own strategies for success.

III. Instagram

When you first register on Instagram, you have the option to be have a business or a personal account. Here are the main differences:

1. Personal Profiles

Personal profiles give your business more natural post distribution, but you don't have as many tools to view business analytics.

2. Business Profiles

With business profiles, you gain the ability to view post analytics and advertise on Instagram but lose a lot of organic exposure. *(Tip: You can technically advertise on Instagram through Facebook ads as well, so it's not necessary to have a business profile to advertise on Instagram)* You also can add a "Contact" button to your profile, enabling easier conversions.

You can always switch profile types later, but it is an important decision to make if you choose to have your business on Instagram.



Strengths:

Community, massive audience reach, high engagement levels, a way to engage with audiences that adds value and isn't salesy, way to personalize your brand, reach new customers with hashtags.

Weaknesses:

It's not efficient at driving traffic to other web pages, which can often be necessary for conversions. Strong emphasis on consistency, aesthetic, and flow.

The strengths and weaknesses of Instagram should inform your approach; instead of trying to compel people to click a link, you need to provide useful information or an offer that delivers a strong value. Since it's not a way to drive traffic, think about it as a top-of-funnel marketing investment. It can create buzz around your brand and create leads, but these consumers will probably need additional prodding through other means to become a paying client.

Here are some things to consider implementing on your profile that can help build connections:

- ◆ Create a consistent post schedule. Whether it's posting every day or three days a week, Instagram prioritizes pages that are consistent.
- ◆ Feeds that flow and have a good aesthetic typically draw in more attention.
- ◆ Openly share using our own voice - the goal of Instagram is to connect to people that will respond to what you and your brand stand for.
- ◆ Host a giveaway with other business owners in your area so all your followers become acquainted with all of the brands in your giveaway.

Above all, reach out and connect with other profiles. When people comment on your posts, respond. Follow customers back. Build your own community on Instagram. This isn't the space to focus solely on the sale.

IV. Twitter

Twitter has a limited character count for every post, so it's a great way for users to get easily digestible information quickly. It's common for tweets to include a link to an outside webpage or a photograph or video.

When your page posts regular updates and your clients know to look there, it can be a great tool to distribute information to your most loyal fans quickly.

Twitter at a Glance



Strengths:

Quick provider of real-time updates and steadily becoming a more effective ad platform. One of the best ways to connect with celebrities.

Weaknesses:

User growth has stalled in recent years, especially when compared with other platforms. The algorithmic timeline means you may not show up in people's feeds.

To be used effectively, consistent and frequent posting (3-5 times a day) is practically necessary with this platform. Twitter is best used to distribute content and to interact with customers.

Here are some things to consider doing on your Twitter page:

- ◆ Don't be 100% business - post gifs or pictures that your target audience will find relatable.
- ◆ If you have a blog, distribute new blog posts by tweeting a little preview of the post and including a link.
- ◆ 'Live Tweet' a footbath session with before, middle, and after pictures to highlight your IonCleanse offerings.
- ◆ Worried about posting 3-5 times a day? You can schedule tweets through Twitter or through services like Hootsuite.
- ◆ Reply to anybody that mentions you in a tweet.



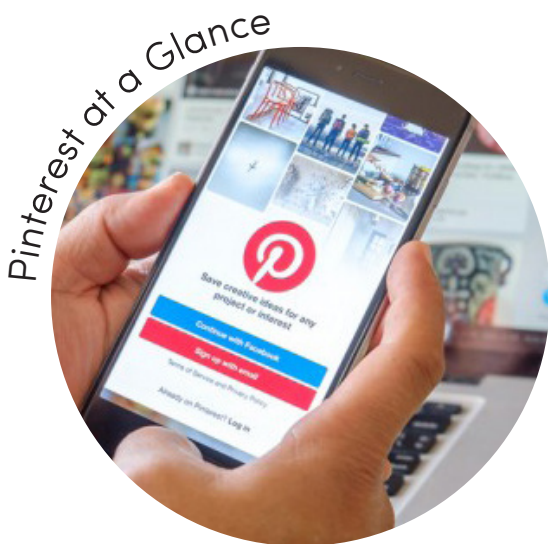
V. Pinterest

Pinterest is a web and mobile application company that operates a photo sharing website. In a sense, it operates a lot like Google; it is a search engine. But it has a large emphasis on useful tips and creative ideas.

There are three main reasons to be active on Pinterest as a business:

1. It gives you a platform to share your expertise in your area and garner trust from future clientele.
2. Each post can boost ongoing natural traffic to your site.
3. Pinterest posts have a 100 times higher spreading rate compared to tweets and 1,6000 times longer half-life compared to a Facebook post.

There are definitely big, ongoing benefits from using Pinterest as a marketing tool, but it also requires dedication and innovation to use it correctly.



Strengths:

Links on Pinterest help SEO ranking, you don't have to manage comments, a lot of users are specifically searching for products and services, and there is a strong culture for sharing original links which means your images will continually send followers to your site.

Weaknesses:

It's a smaller, often very specific (82% female, most under 45) audience on Pinterest. The quality of information and photos is vital to success. Time consuming.

The content that does best on Pinterest are numbered lists, innovative ideas and tips, and beautiful pins. With all posts that you create make sure that they are visually pleasing and are the recommended sizes for Pinterest posts. Creating content is time consuming, but one of the best ways to convey your value to your market. Link as many pins as possible back to your site. Create boards that aren't sales-centered but meant as a tool to attract and connect with your ideal client.

Here are some blog post ideas you can feature the IonCleanse by AMD on to create pins for:

- ◆ 5 Things Everybody Should Be Doing for Their Health (That You've Probably Never Heard Of)
- ◆ Glyphosate: What it is, Why it's Harmful, and How to Get Rid of It
- ◆ The Secret to Better Sleep
- ◆ Top 10 Signs You Need to Detox
- ◆ The Science Behind Detox Footbaths

Each business is different. Consider the unique perspective you offer as a practitioner. You are a source of information for everybody that walks through your doors; share some of that on your blog, and then pin it. Be consistent, and Pinterest can be a very valuable way to gain web traffic.

VI. YouTube

Video is a huge selling tool, and 80% of people aged 18-49 watch YouTube. That's huge. Video engages with the consumer and keeps them watching to find out what happens next. Our culture is very busy, and consumers in general are getting very unfocused when it comes to advertising and spending. Consumers will appreciate being able to watch advertising and information, instead of reading it.

Just about every type of business can benefit from creating a YouTube channel. YouTube marketing is effective. It's a great way to reach an extremely large audience, and it's also one of the most cost effective online marketing channels.

Plus, the IonCleanse by AMD is a very visual product - nothing sells better than demonstrations. An ad platform based on video content is a great place to advertise such a visually compelling service.



Strengths:

Cost-effective, targeted marketing that gives you exposure to the masses. A great way to reach people that are searching for the content you create. Can be used as a free platform to host videos that you put on your site, which helps improve SEO.

Weaknesses:

It takes time to create valuable content, and competition is high on YouTube. To use it effectively, paid advertising is recommended. (Especially for initial exposure)

For free, organic interaction with your views, make sure that your title includes phrases that your ideal customer would be searching for. And always include an effective call to action. Consider including the contact information to your clinic on every video. YouTube is another great platform for establishing yourself as an expert and attracting customers who trust you and your opinion.

Ideas to implement on your YouTube Channel:

- ◆ Post a time-lapse video of a session
- ◆ Post videos of real customer testimonials
- ◆ Advertise using one of the videos above



One of the best advantages to YouTube advertising is that you don't get charged unless they watch past 5 seconds (*on a certain type of campaign for videos over 30 seconds*). This means that you get a lot of exposure in your area for very little cost, and you only pay when someone is genuinely interested. Take advantage of this!

Video creation can seem intimidating, but don't let that stop you! Record on your smart phone if you need to. If it feels over your head, don't be afraid to ask others in your circle for help - you'd be surprised how many people are handy with a video camera. Video is one of the best things you can create to help bring in business.