

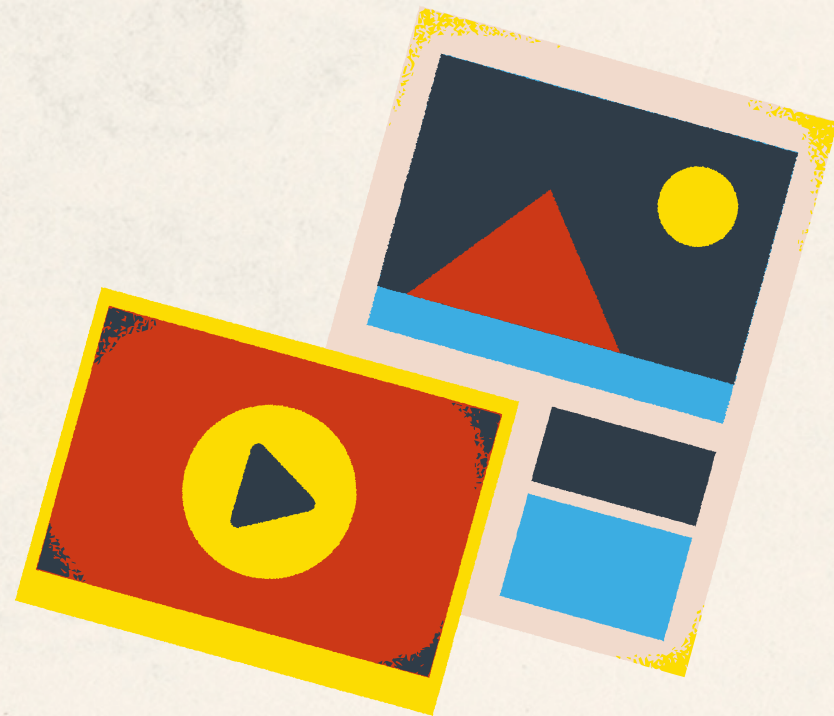


FLEX YOUR MARKETING

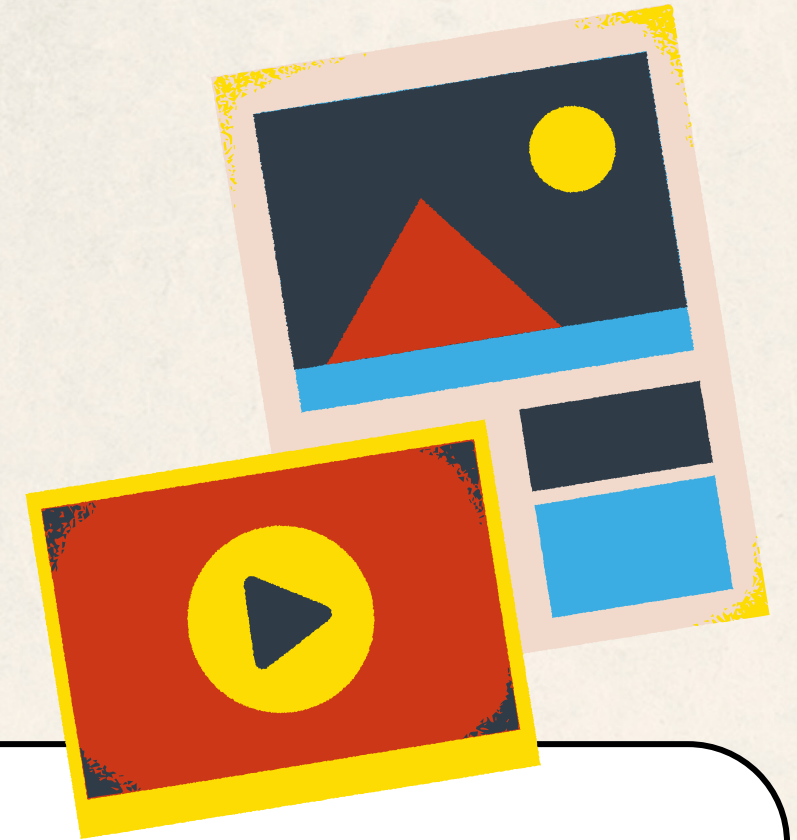
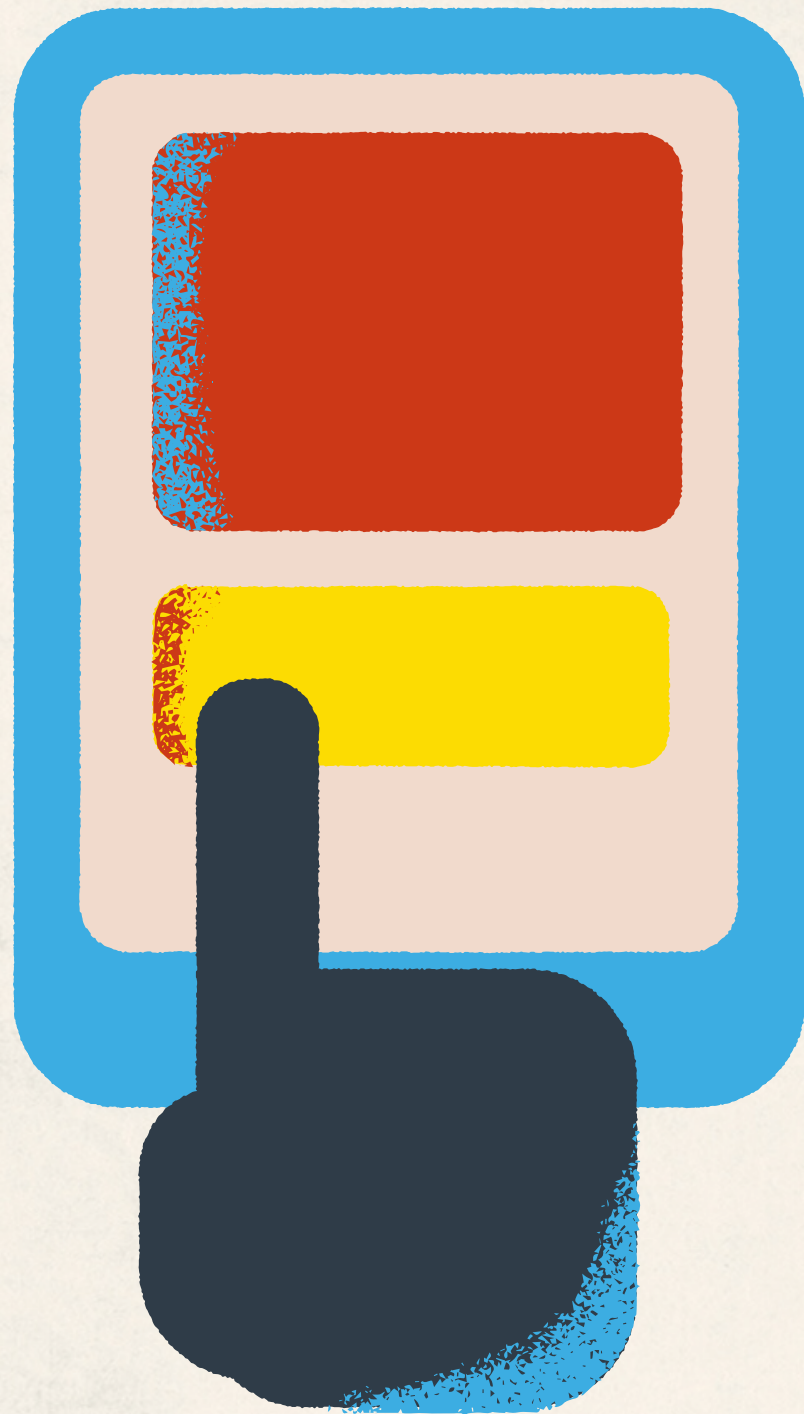


24 SOCIAL MEDIA AND DIGITAL MARKETING TIPS FOR 2024

**TERRA L. FLETCHER
FLETCHER CONSULTING**



24 TIPS IN 7 AREAS



- ✓ Network Selection
- ✓ Content Ideas
- ✓ Graphics
- ✓ Videos
- ✓ User Generated Content
- ✓ Ads
- ✓ Talent Attraction

1. CHOOSE YOUR NETWORK



1. Demographics 2. Align 3. Insights

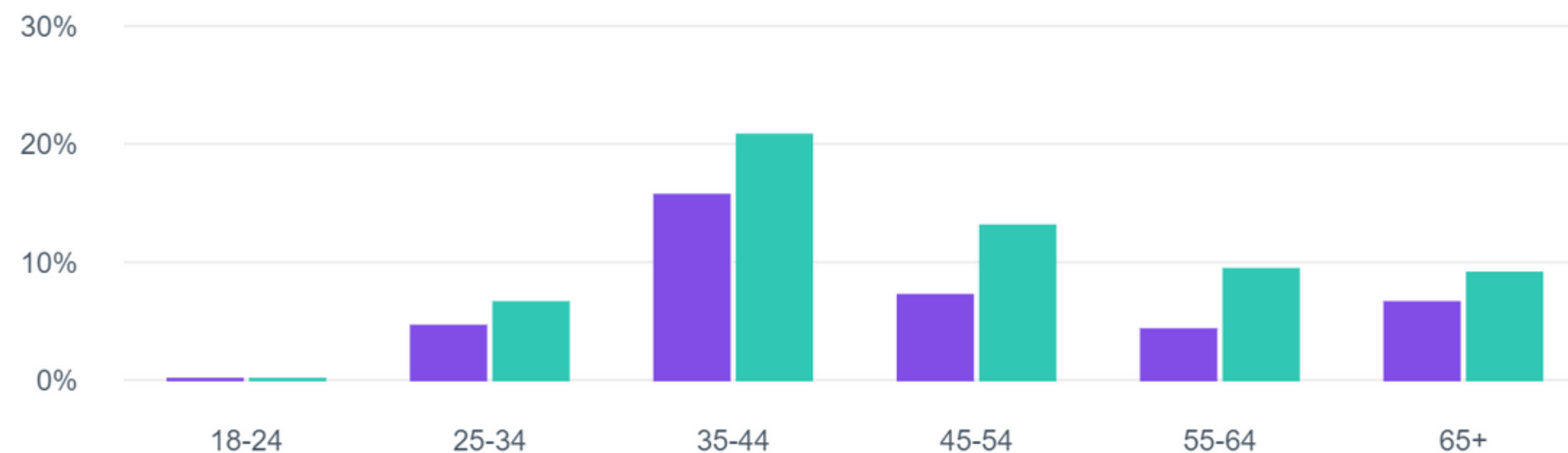
Audience

These values are based on total followers of your Page or profile.

Create a post

Age and Gender

Men 39.70%
Women 60.30%



Job function ▼

Business Development · 39 (31.7%)

Marketing · 20 (16.3%)

Media and Communication · 9 (7.3%)

Sales · 8 (6.5%)

Customer Success and Support · 7 (5.7%)

Engineering · 5 (4.1%)

Consulting · 4 (3.3%)

2. CONTENT IDEAS

First Rule

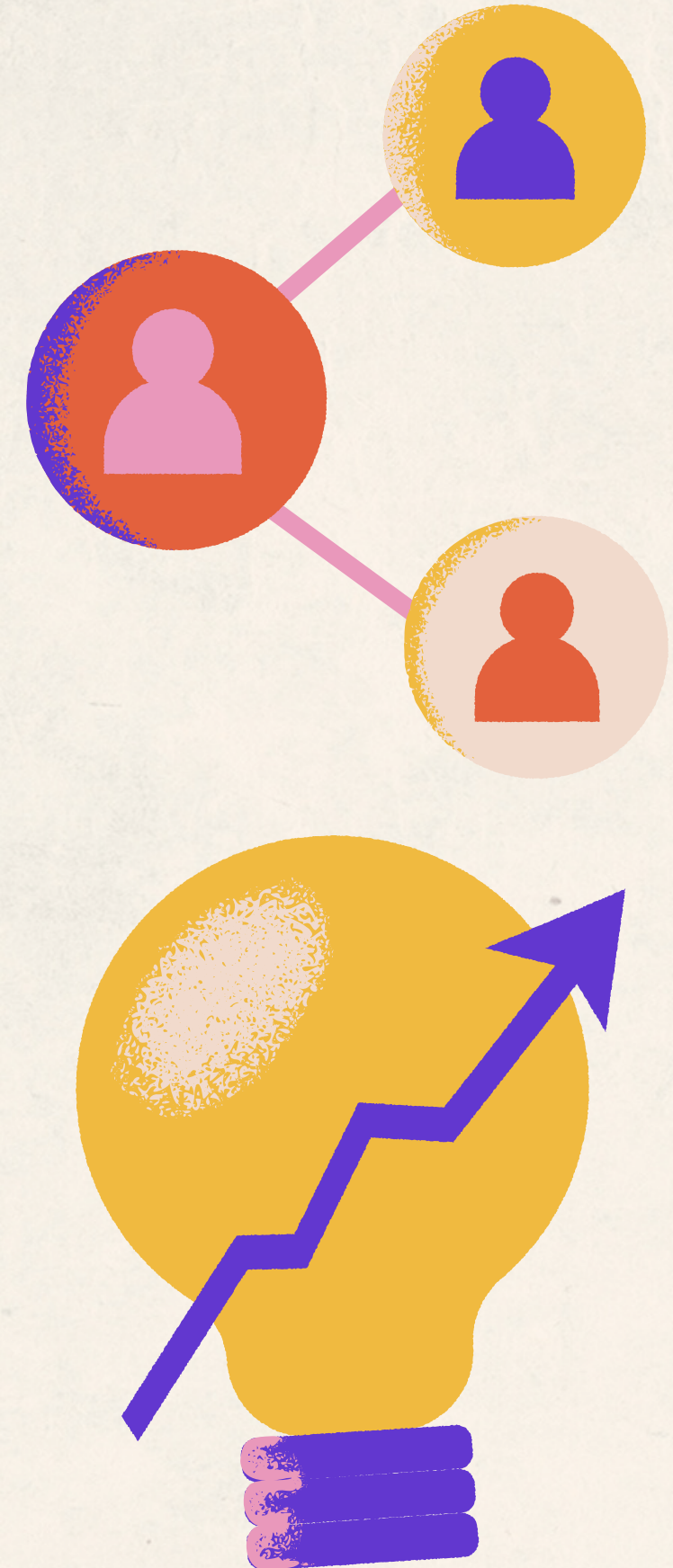
It's about them

Trends

Google Trends
Buzz Sumo

AI

ChatGPT
app.jasper.ai



BuzzSumo

3 Questions to be answered:

Delete/replace these if you want. BuzzSumo found [30000 questions in total](#) you could answer

- [How do fandoms grow out of a simple brand or artist?](#)
- [Why do businesses put Adsense on their site when it distracts from their product just to make a little more money?](#)
- [learned from the case of Hasbro's Gamma Green Smash Fists in terms of product safety and responsible <strong class='highlight'>marketing](#)

Topics:

Delete/replace these if you want. BuzzSumo found [110 related topics in total](#)

- web marketing
- social media marketing
- digital marketing

Get ideas from popular keywords

English / United States

▼

Keyword	Trend (past 12 months)
marketing mix	
what is marketing	
marketing meaning	
example of marketing plan	
what is marketing mix	

3. GRAPHICS

First Rule

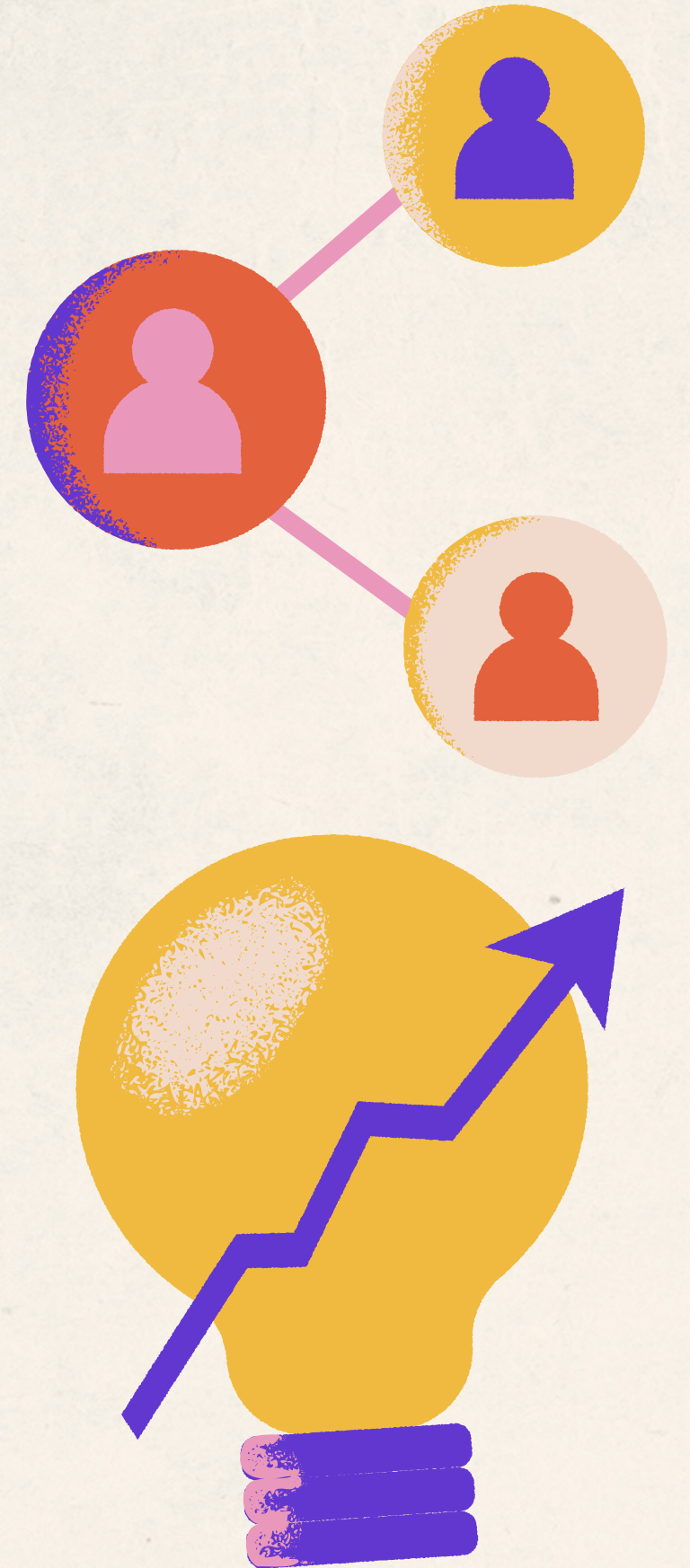
Keep it simple

Be on Brand

Create/Use a
Brand Guide

AI

Canva



4. VIDEO

First Rule

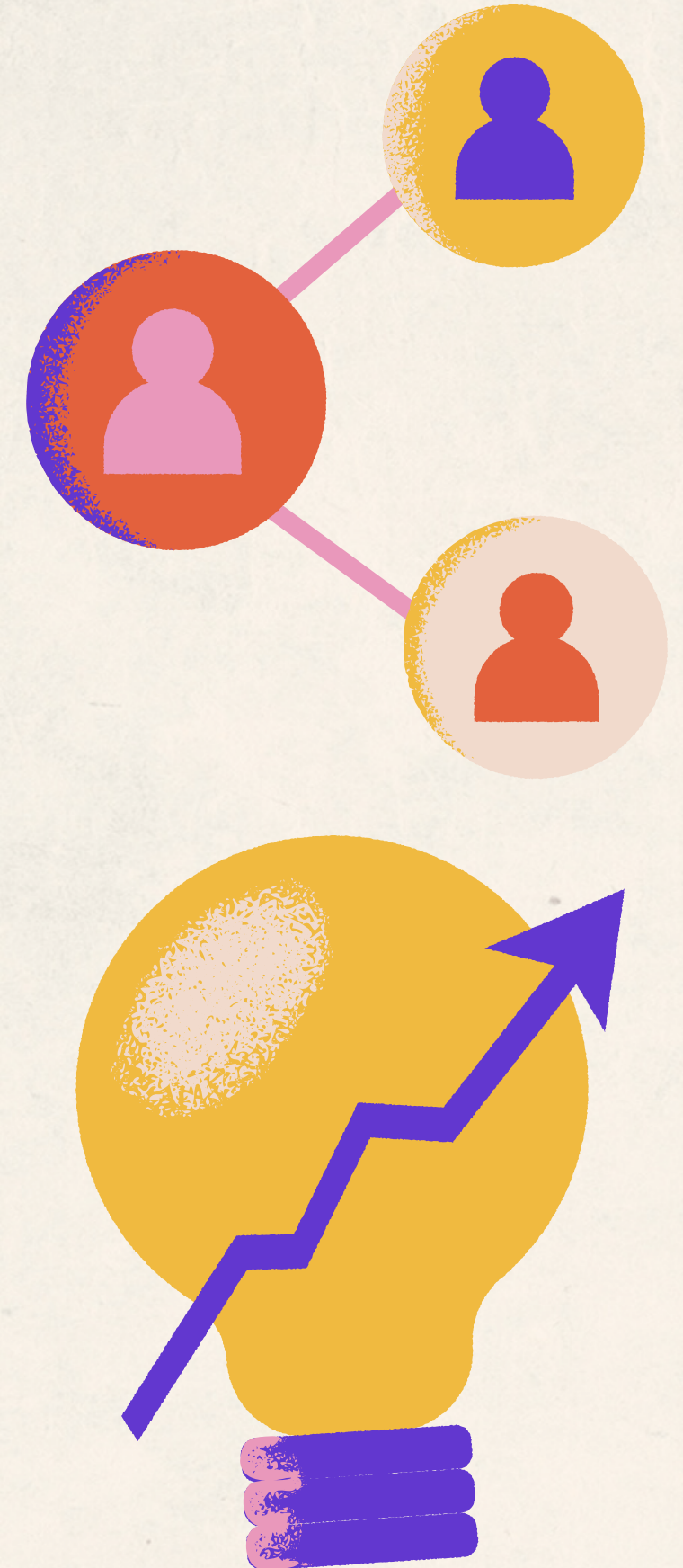
Just do it!

Balance

Short
Longer

AI

Vidyo.ai



5. USER GENERATED CONTENT

Why?

10x the views

How?

Ask for it

Who?

Customers
Influencers



6. ADS

First Rule

Keep it simple

AI

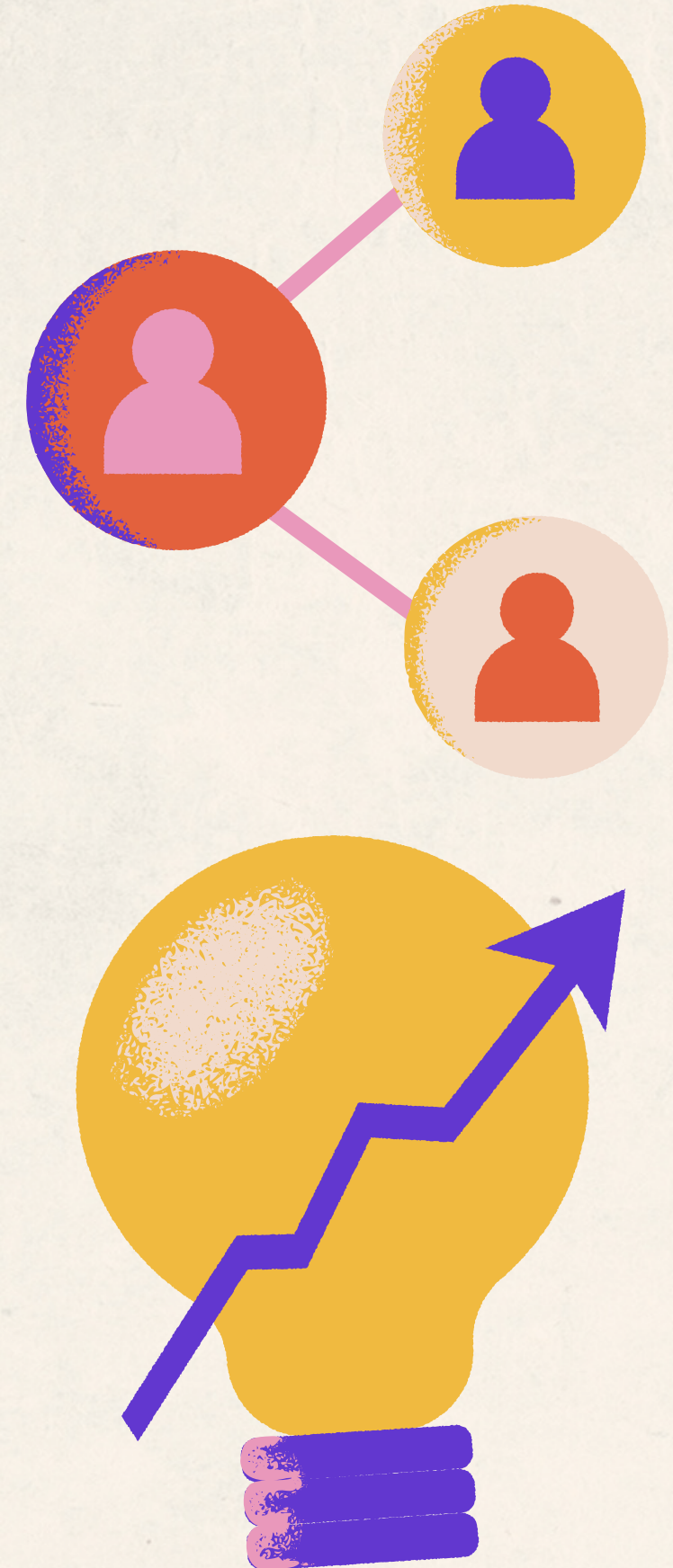
AdCreative.ai

Formula

Snap
Benefit
Action

Test

A/B
Insights



7. TALENT ATTRACTION

First Rule

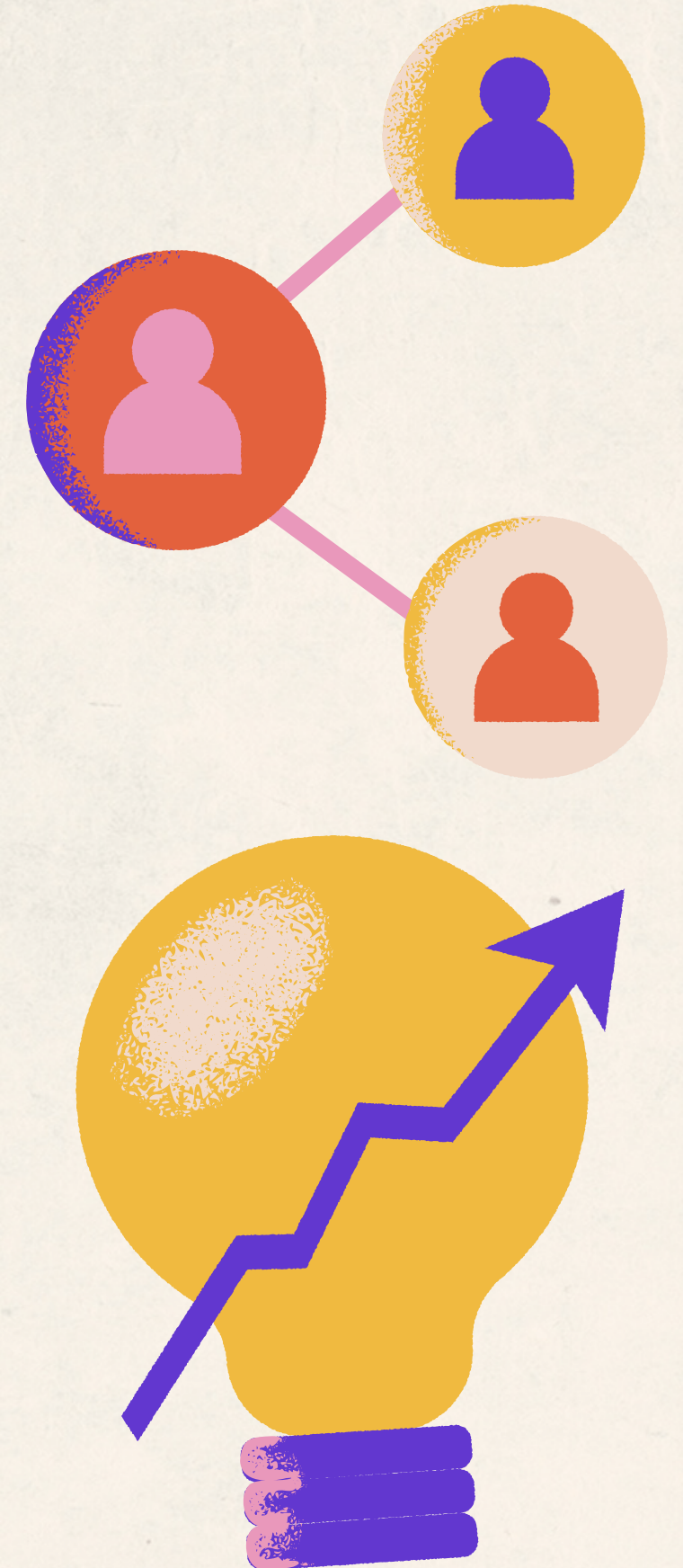
Be Proactive

Improve your Rep

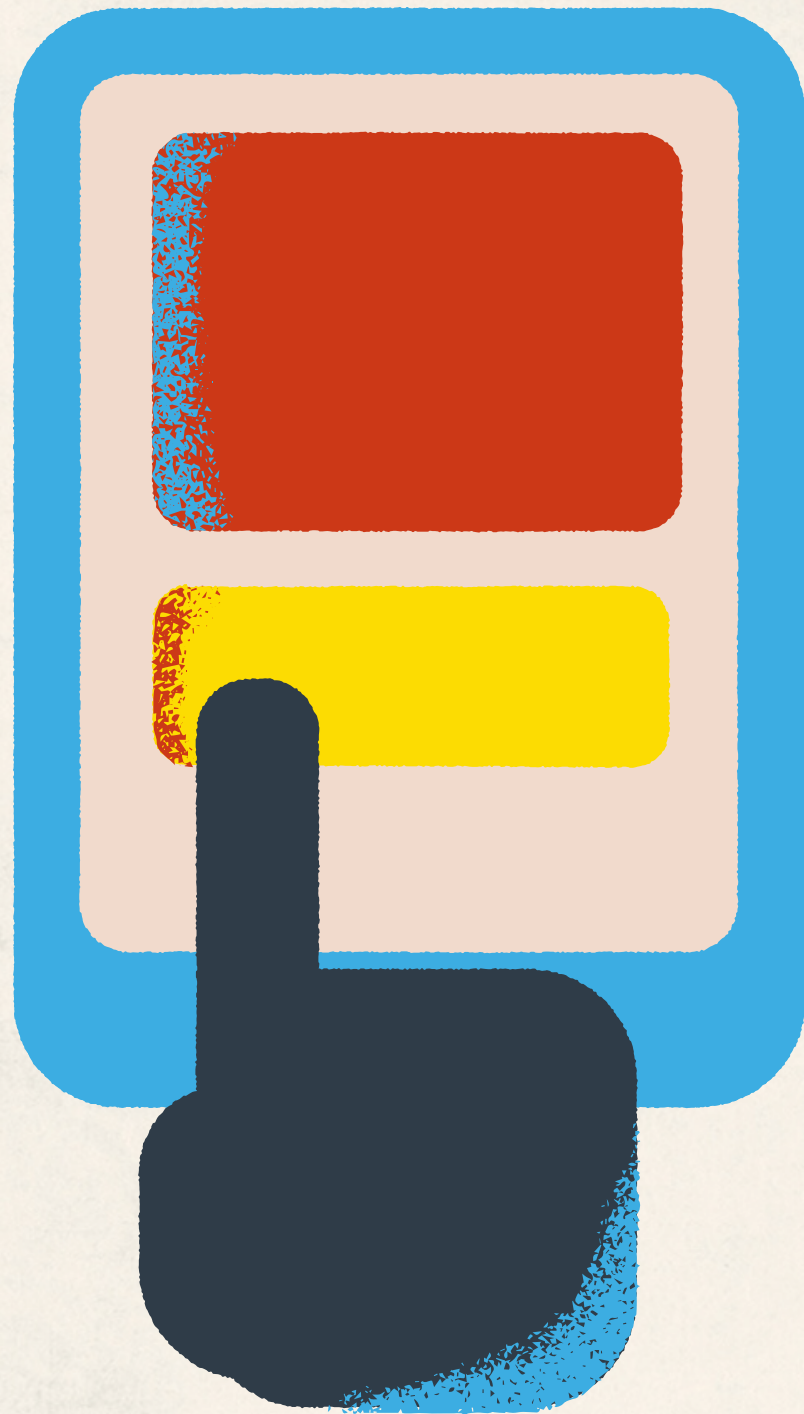
Highlight culture
Interview employees

Check your Rep

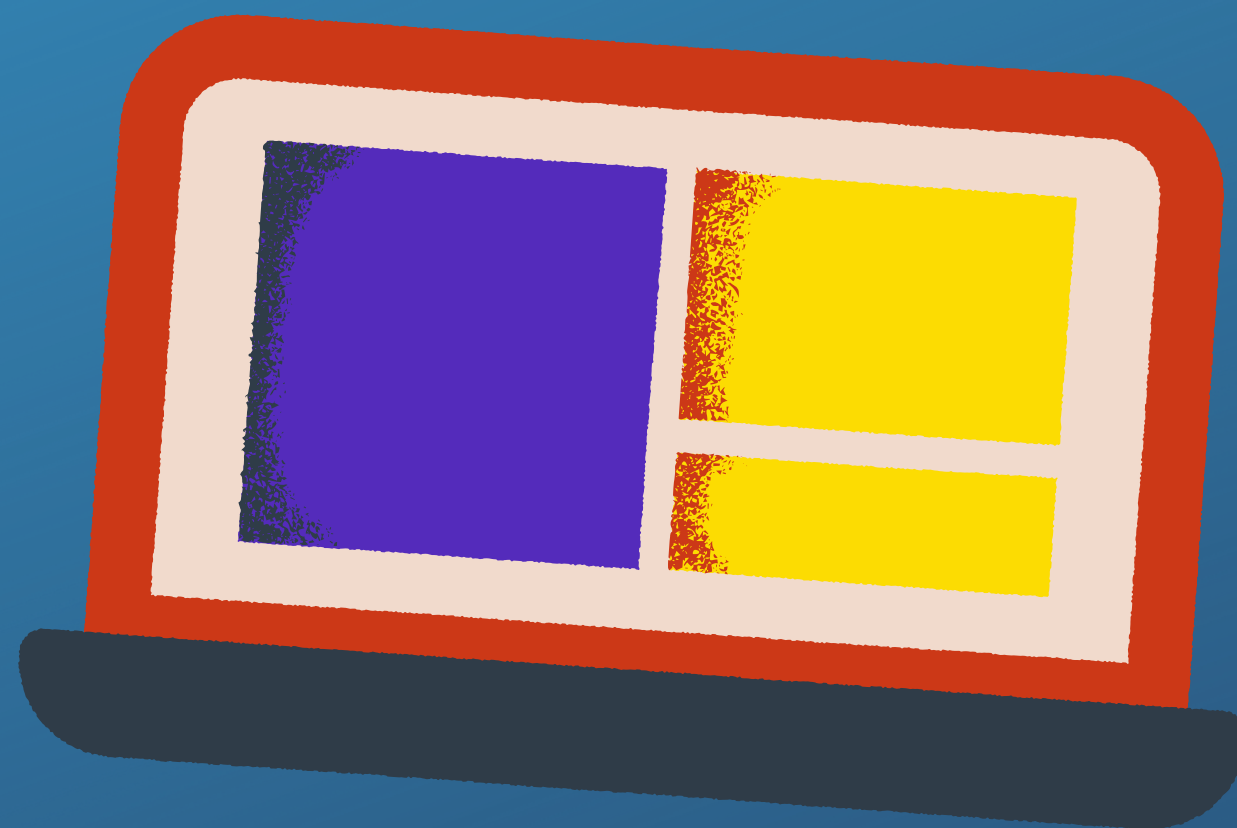
GlassDoor
Facebook
Yelp



7 AREAS OF FOCUS FOR 2024



- ✓ Network Selection
- ✓ Content Ideas
- ✓ Graphics
- ✓ Videos
- ✓ User Generated Content
- ✓ Ads
- ✓ Talent Attraction



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