

3 CRUCIAL ELEMENTS TO TURN SOCIAL INTO BUSINESS

FROM: *"SOCIAL BUSINESS FOR CONNECTION, LIVELIHOOD AND FUN"*

This simple formula represents our strategy for building social media into your marketing plan. We've also geared it to coaches, consultants and small business owners:

LCR = Listen, Community, Response

L – Listen: The best learning comes from understanding your audience by **listening** to them.

- There are now many great tools that can help you learn from others about where your audience is, what they enjoy, and especially what they want.

C – Community: Social is about **community**.

- Are you open to using social media to connect with your community on a regular basis?
- Is the right audience present where it matters to your business?
- What type of social media fits you (is fun for you) AND useful to your intended audience?

R –Response: The classic marketing funnel is about creating your **Most Wanted Response** (MWR.)

- Social media fits WITHIN marketing, so social business is about bringing customers to your website, vs. sending them away from your website.
- Once they are on your website, focus on the MWR. Once you have a response happening consistently, congratulations! Welcome to Social Business.
- Refinement of this approach will help you achieve our goal in the Social Media Learning Lab which is, *"20 minutes a day to have clients calling you."*

For more: Visit Reveln.com, our main site to see our work in action. For strategies, tools & tips geared to coaches, consultants and small business owners also see, SocialMediaLearnLab.com as featured on our strategy page here.

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- Pinterest: [Social Media Learning Lab](#) (board, 146 social media pins including infographics)
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- Email us about your interests: SocMediaLearnLab@gmail.com

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