



Be an authority in your niche

A systematic way to grow on social



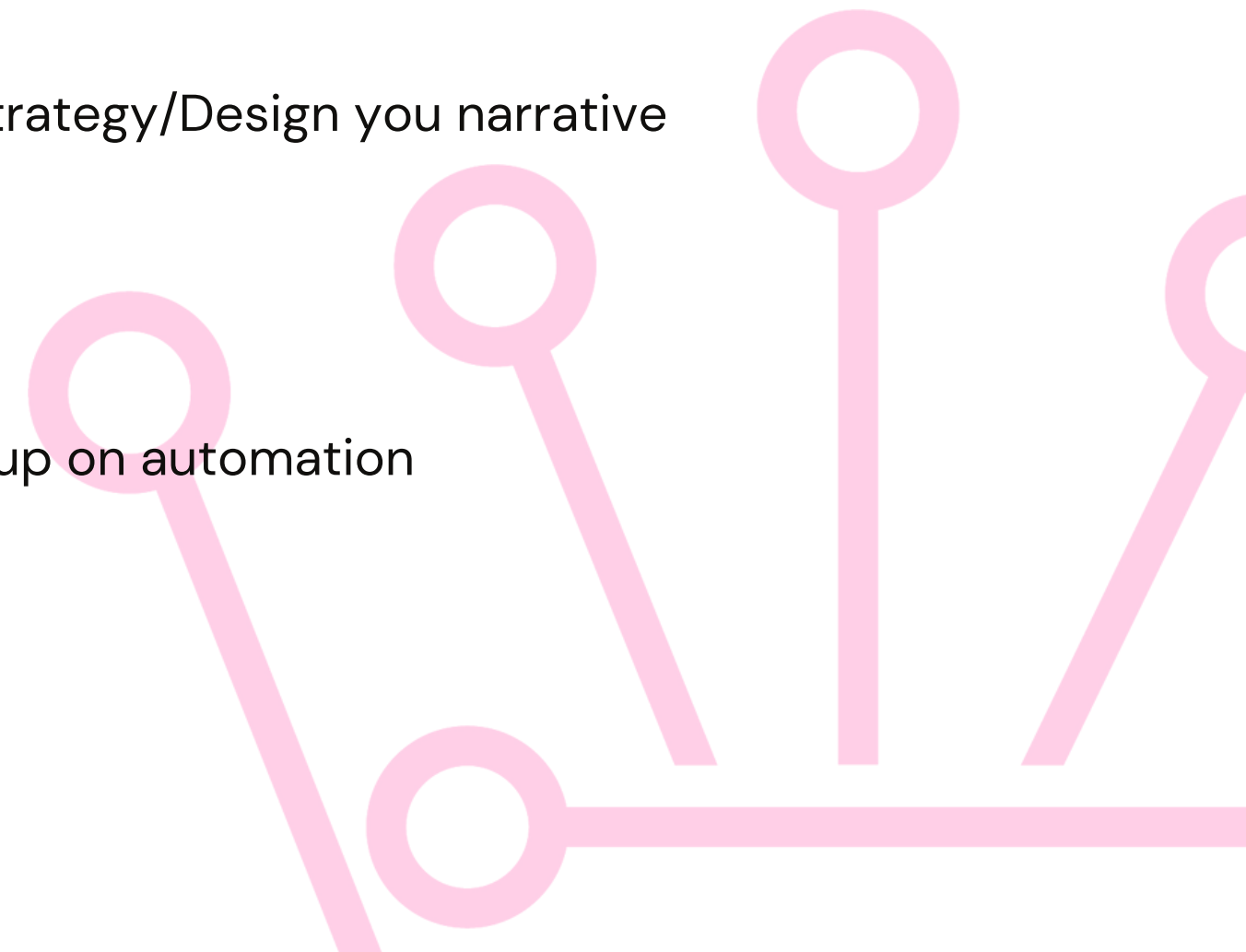
Today's Agenda

1 Build your sales funnel/buyers journey

2 Create content

3 Build a strategy/Design your narrative

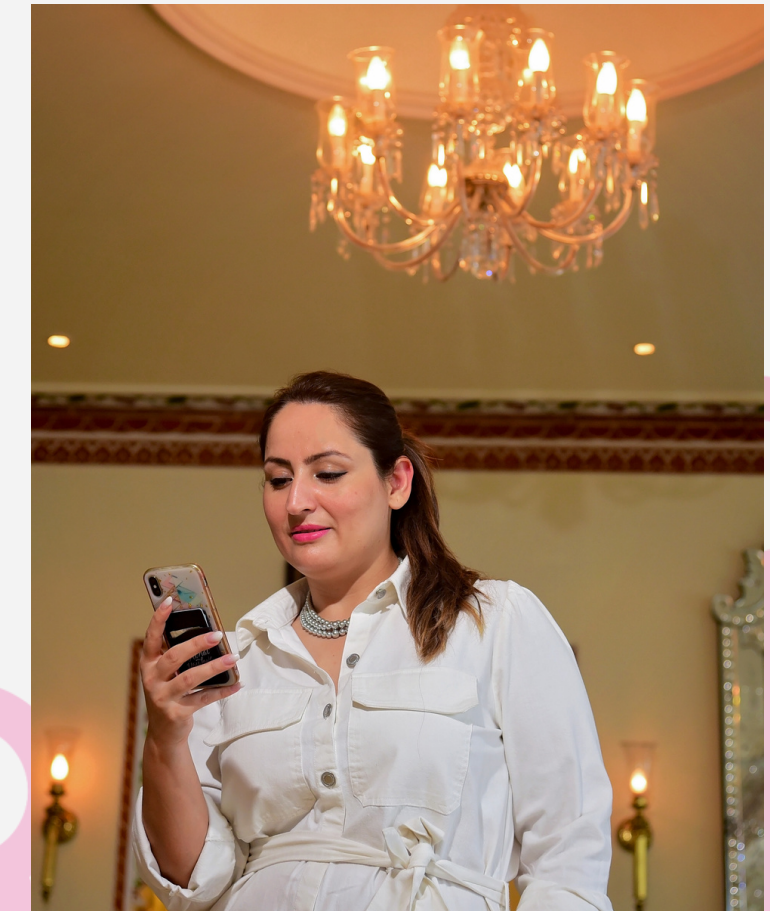
4 Set it all up on automation



Introduction

I am a Tech Marketer who has an obsession to help grow businesses with digital marketing channels

The goal of our session is to help you launch yourself as an authority on social media.

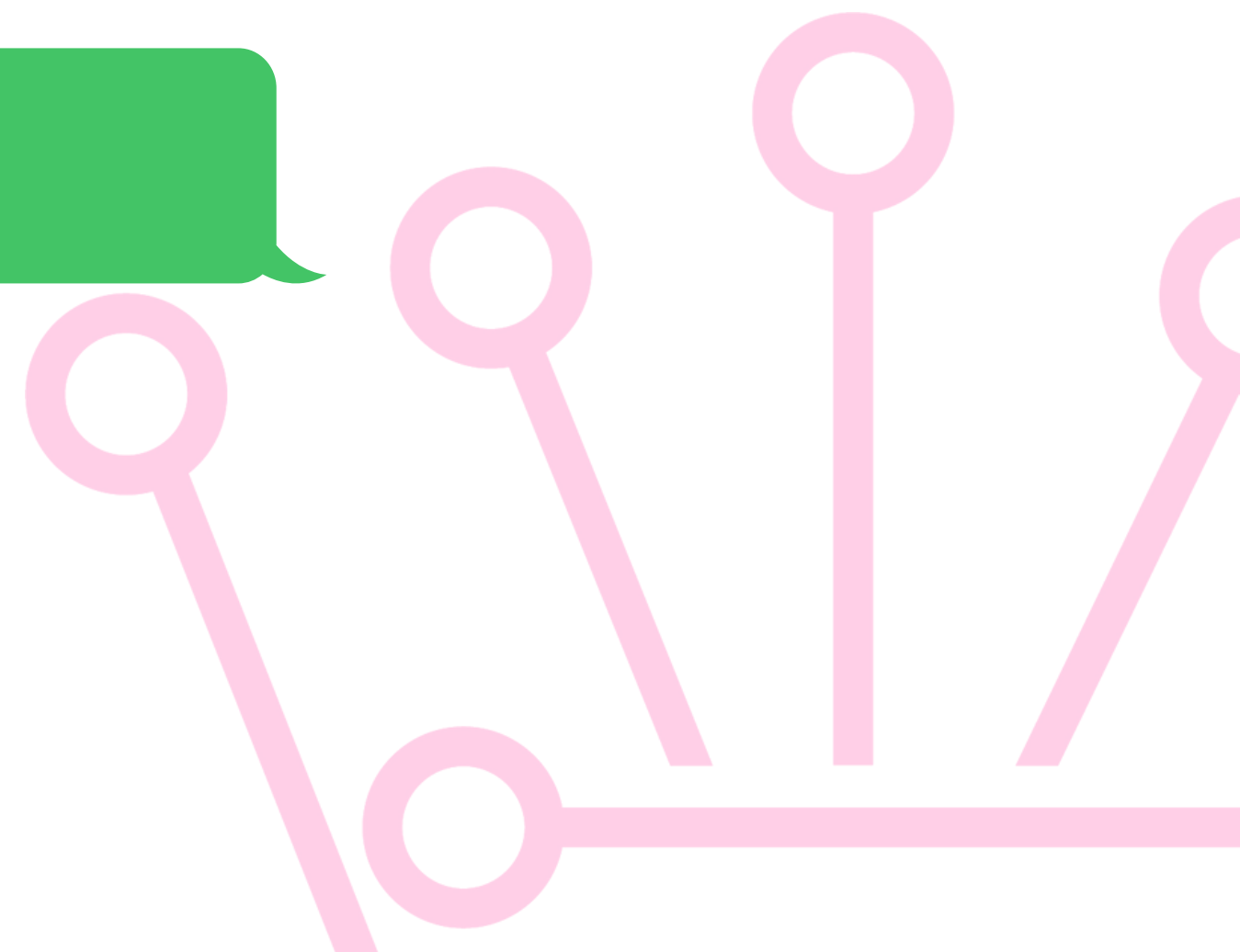


Positioning, Branding & Messaging



Are you ready?

Let's get to it!



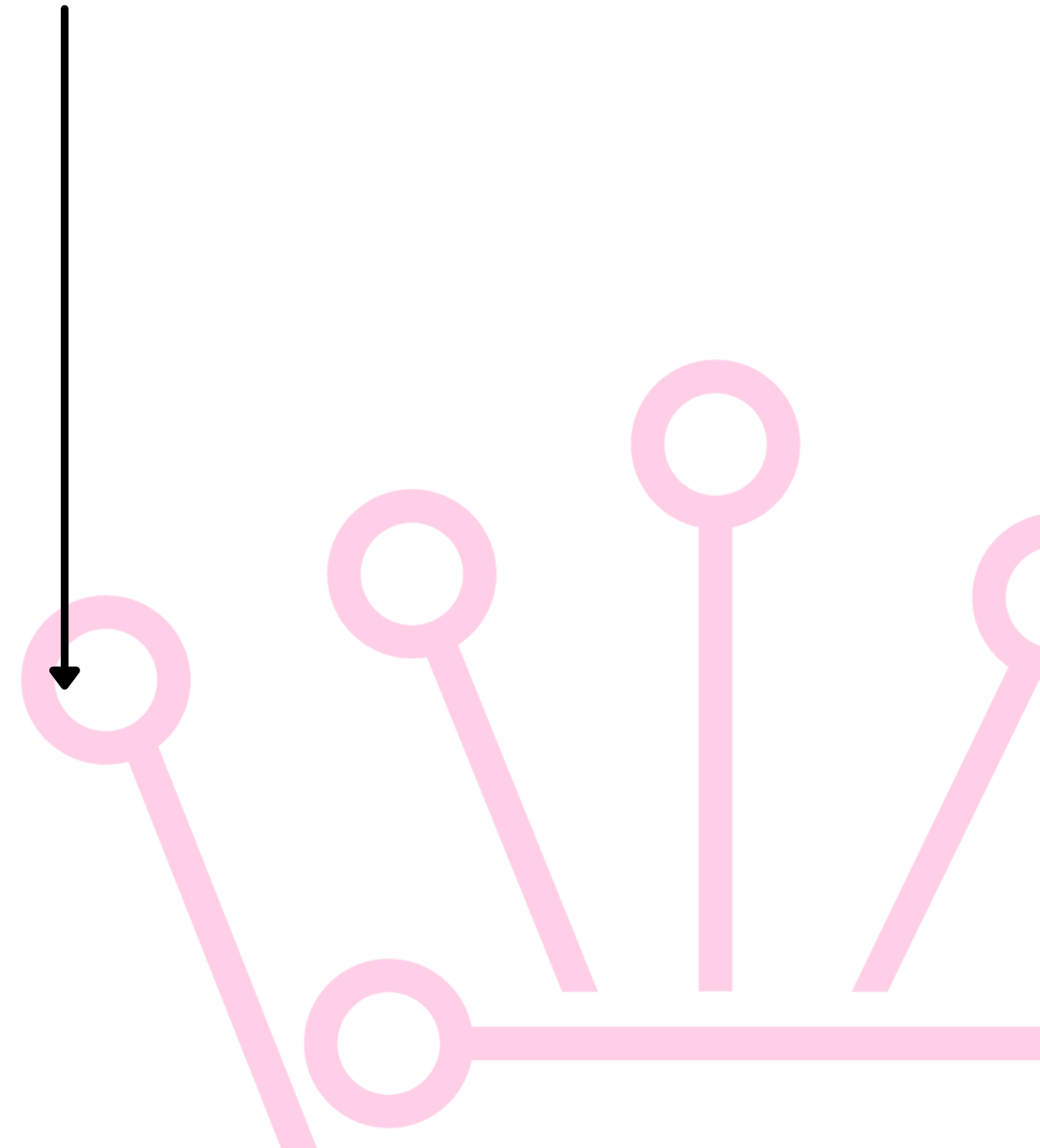
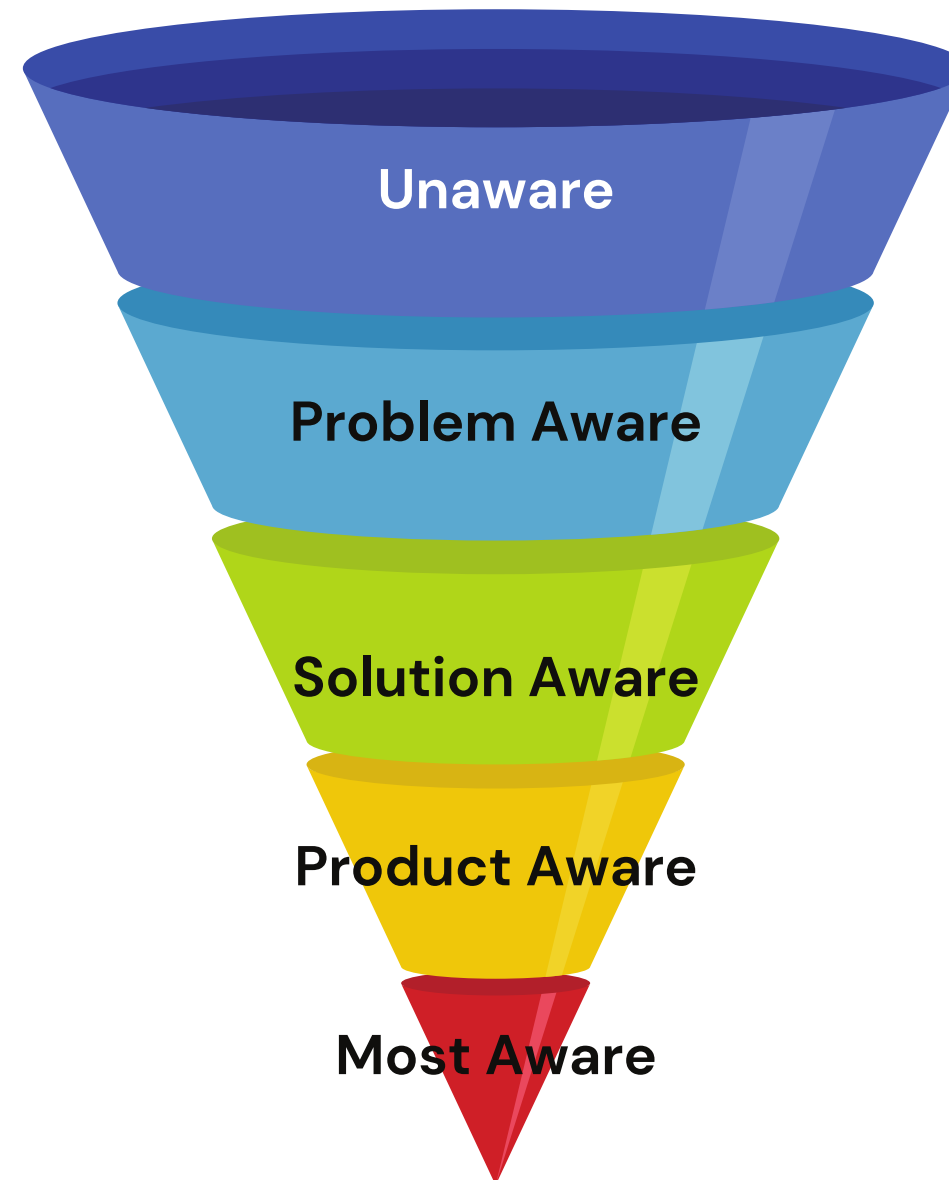
Step 1 – Sales Funnel

Step 1 in every business should always be a sales funnel. How will i attract people, what question will they have, how will i answer them, how can they connect with you, what happens after they connect with me, how do i build trust with them and make them my customer





Sales Funnel



Buyers journey on Social Media Funnel Works different way

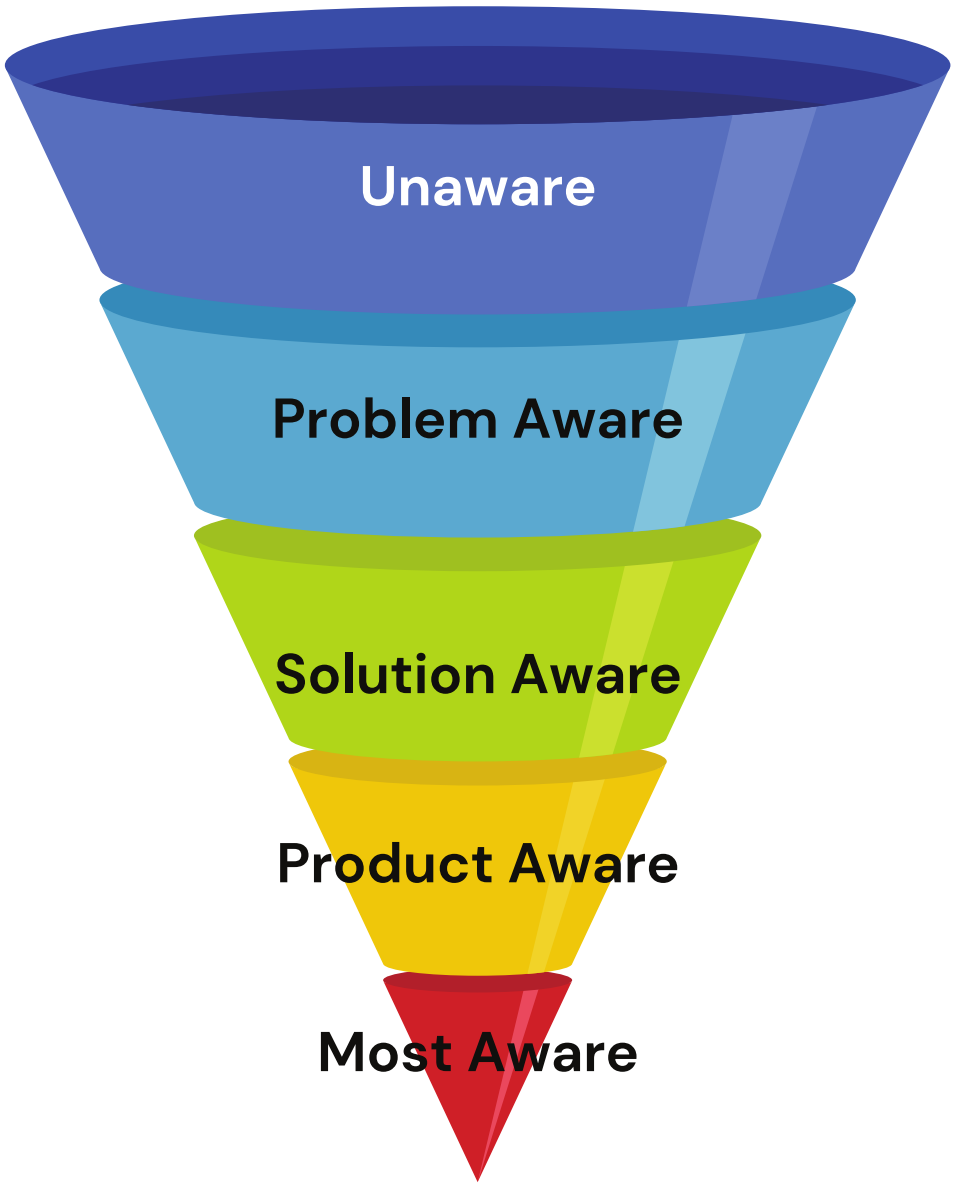
P3: Someone who needs a lot of education
Broad Audience Demographics

P2: People who can be convinced into buying
Retargeting audience

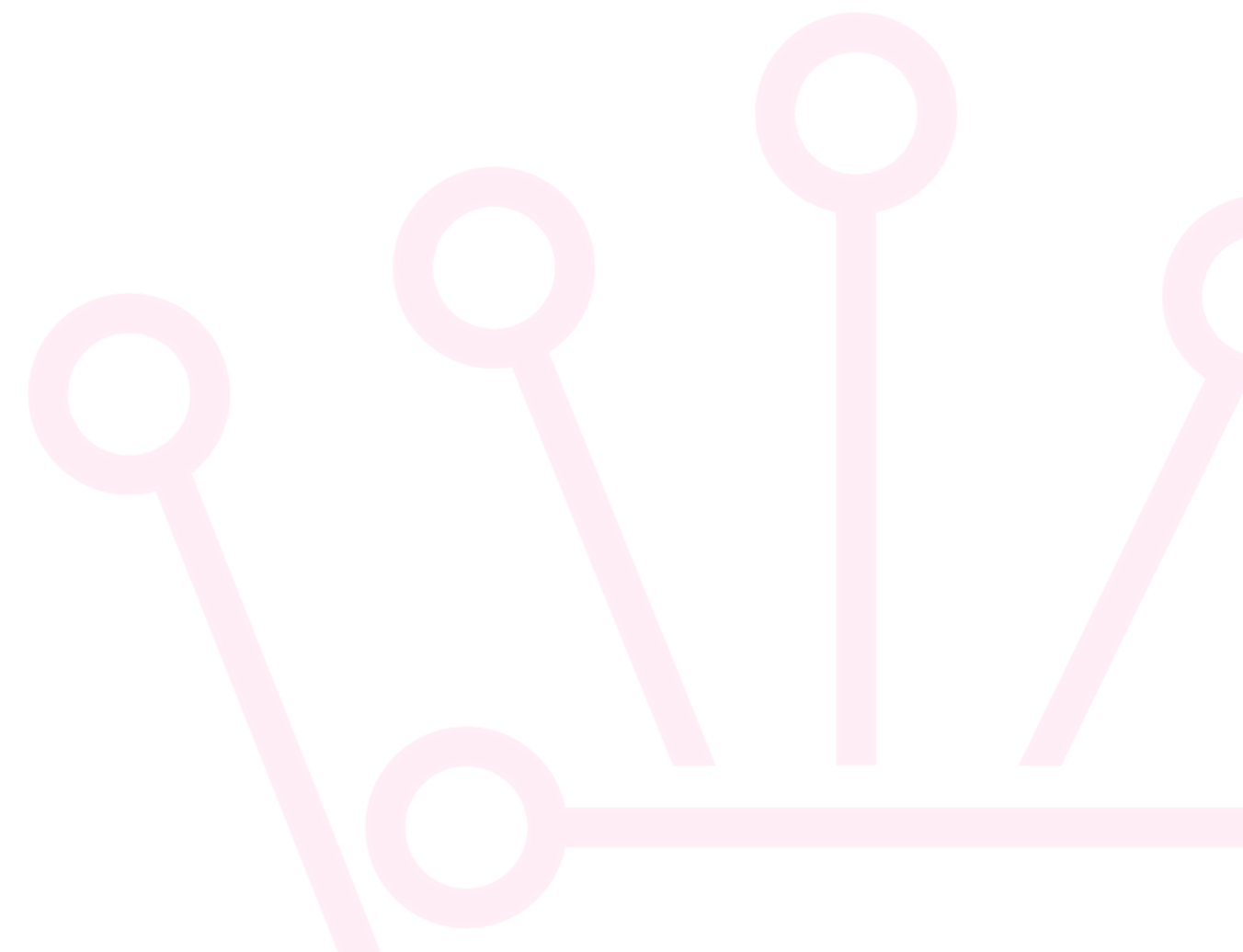
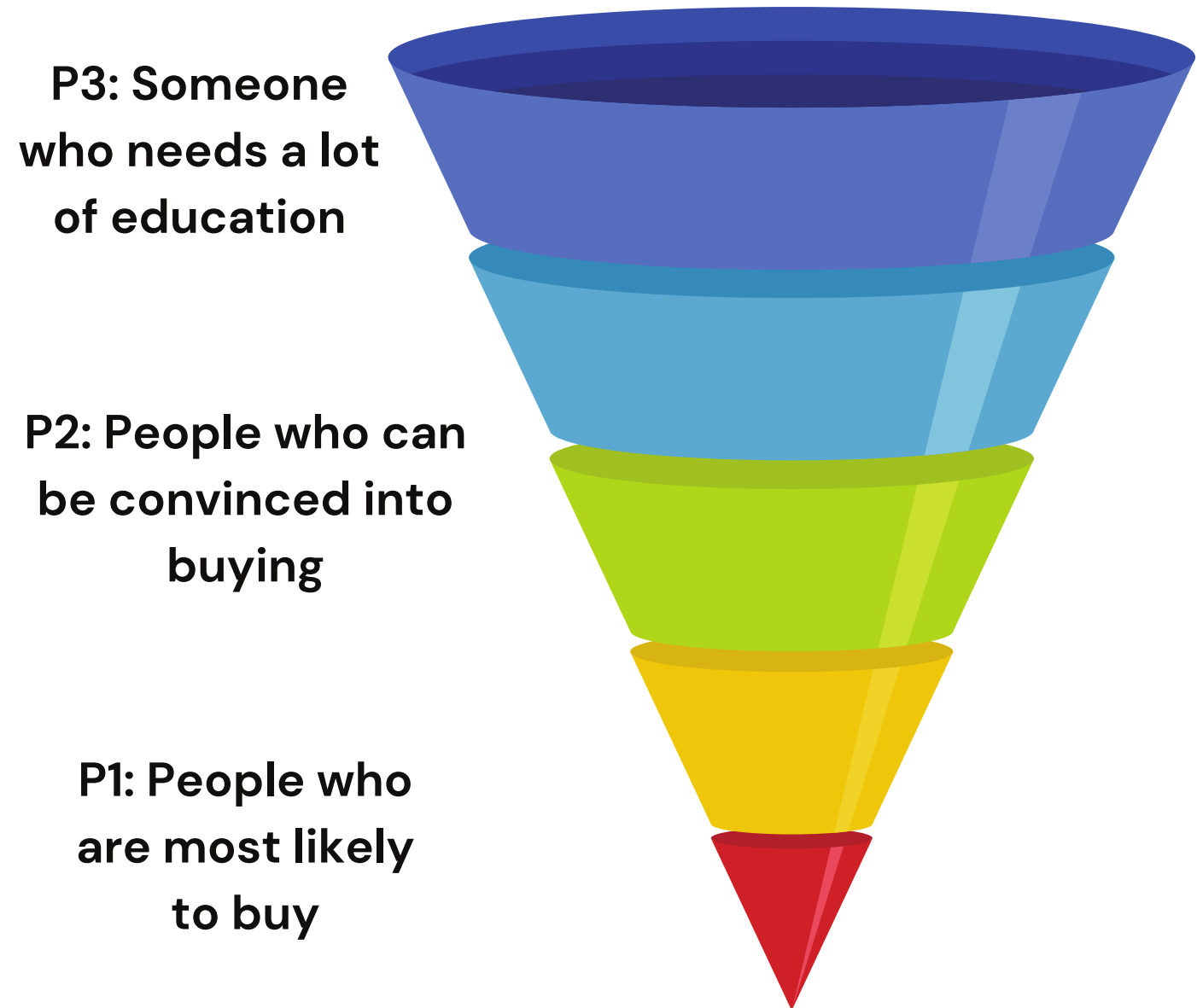
P1: People who are most likely to buy
Core interest based audience



Funnel



Funnel



Step 2 – Strategy

Now that you have your funnel, and know who to target, It's time to build a strategy on how to target them



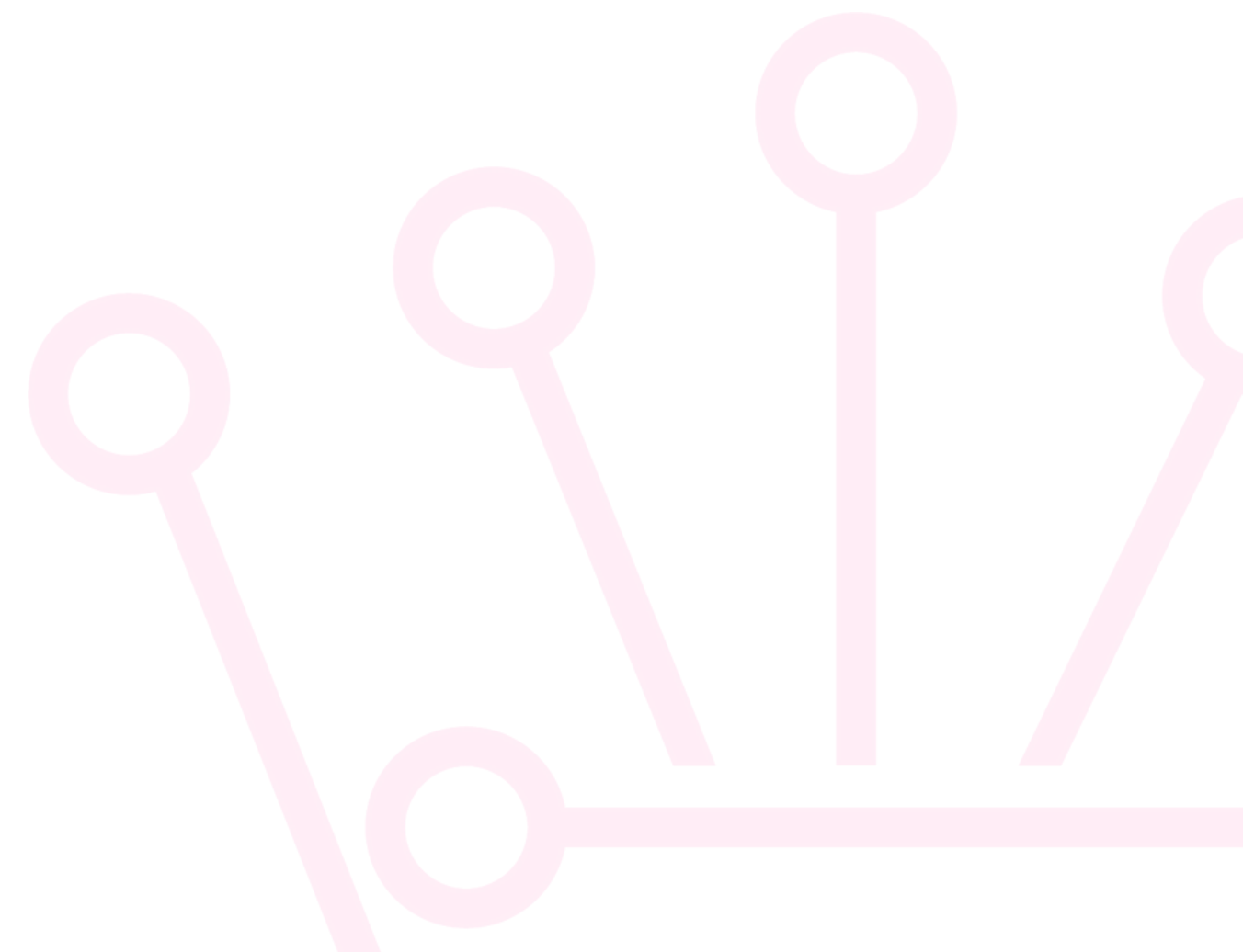
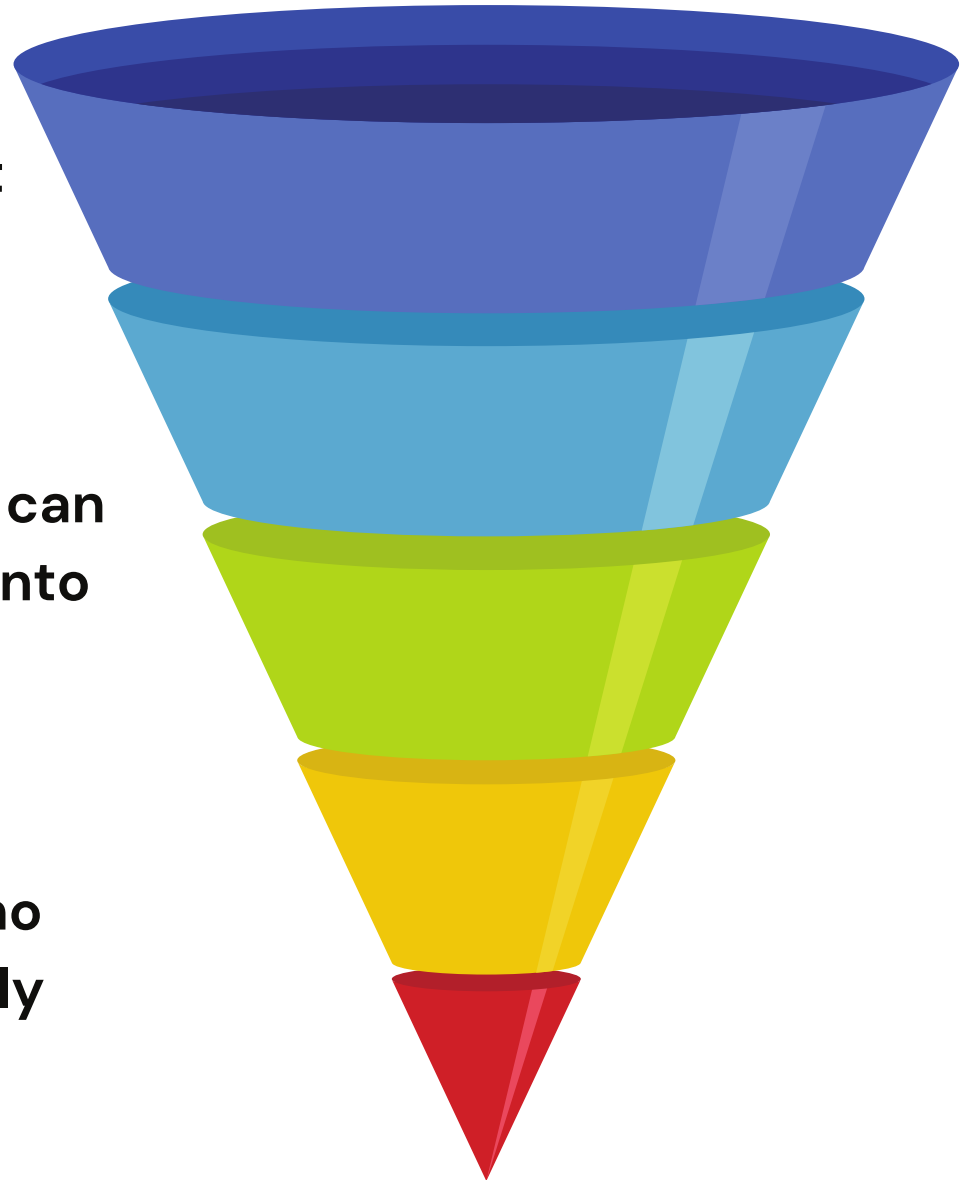
Funnel

Strategy

P3: Someone
who needs a lot
of education

P2: People who can
be convinced into
buying

P1: People who
are most likely
to buy



Funnel

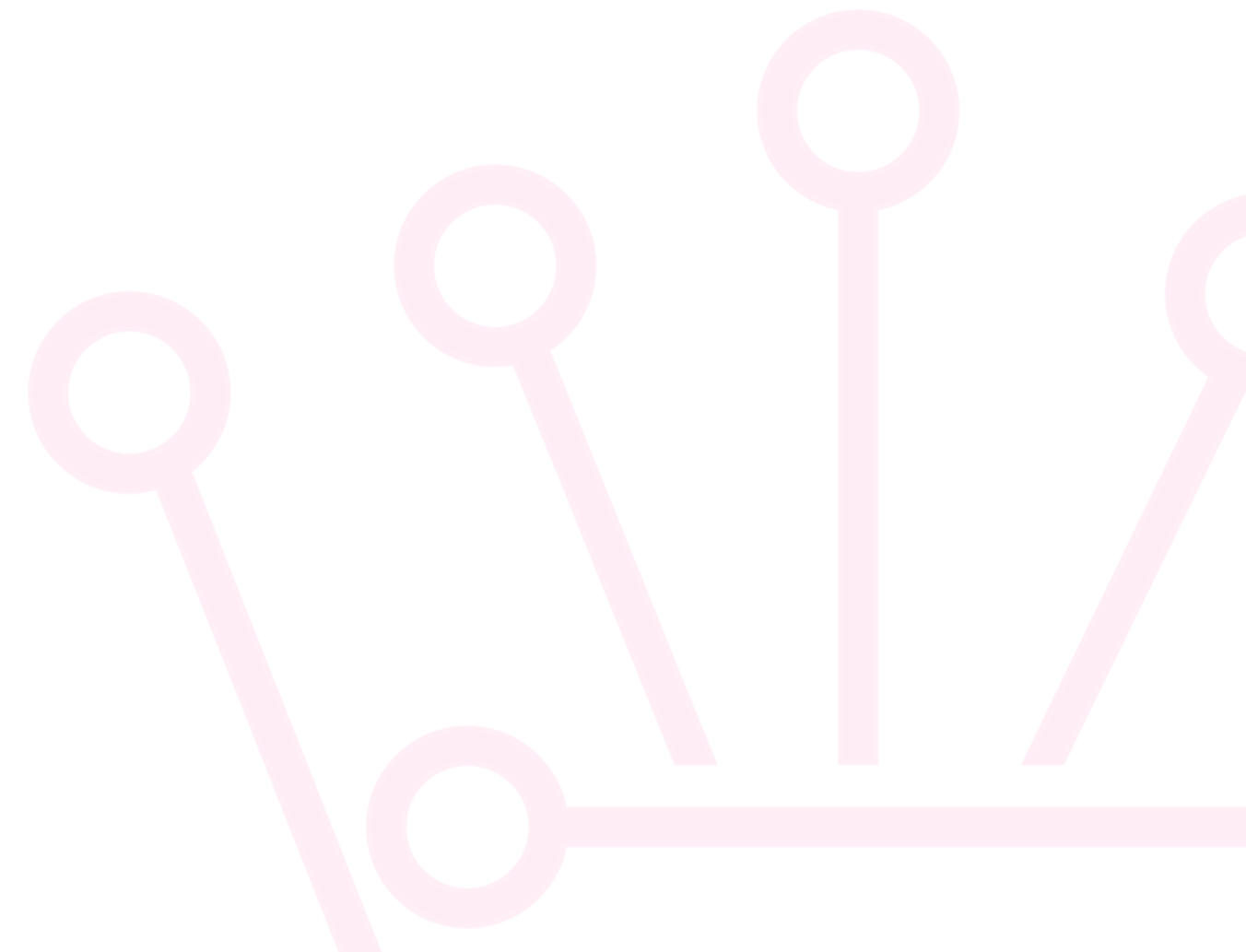
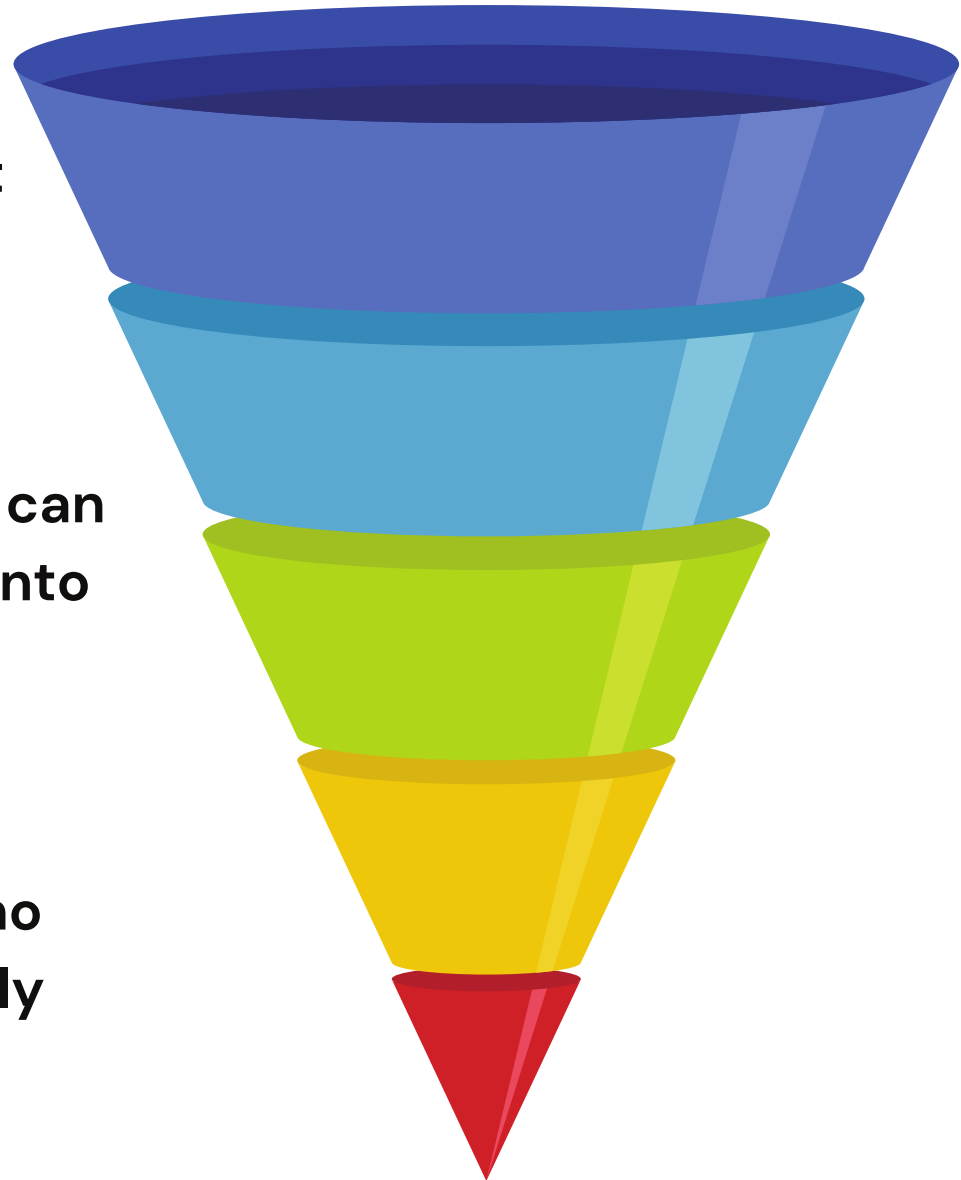
Strategy

DM/Stories/Linkinbio/
Product Tagging/Post
Boosting/ TOFU Ads

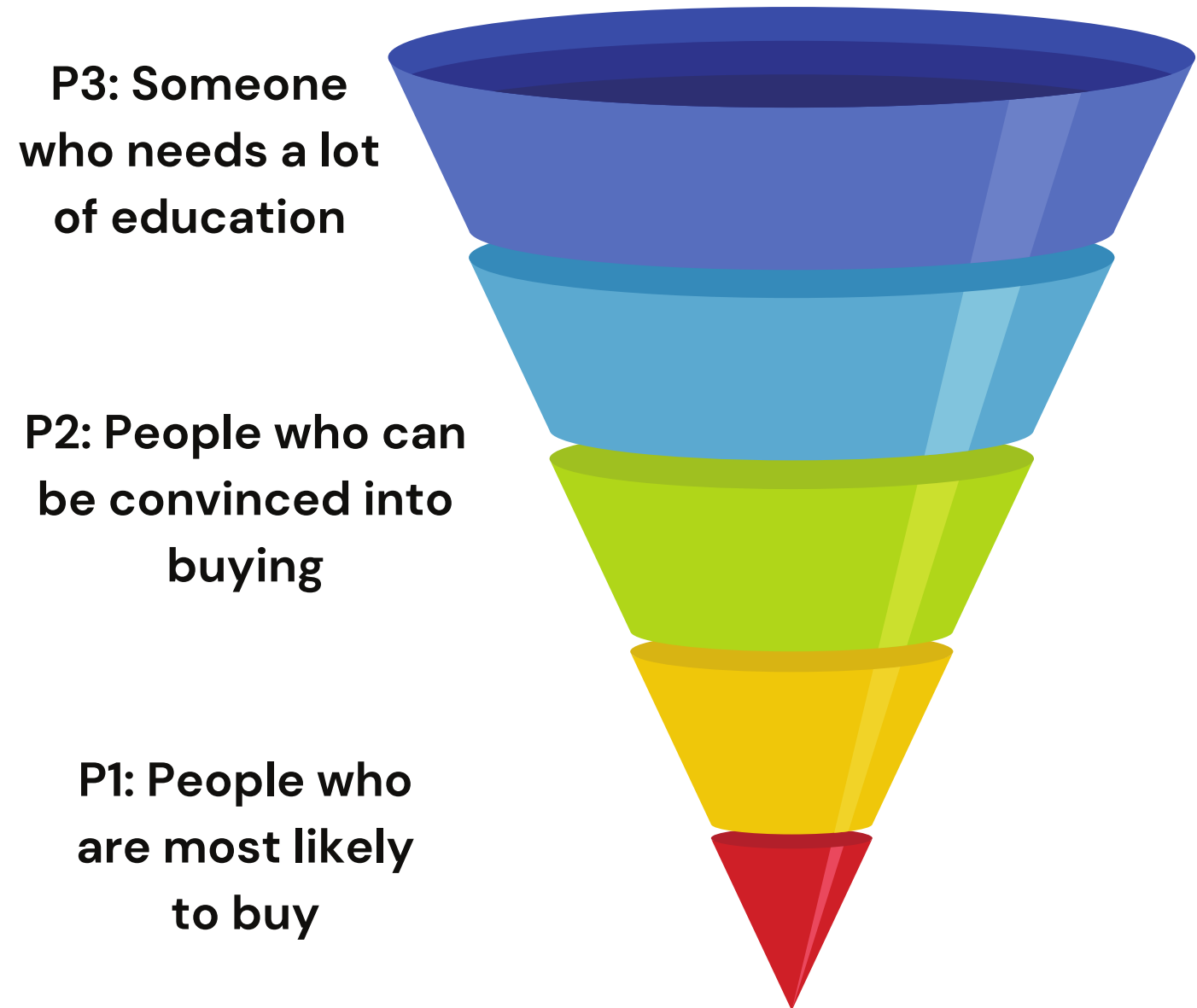
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Funnel

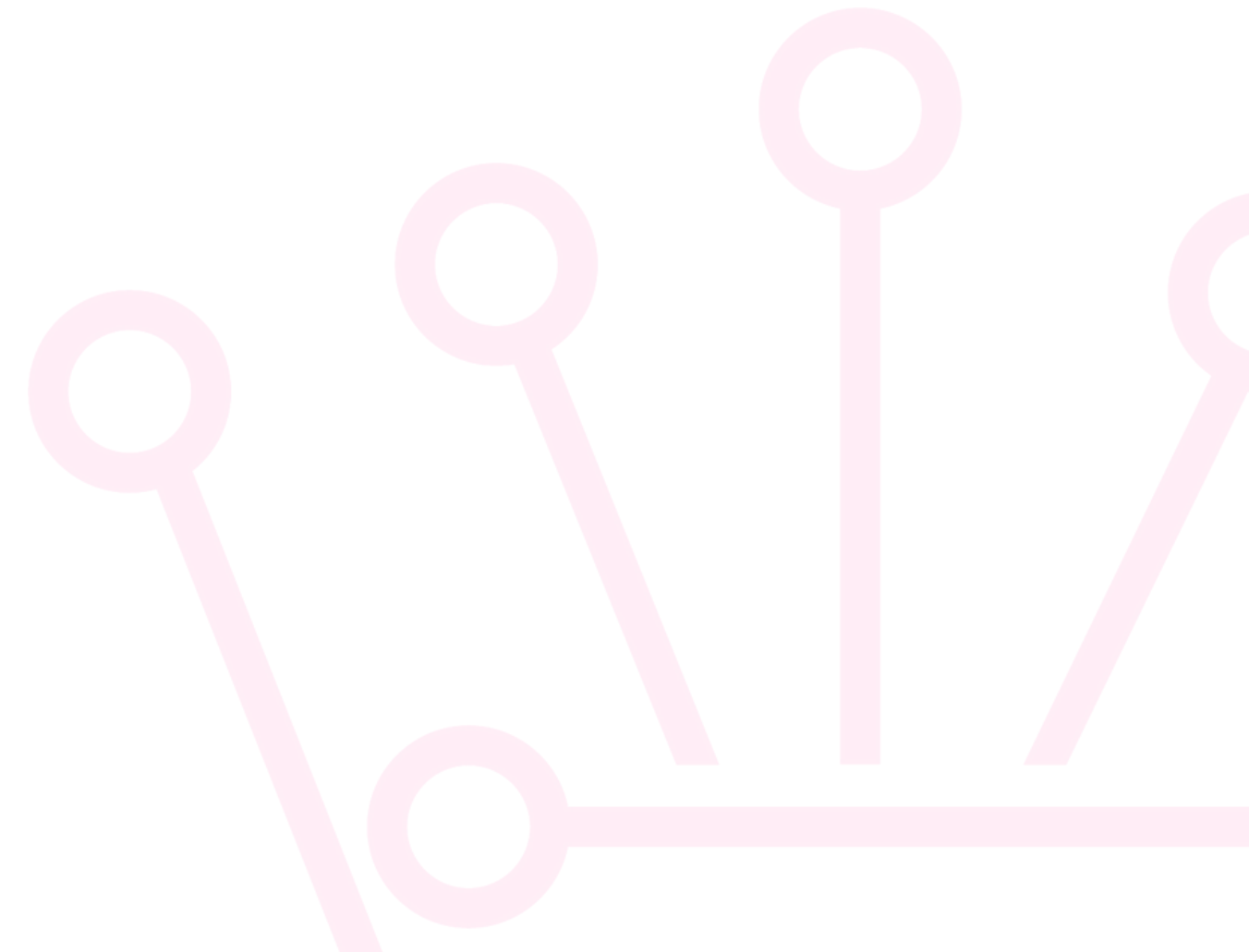


Strategy

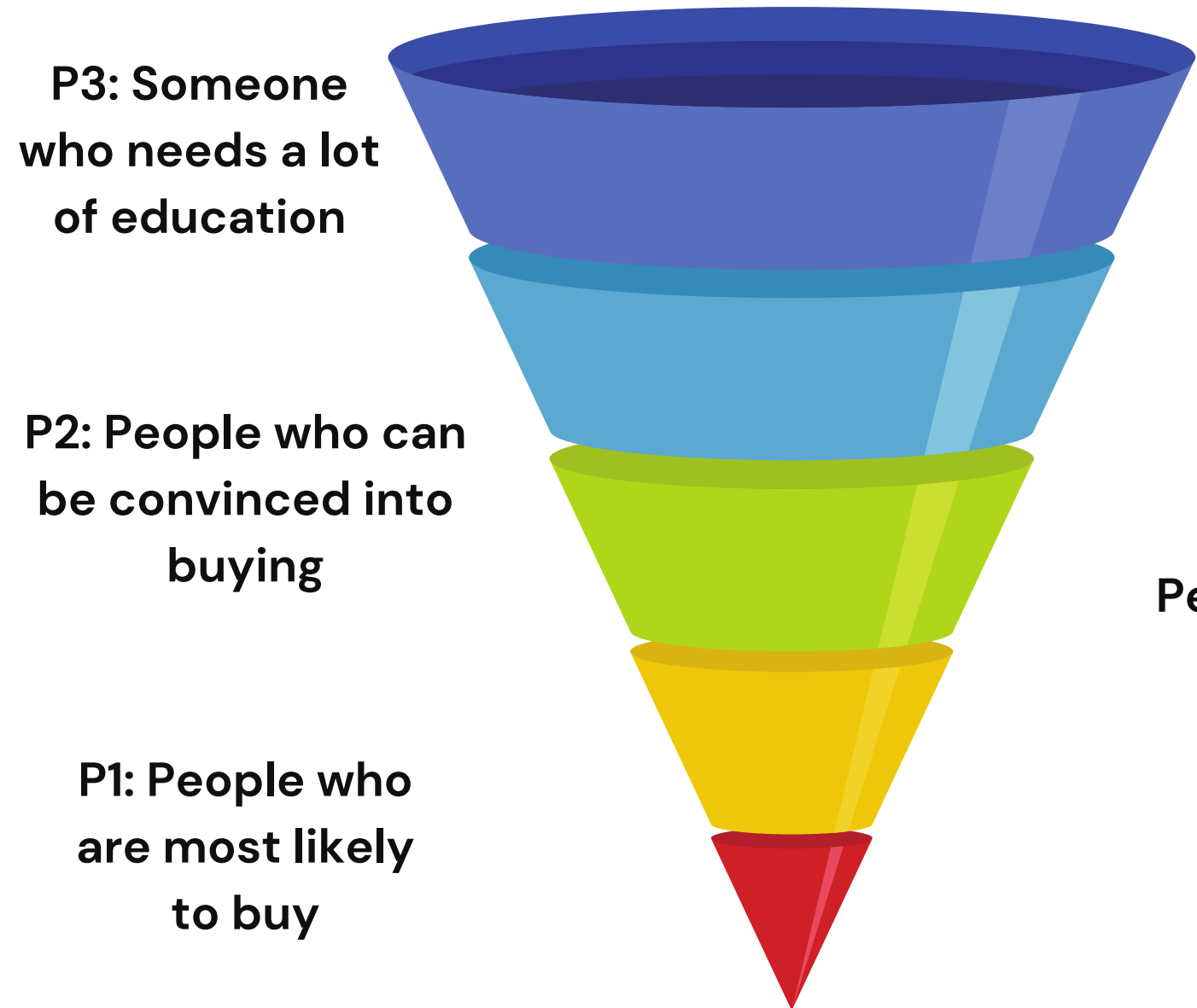
DM/Stories/Linkinbio/
Product Tagging/Post
Boosting/ TOFU Ads



Product page/Offer Page with
a pop-up for email capture &
asking them for their
concerns



Funnel

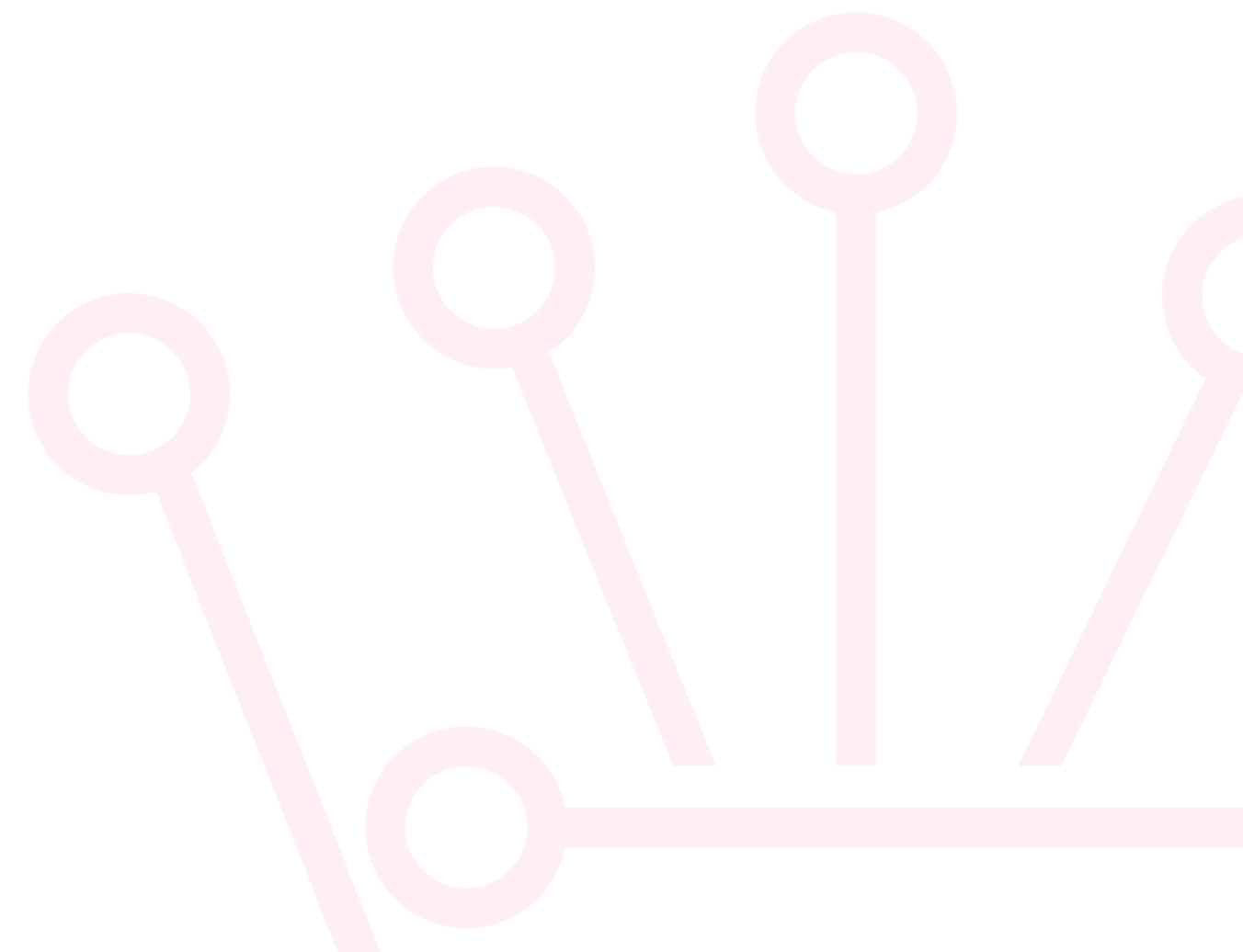


Strategy

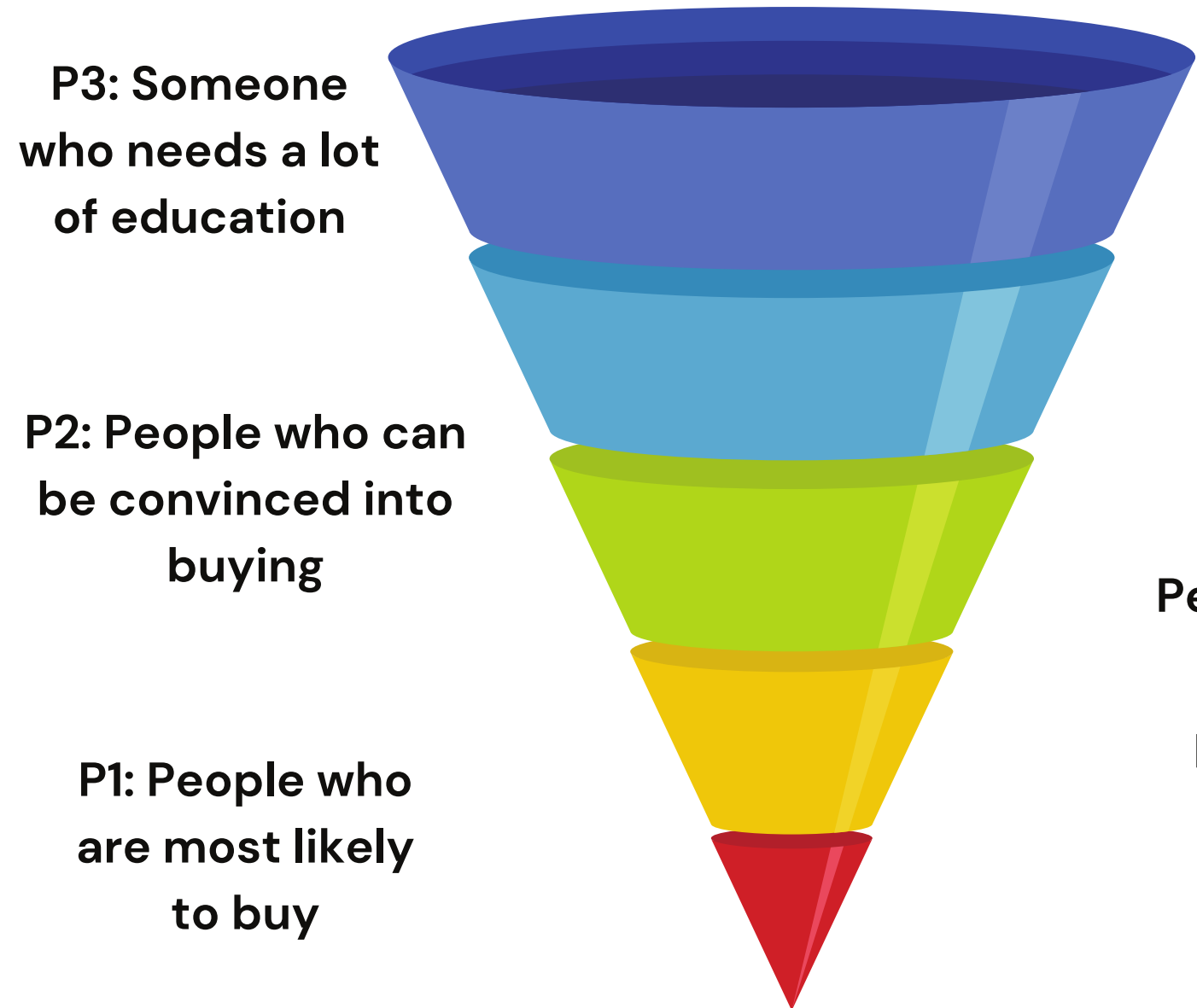
DM/Stories/Linkinbio/
Product Tagging/Post
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Product page/Offer Page with
a pop-up for email capture &
asking them for their
concerns

Personalized Email Drip



Funnel



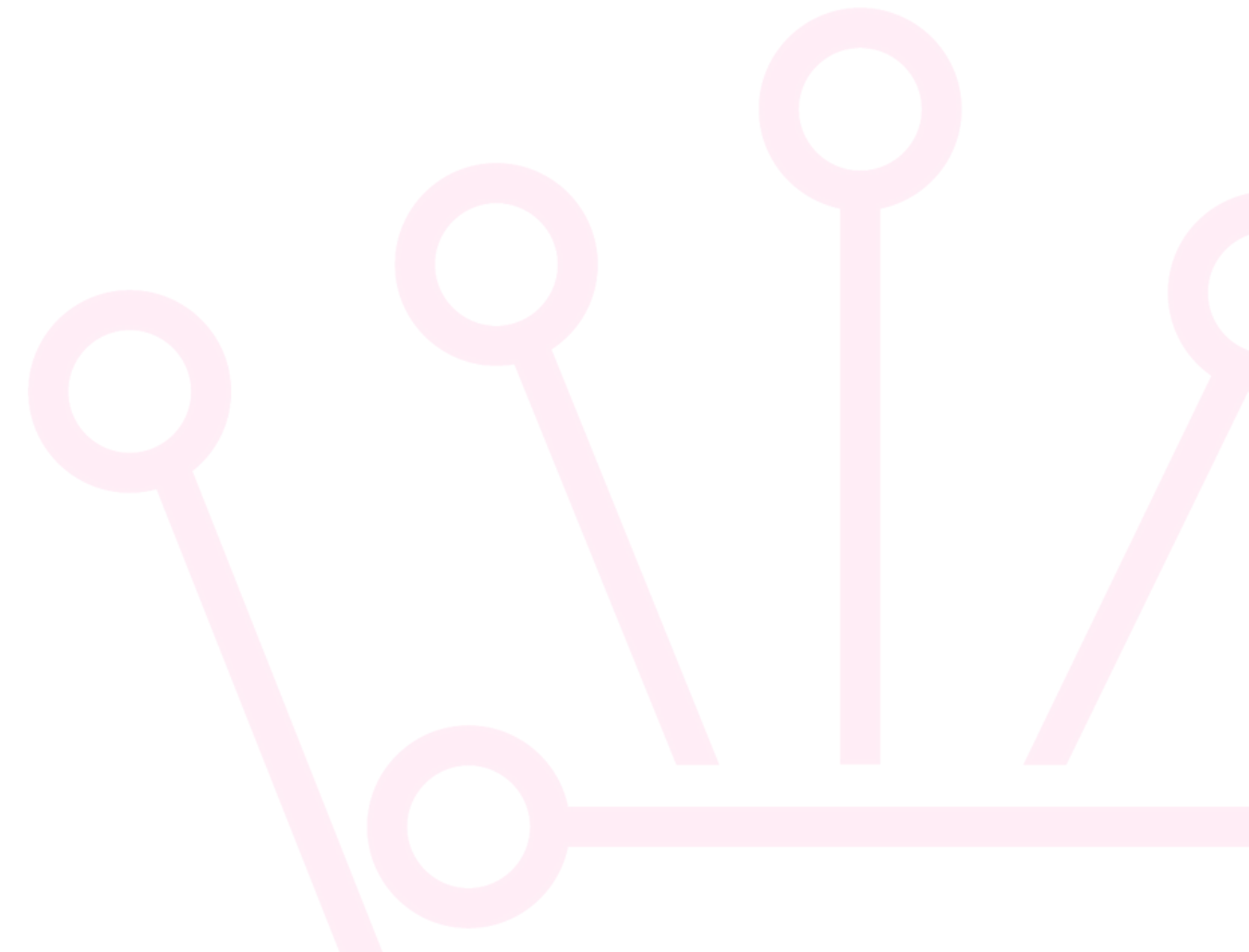
Strategy

DM/Stories/Linkinbio/
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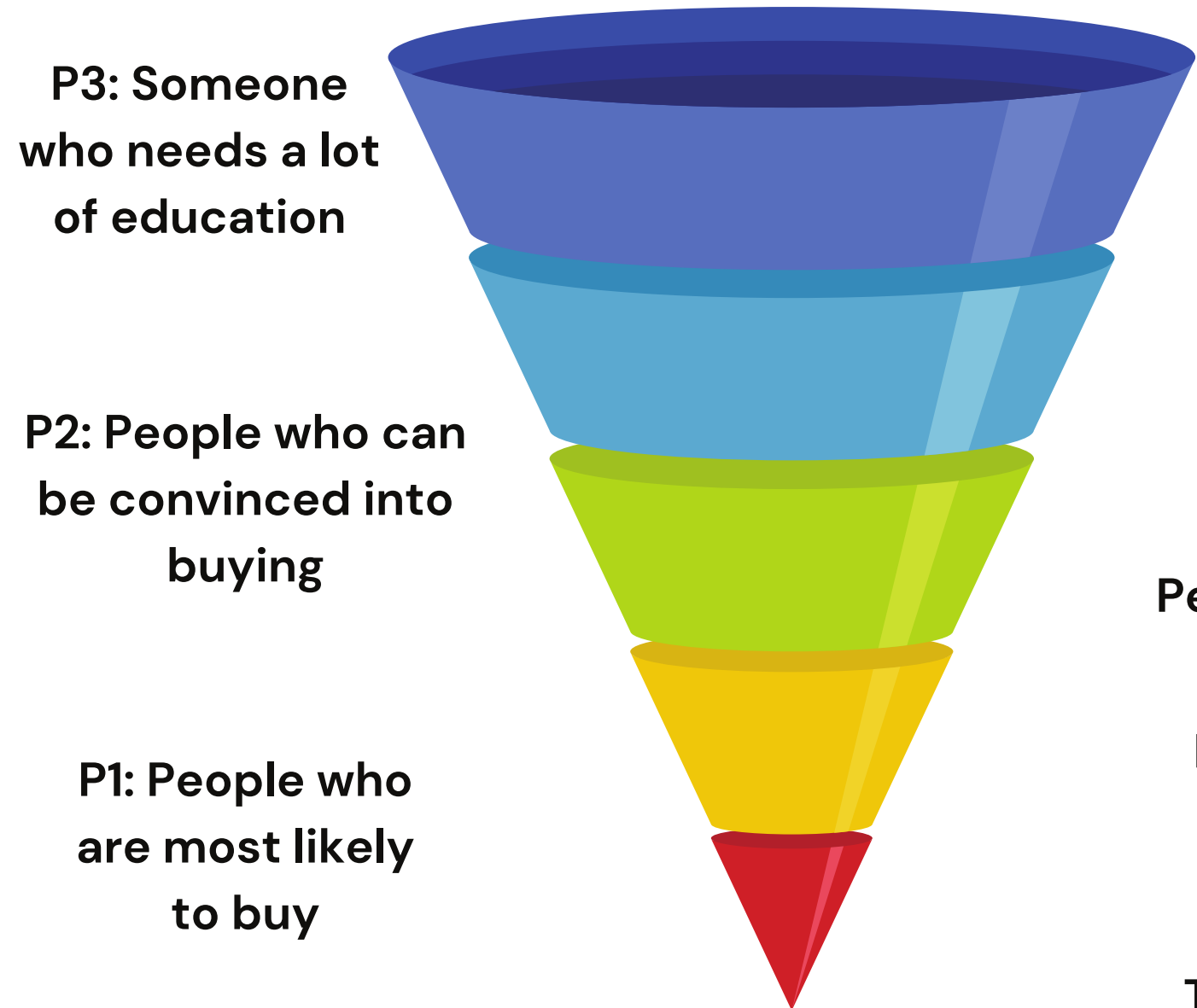
Product page/Offer Page with
a pop-up for email capture &
asking them for their
concerns

Personalized Email Drip

Reviews/Testimonials
of results



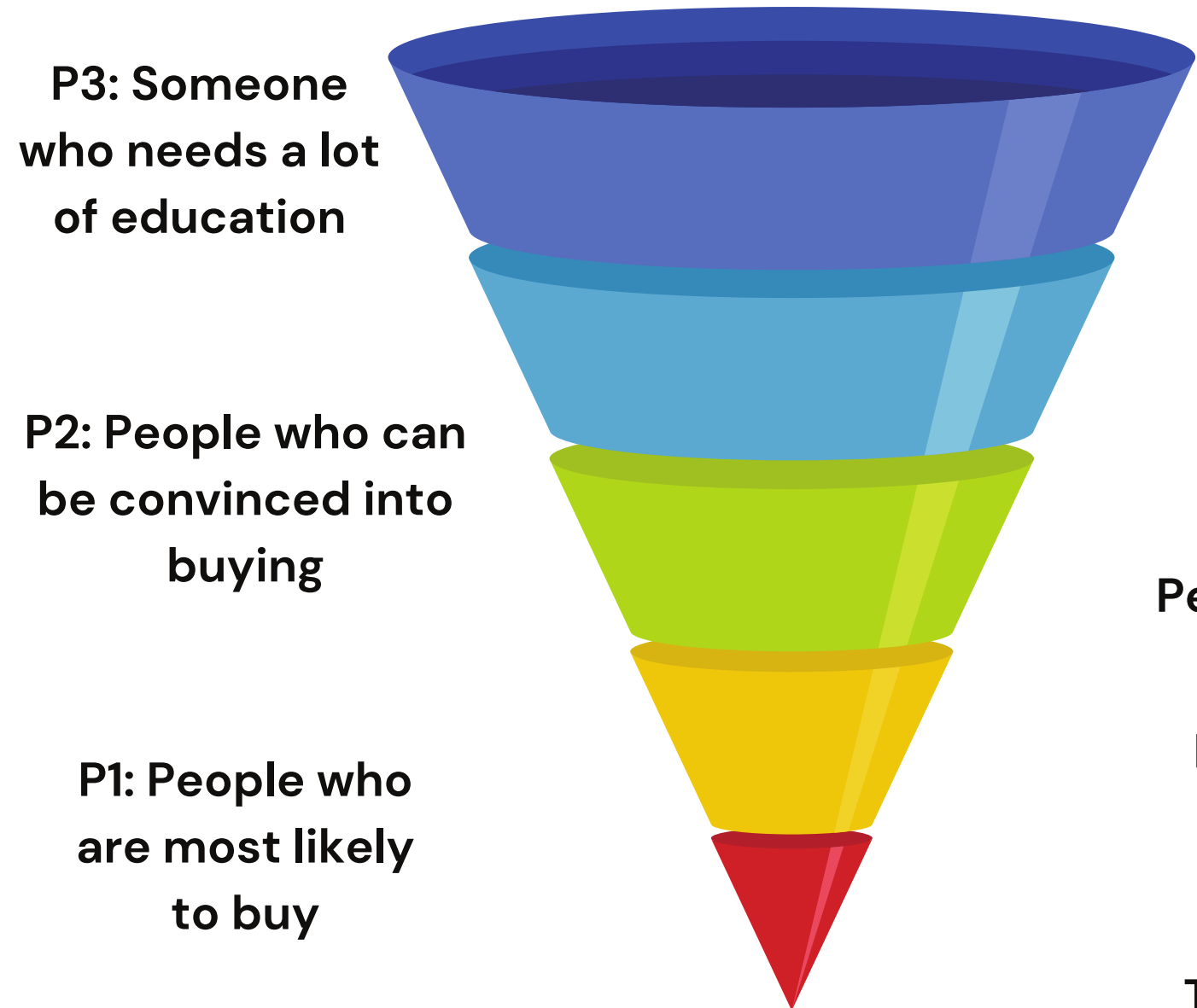
Funnel



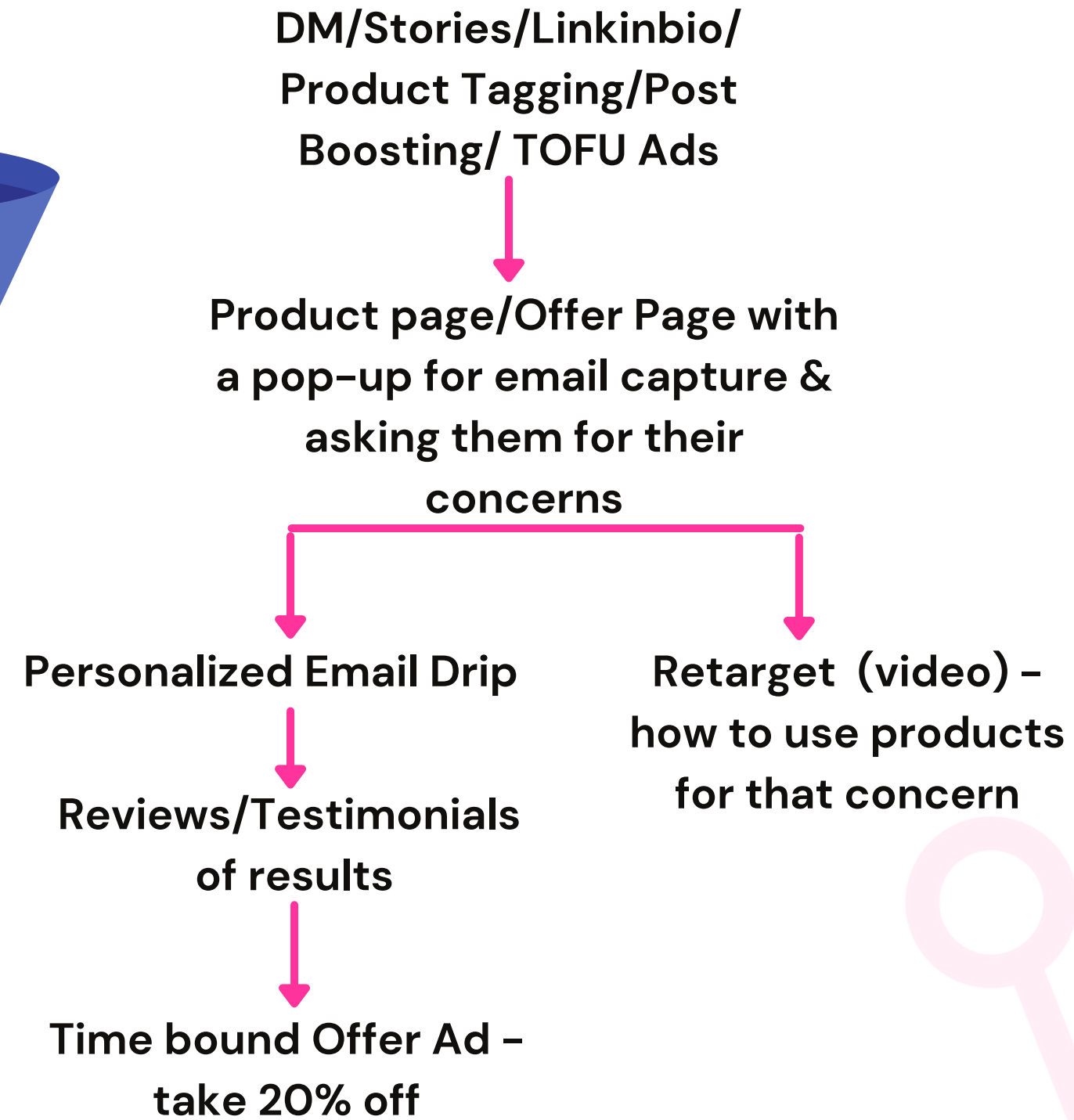
Strategy



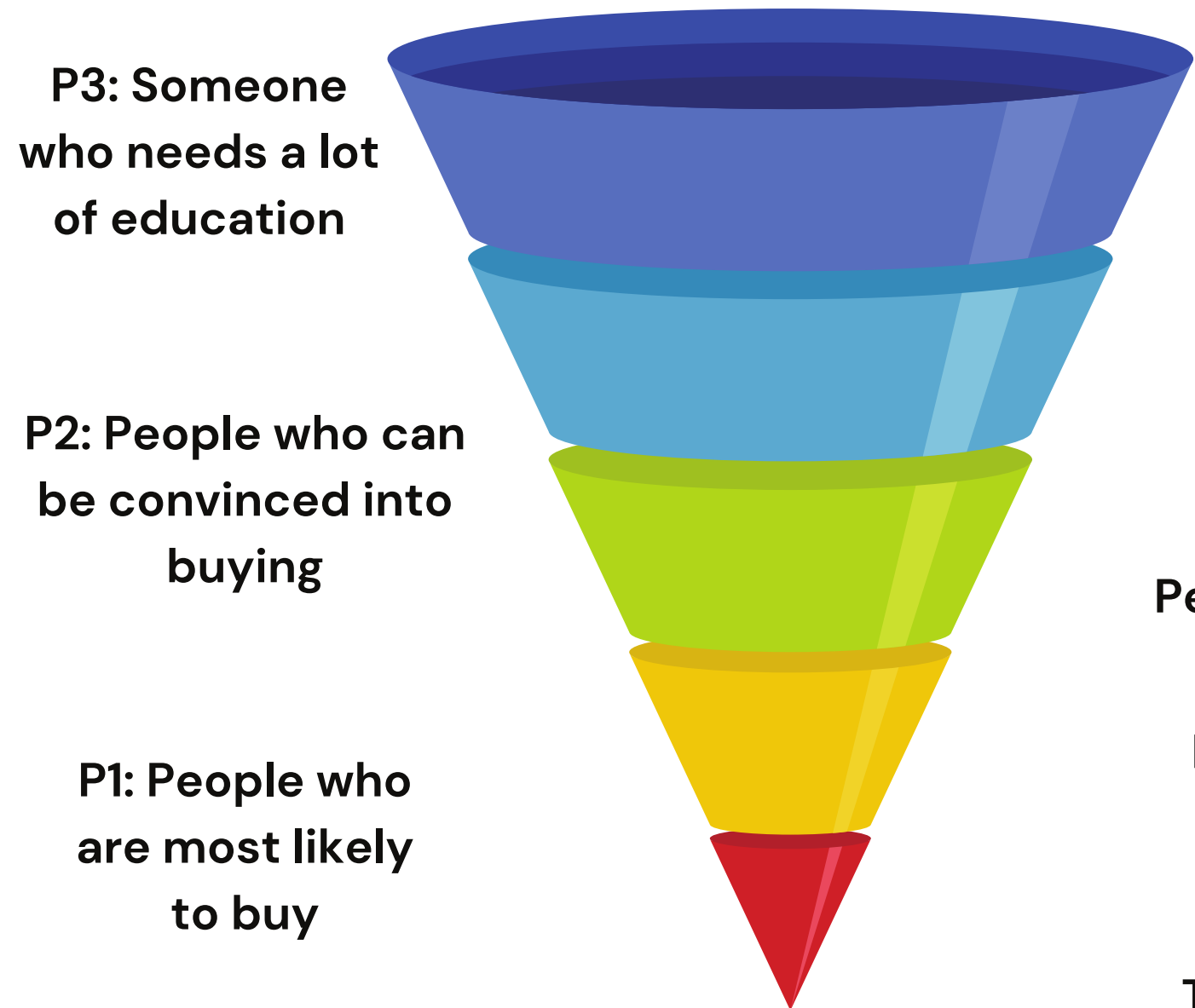
Funnel



Strategy



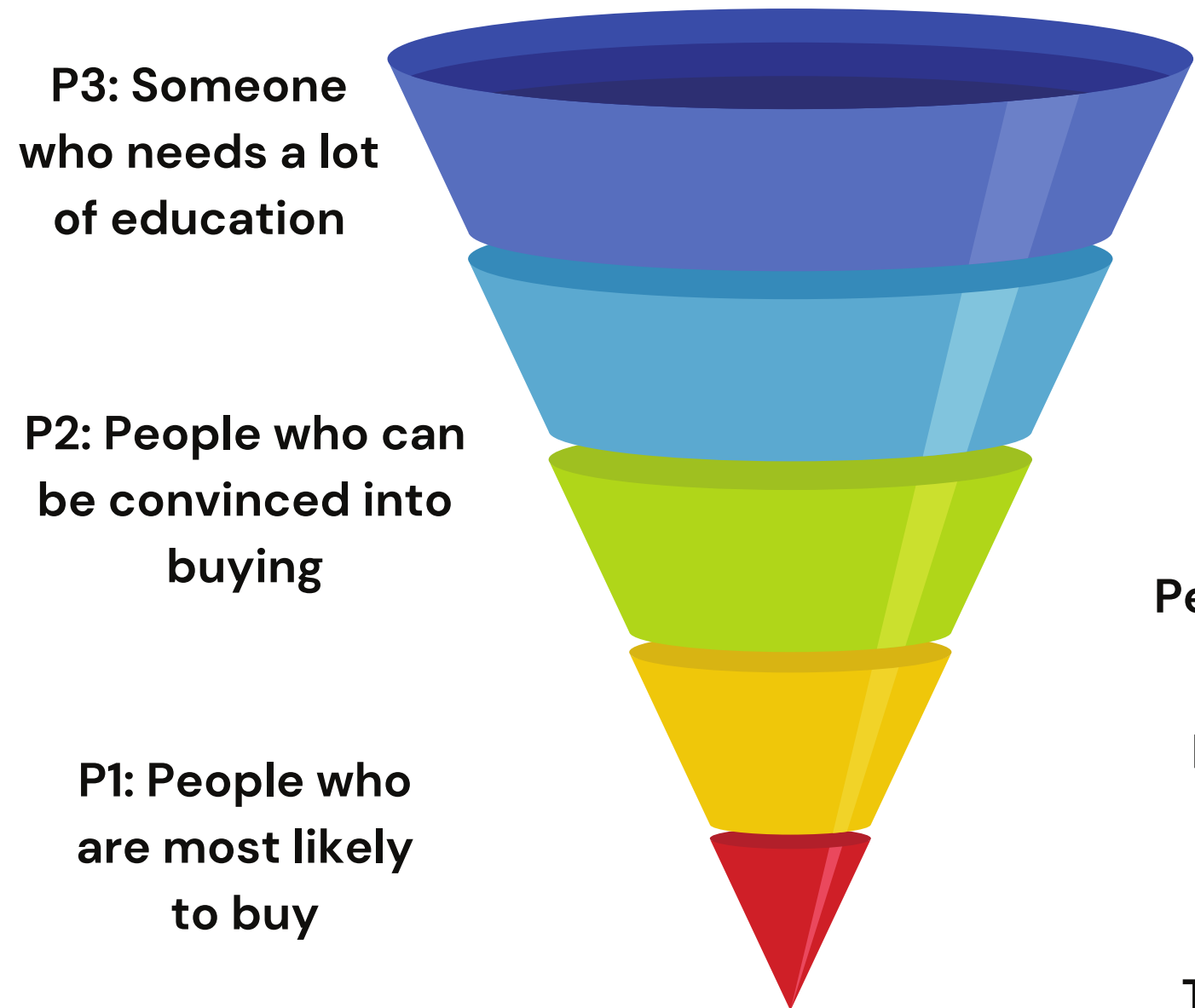
Funnel



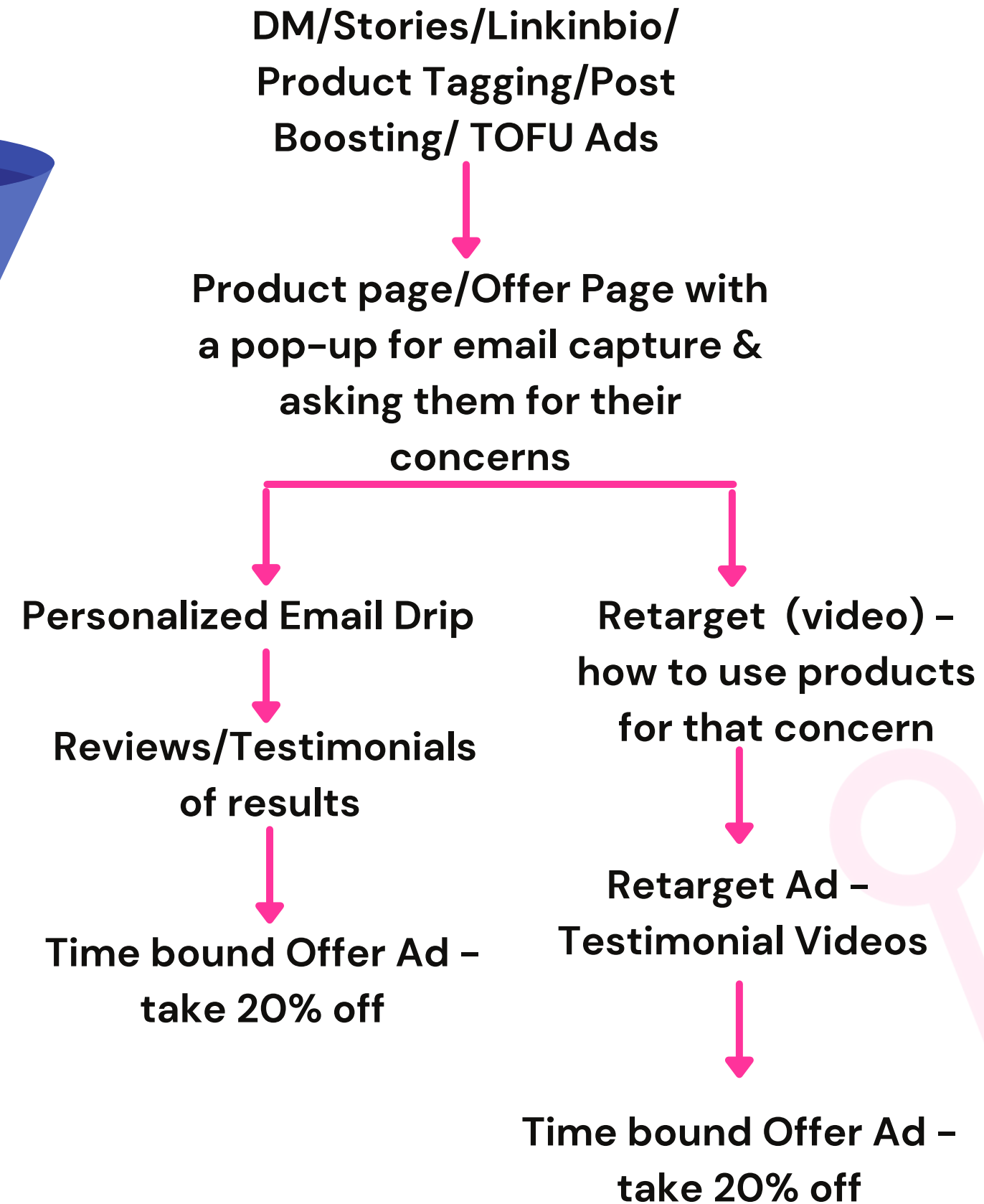
Strategy



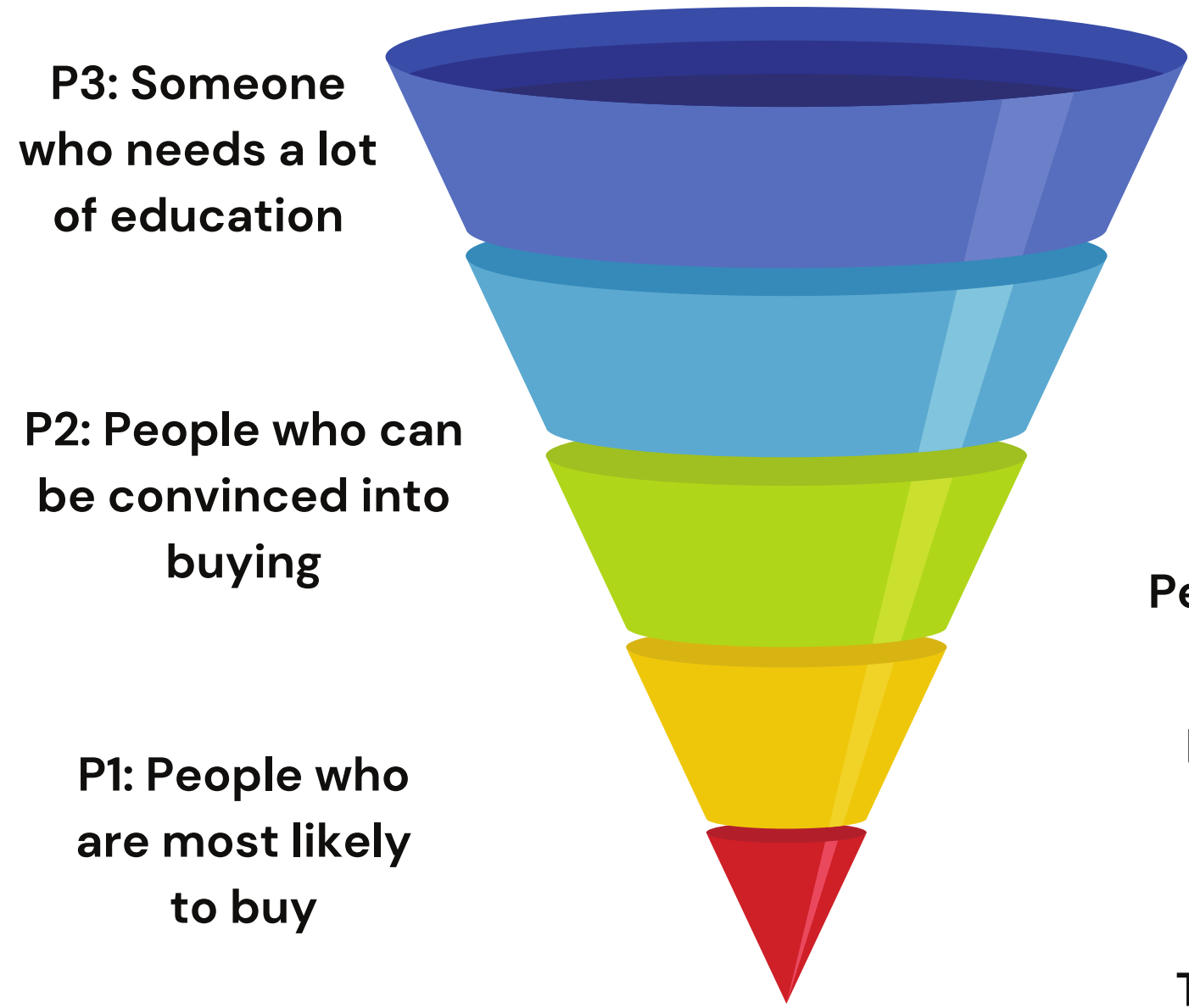
Funnel



Strategy



Funnel



Strategy



Step 3 – Content

This is your biggest sales conversion & lead gen tool as you can target multiple people at once.

Followers find you through hashtags, explore feed, engagement strategies and your content e.g reels.

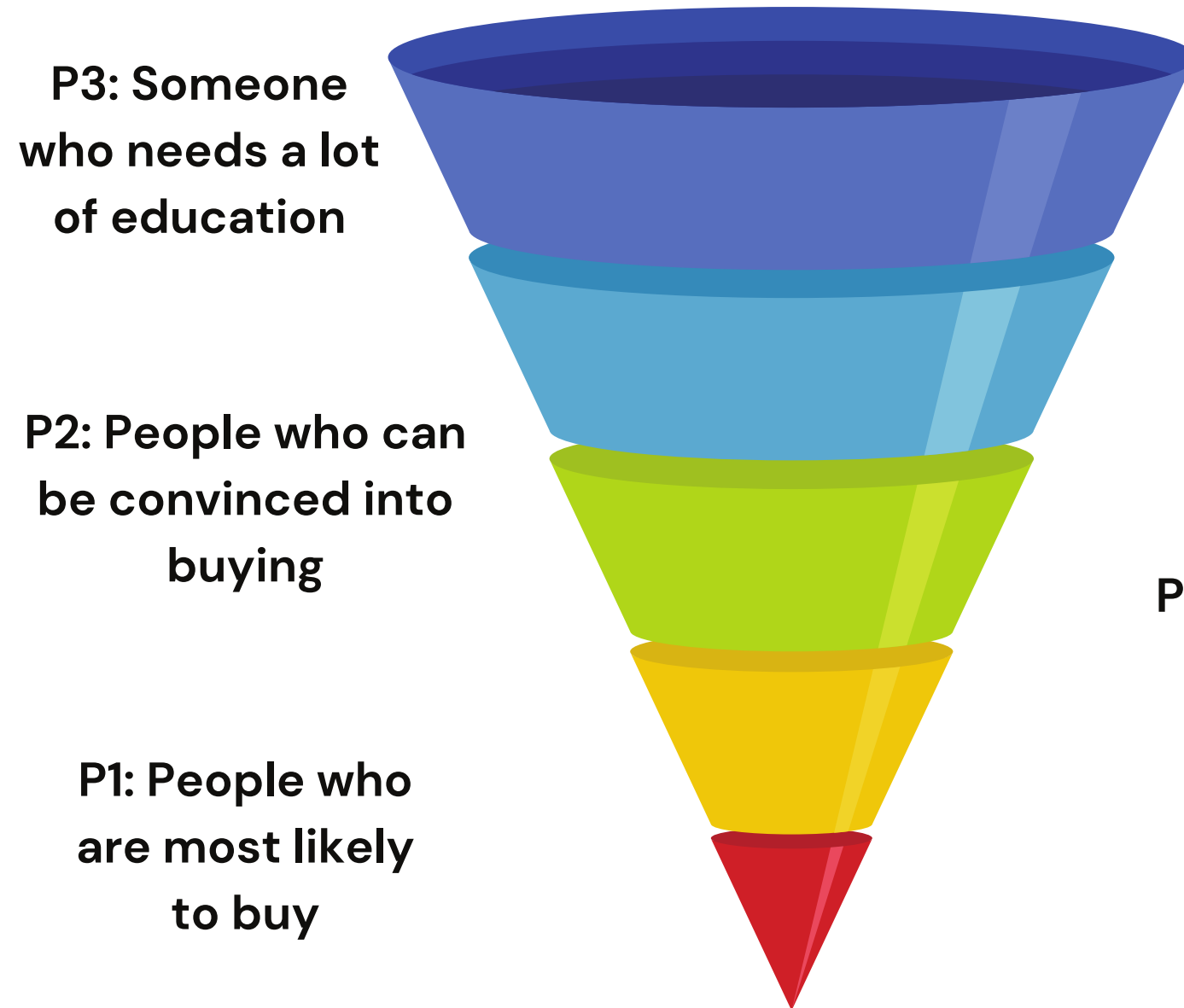
They choose to follow you because your profile pic and bio help them understand what you are about. Content strategy warms up your audience and they begin to like you as you are solving their problems.



Funnel

Strategy

Content



DM/Stories/Linkinbio/
Product Tagging/Post
Boosting/ TOFU Ads

Product page/Offer Page with
a pop-up for email capture &
asking them for their
concerns

Personalized Email Drip

Retarget (video) –
how to use products
for that concern

Reviews/Testimonials
of results

Retarget Ad –
Testimonial Videos

Time bound Offer Ad –
take 20% off

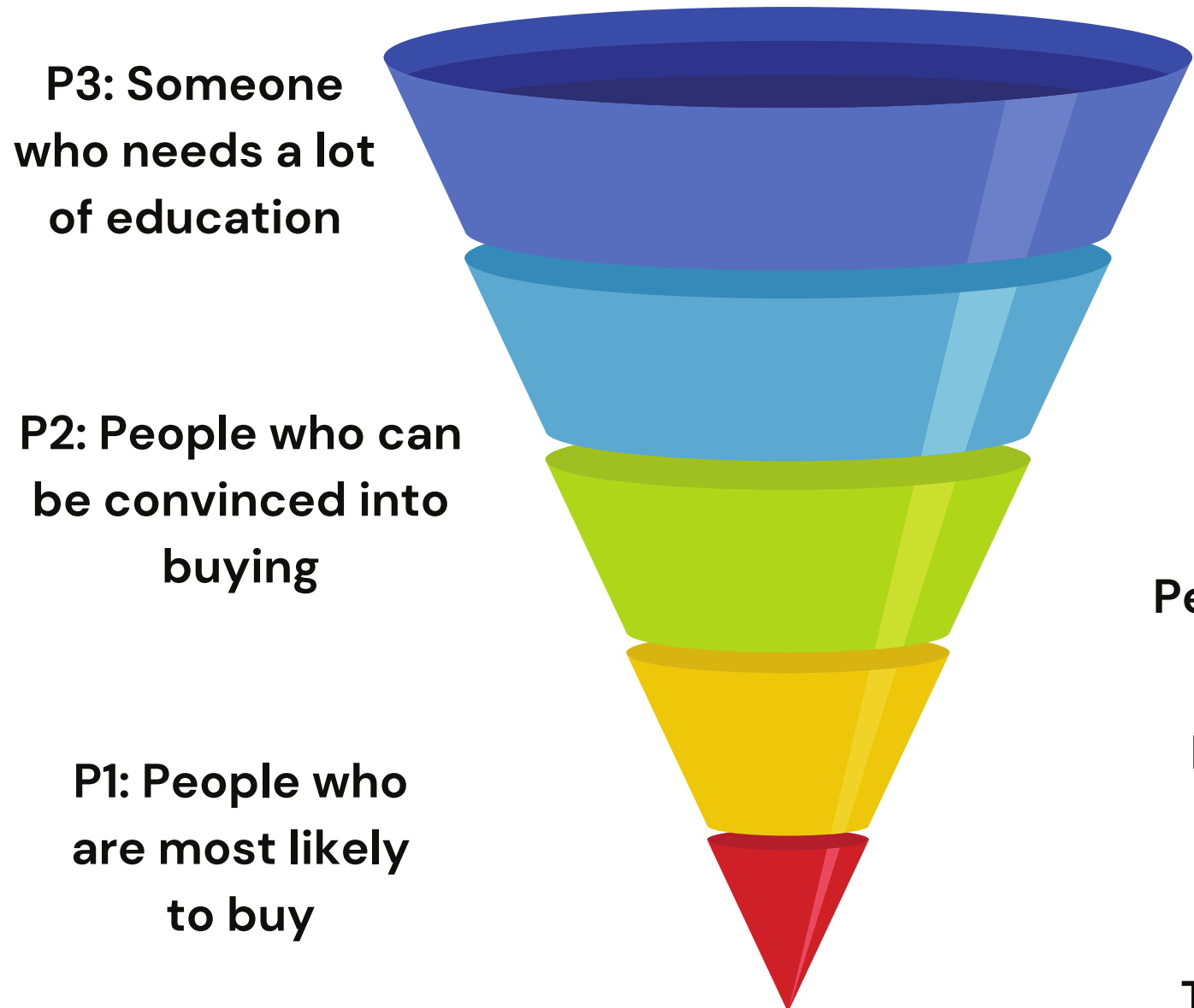
Time bound Offer Ad –
take 20% off

refer & earn offers for
retention/repeat orders

Funnel

Strategy

Content



DM/Stories/Linkinbio/
Product Tagging/Post
Boosting/ TOFU Ads

IGTV/Reels/Carousel

Educational/
Engagement

Product page/Offer Page with
a pop-up for email capture &
asking them for their
concerns

Personalized Email Drip

Retarget (video) –
how to use products
for that concern

Reviews/Testimonials
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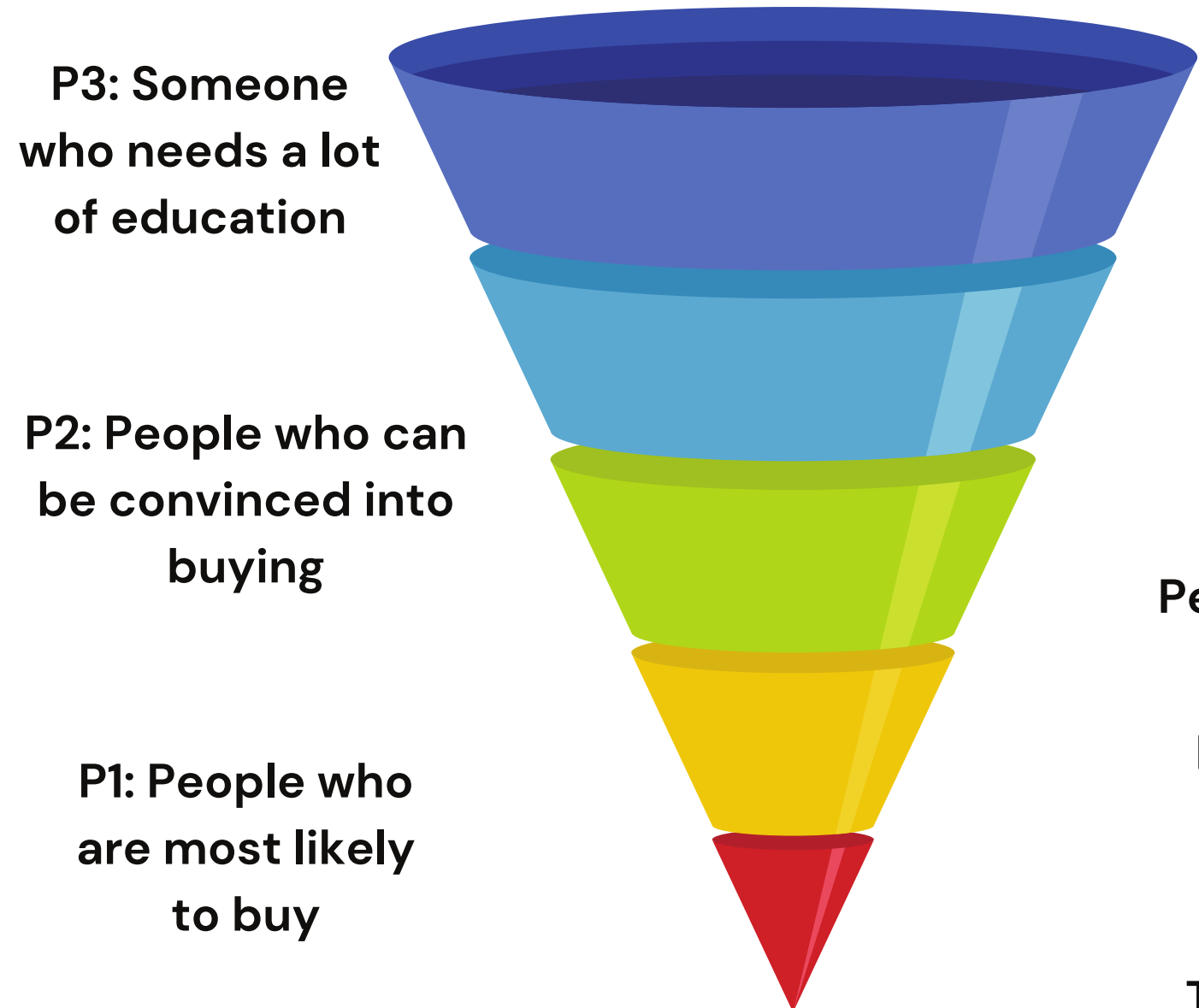
refer & earn offers for
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Time bound Offer Ad –
take 20% off

Funnel

Strategy

Content



IGTV/Reels/Carousel

Educational/
Engagement

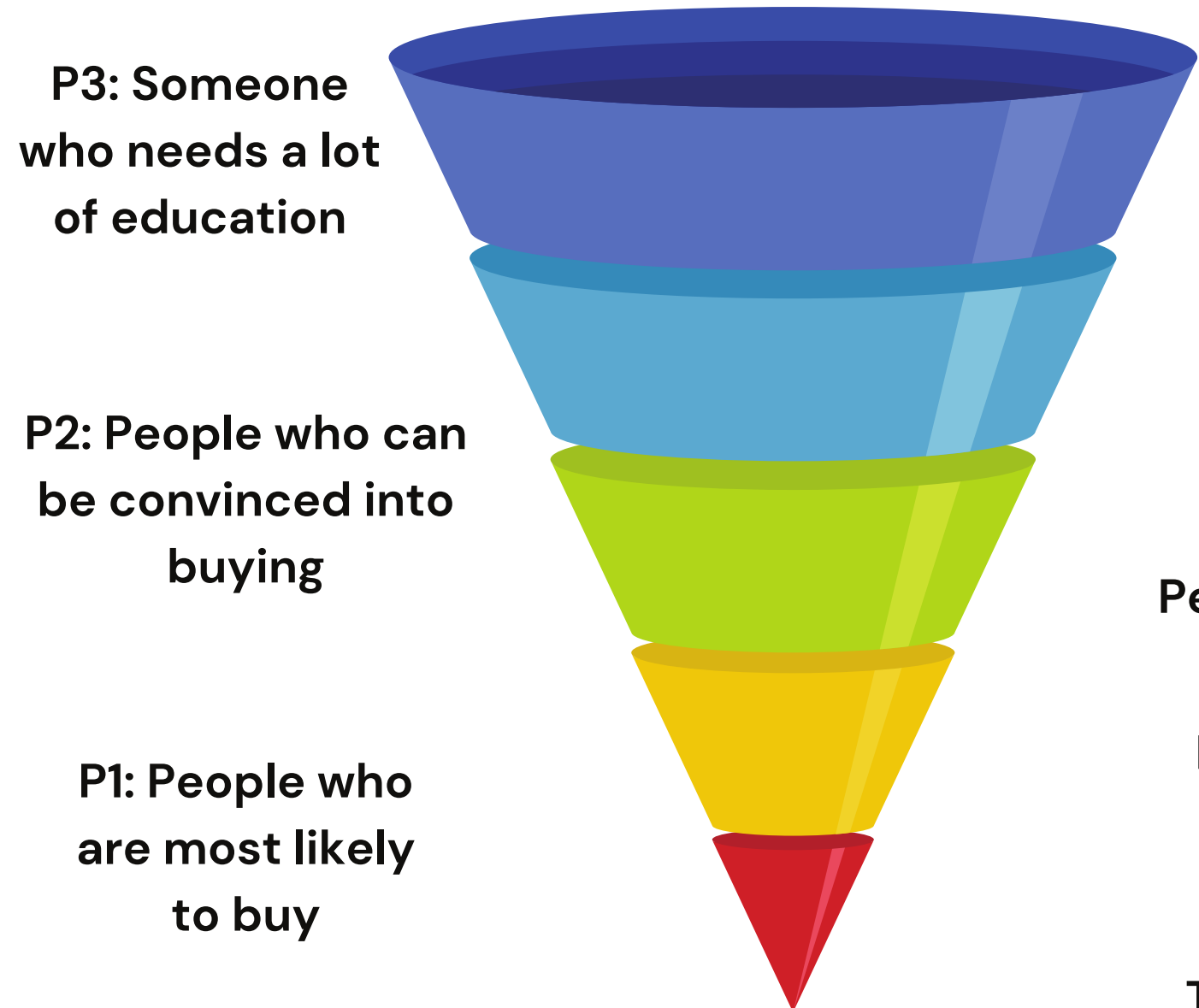
Offer Pages

Impactful
Offers/Packages

Funnel

Strategy

Content



IGTV/Reels/Carousel

Educational/
Engagement

Offer Pages

Impactful
Offers/Packages

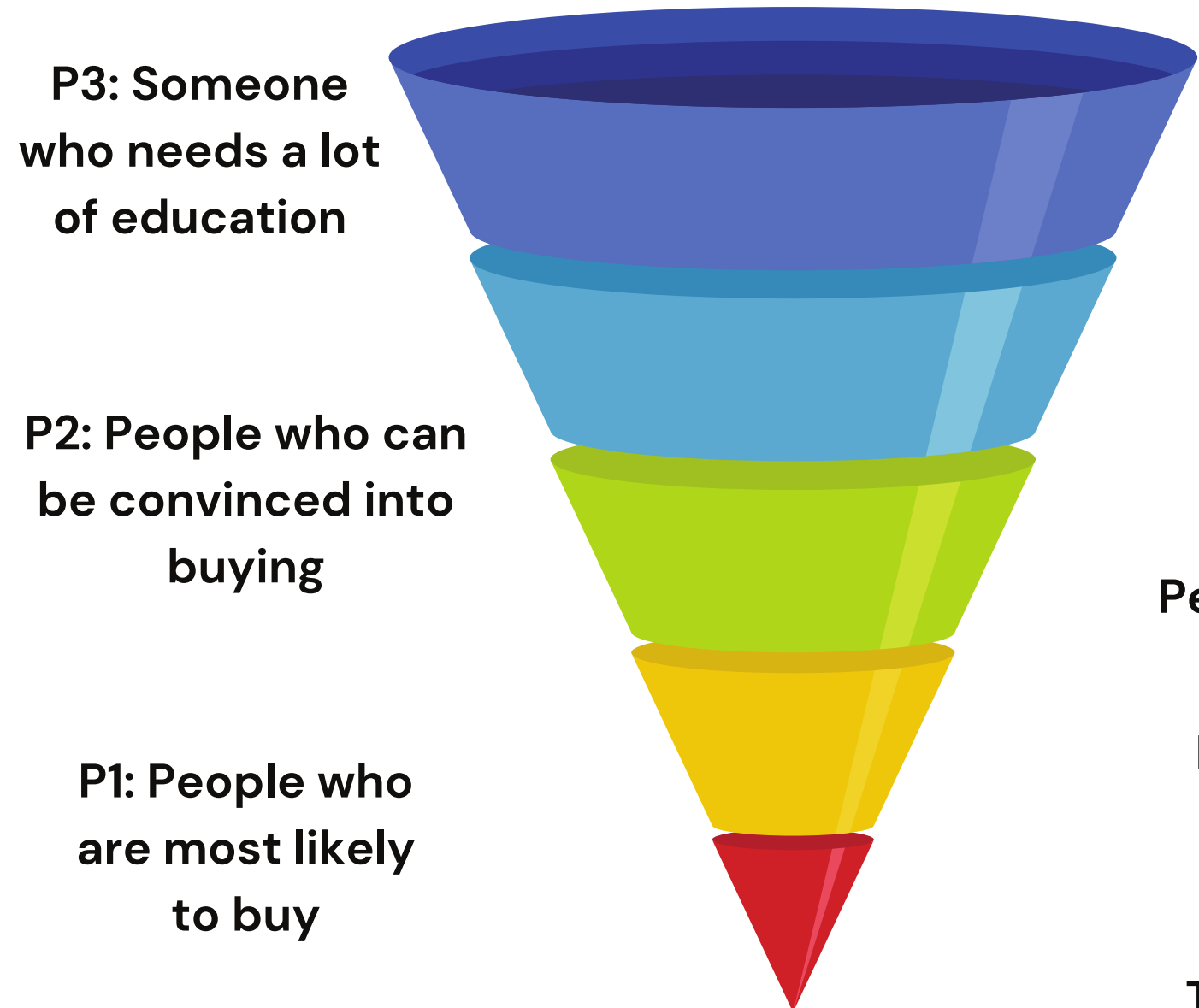
Stories

Case studies/reviews
Urgency based offer

Funnel

Strategy

Content



IGTV/Reels/Carousel

Educational/
Engagement

Offer Pages

Impactful
Offers/Packages

Stories

Case studies/reviews
Urgency based offer

Emails

Reconversion offers -
referrals, free gifts,
upsells (1-1 session)

Infrastructure

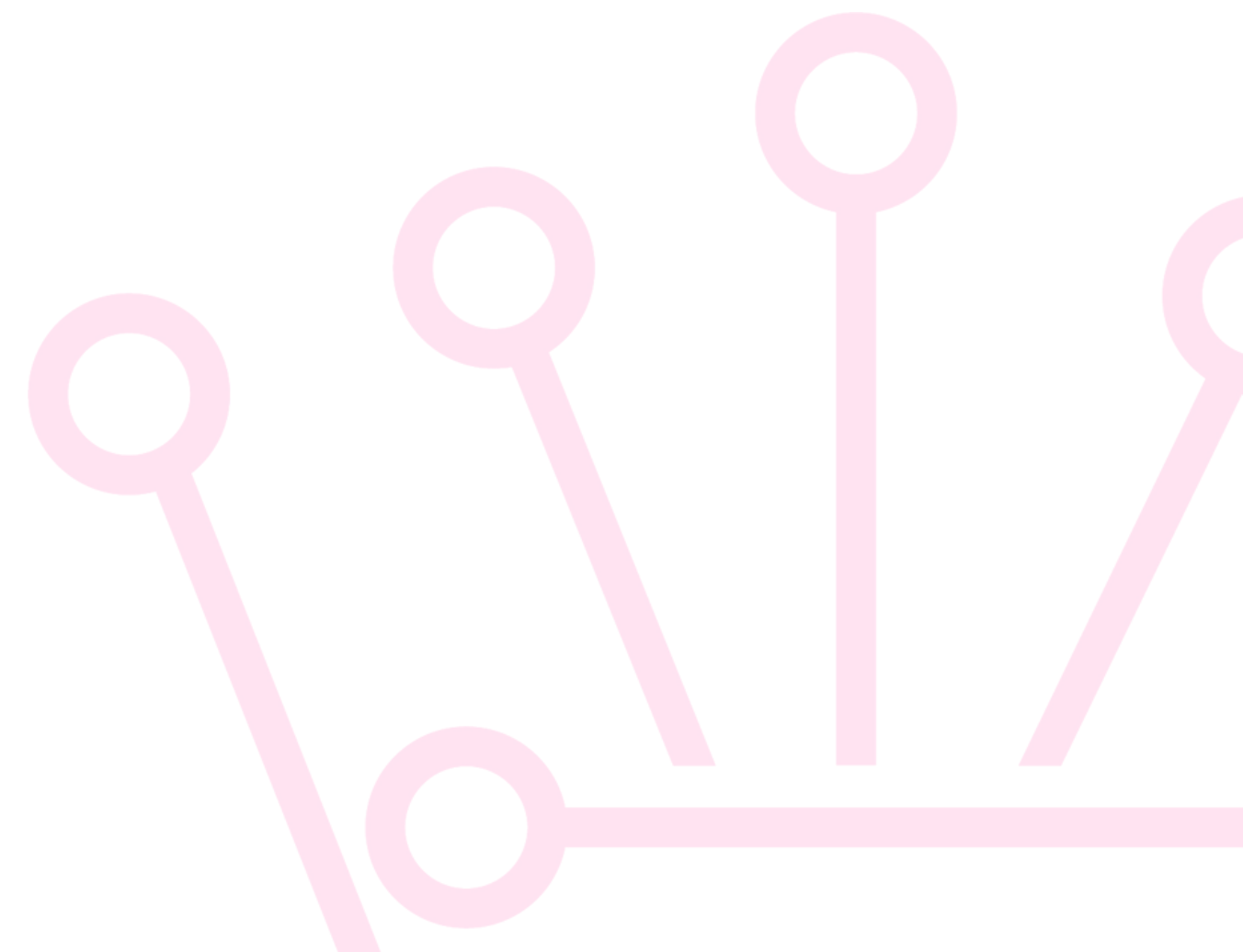
You would need an infrastructure to set most if your work on automation

Facebook Business Manager with Conversion Tracking

Email Automation System – Klaviyo

IG & FB Automation – Manychat

Website – Shopify



**Thank you
for your
participation!**

Have a good day.

A decorative graphic in the bottom right corner consisting of a network of pink lines and circles. A solid pink speech bubble points towards the main text. Below it, a series of light pink circles are connected by lines, forming a stylized, abstract shape that resembles a cluster of nodes or a simplified map.