

**SOCIAL MEDIA
MANAGER
TRAINING**

FINDING CLIENTS

**THE DIFFERENT
TYPES OF CLIENTS**

- Totally Digital - Websites Only
- Offline Businesses (Restaurant, Retail, Banks, Etc.)
- Info Marketers Online - Easiest Clients
- Bands, Musicians, Movies, Events, Etc.

HOW TO FIND CLIENTS

- Use ALL Channels
- Make Your Blog Your Main Hub!
- Use Your Community – Start with who you know!
- Become Known In Your Local Area Online & Off

FOLLOWING UP WITH POTENTIAL CLIENTS

- Email/Phone
- Add and Follow Them on Their Networks & Group
- Engage and pay it forward

MARKETING YOURSELF

- Follow Up With Those Who Show Interest Quickly
- Be Consistent with Branding/Voice
- Develop Relationships & Look for Leads
- Be “Friends” - Communicate About Fun Topics and Common Interests

GETTING STARTED QUICKLY

- Search for 'Social Media Assistant' in Google Alerts and on Twitter
- Leverage Your Network - Off and Online
- Affiliate with Other Social Media Marketers - Ask if They Need Support Staff
- Connect with Virtual Assistants - Ask if They Need Help.

FREELANCE SITES

- Guru.com
- Elance.com
- Odesk.com
- Craigslist.org

“MARKETING” YOURSELF

- Use Your Website Address on All Communications
- Elevator Pitch - Have it Ready!
- Write 2-3 Killer Blog Posts You Can Direct People To
- When Meeting People Offline - Ask Them What They Do, and Listen For How Social Media Can Help THEM.



CONTINUE MARKETING

- Continue growing your personal network through Twitter, Facebook, Meet ups, etc.
- You'll eventually have more clients and opportunities than you can handle
- And a full time income if you keep at it!

STEALTH MARKETING TRICKS

- Host an online chat
- Host an offline event
- Wear Branded T-shirts
- Memorable Brand that Tells a Story

- **MY SECRET:** Staying TOP of Mind!
