

BUSINESS

TIPS

FOR COACHES

SETTING UP YOUR
SOCIAL MEDIA
CHANNELS



IVYBOOTHMARKETING

MARK

POWERFUL TOOLS

Social media is one of the most powerful tools for building brand awareness, connecting with customers, and driving business growth. Setting up your social media channels properly will ensure you're ready to engage and build a solid online presence. In this guide, I'll walk you through the essential steps for creating and optimising your business profiles.

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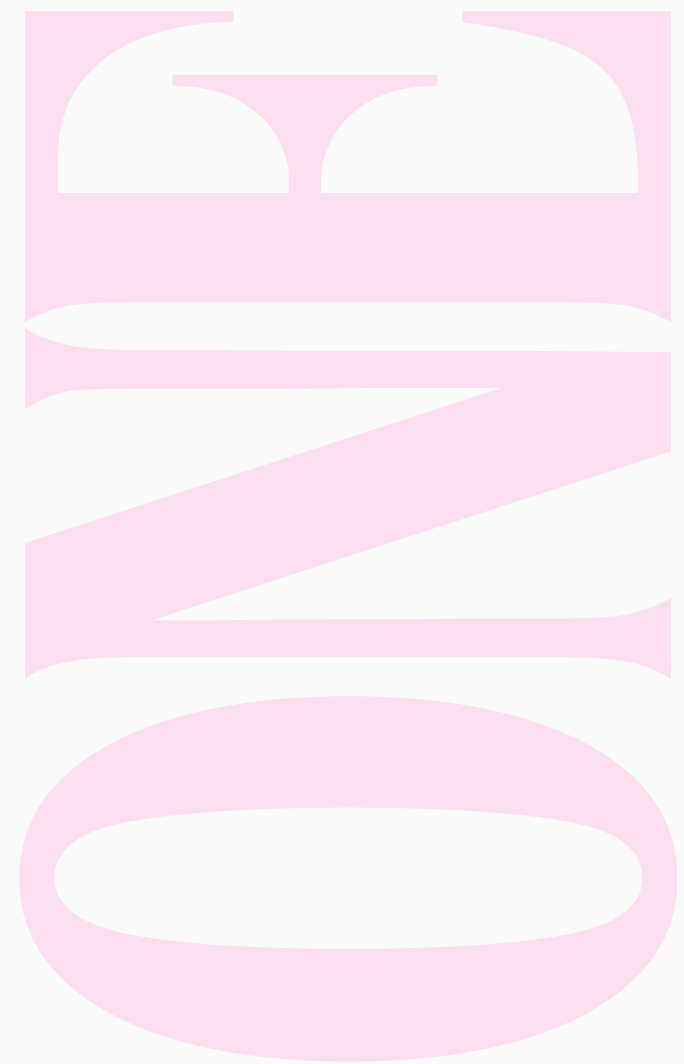
FOR YOU

CHOOSE THE RIGHT PLATFORM



Every business needs a different social media platform. It's essential to choose platforms where your target audience is most active. Here's a quick breakdown of the major platforms:

- Instagram: Best for visual brands (lifestyle, fashion, food, etc.), businesses with younger audiences (18-34), and those focused on engagement and storytelling.
- Facebook: Suitable for businesses targeting a broad audience, local businesses, and community engagement.



- LinkedIn: Ideal for B2B businesses, professional services, and those targeting corporate clients.
- Twitter: Great for real-time engagement, news, and businesses with frequent updates or short content.
- TikTok: Best for creative, short-form video content aimed at younger audiences.
- Pinterest: Perfect for visually-driven content, product-based businesses, and industries like home decor, fashion, and DIY.



SET UP YOUR PROFILES

1. Profile Picture and Banner:

- Use your logo or a professional photo as your profile picture to maintain brand recognition across platforms.
- Customise your banner image to showcase your business or services (include a slogan or special offer).



2. Bio/Description:

- Keep your bio concise, but informative. Include your business name, what you do, and what you offer.
- Add links to your website, booking page, or email in the bio.

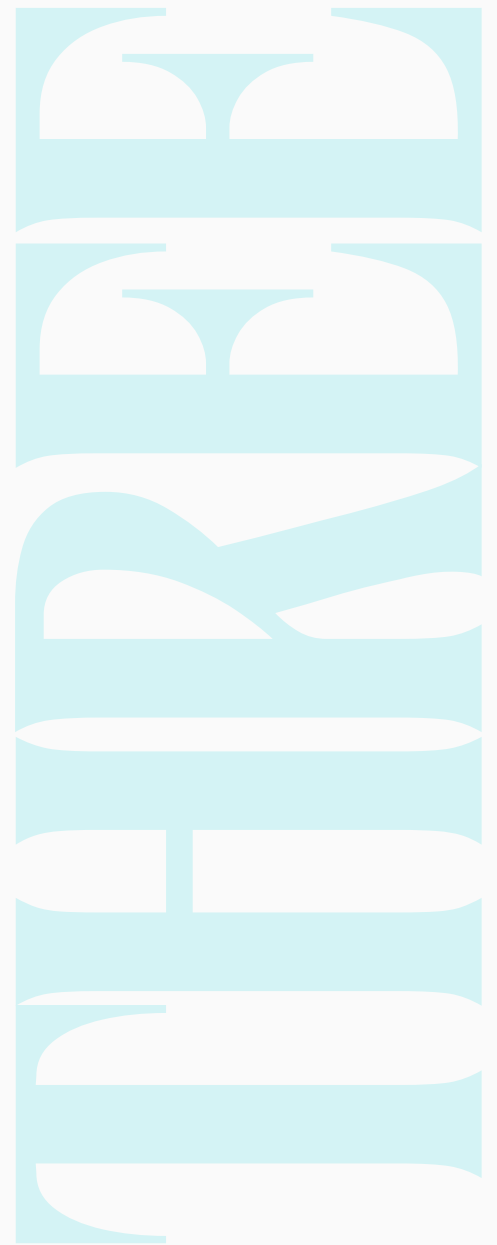
3. Contact Information:

- Ensure your business email, phone number, and location (if applicable) are clearly visible.

4. Website Links:

- Add relevant links in your profile, such as your website, landing pages, or product pages.

OPTIMIZE FOR SEARCH AND ENGAGEMENT



1. SEO for Social Profiles:

- Use relevant keywords in your bio and description so that people can find you easily when searching.
- Include hashtags in bios on platforms like Instagram or Twitter.

2. Call-to-Action (CTA):

- Use a strong CTA in your bio. For example: “Sign up for our newsletter,” “Shop now,” or “Book a free consultation.”

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CONSISTENT BRANDING

- Use the same logo, color palette, and fonts across all platforms for a cohesive brand identity.
- Keep your tone of voice consistent to match your brand personality (friendly, formal, etc.).



CREATE A CONTENT PLAN

Plan what kind of content you'll share (images, blogs, videos, etc.)

Consider using tools like Canva to create visually appealing content that aligns with your brand.

Research what your ideal audience would want to see, educational, funny, relatable?

Start posting!



GET IN TOUCH

Setting up your social media channels may take some time initially, but it's crucial to make a good first impression and create a professional, branded presence. Follow these steps to make sure you're ready to engage and grow your audience.

Get in touch to discuss how Ivy Booth Marketing can support you with platform selection, market research or content plans.

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