

CEO'S EVOLVE SOCIAL MEDIA IMPLEMENTATION:

AS A SERVICE PROVIDER IT IS IMPORTANT THAT YOU POSITION YOURSELF AS AN EXPERT ON SOCIAL MEDIA VIA YOUR CONTENT. YOUR SOCIAL MEDIA CONTENT NEEDS TO BRING VALUE, PERSUADE, INFORM, AND REMIND YOUR DESIRED CLIENTS OF WHY **YOU** ARE THE BEST FIT FOR THEM TO WORK WITH.

EVERGREEN CONTENT: (TOP 12 POSTS)

CONTENT THAT IS CONTINUALLY RELEVANT AND STAYS "FRESH" FOR READERS OVER A LONG PERIOD OF TIME

3 posts that speak on the mistakes you see your clients making	3 posts on your clients desired outcome (Your Wins)	3 posts that educates them on how your service is the best fit for them	3 posts that builds relationships (allow people to get to know you)
Share client testimonials	3 keys to success	BTS of photoshoot	Shocking Statistic
Why You Started	Marketing Tips	Best tools to use for your industry	BTS of production
FAQ	Resources for your desired clients	Day in the life of a _____	Something you've overcome

