

Get Seen & Get Booked

Organic Social Media Blueprint



Social Media Freebie Sales Funnel

Your Social Media Sales Funnel:

The best way to convert social media followers to clients is to take them from being a cold lead to a hot lead through your “Sales Funnel”. Your Social Media Sales Funnel starts by creating a “Lead Magnet” (also known as a “freebie”)!

What is a Lead Magnet?

A Lead Magnet is something of incredible value that is offered for free in exchange for your follower’s email. Be sure to link it in your IG bio!

How do you make a Lead Magnet?

Well, what is something you already have in place that you can package as a freebie? This should be a little taste of what it’s like working with you - so be sure to make it valuable :)

Some examples:

- PDF guide
- Instructional video
- Free Masterclass

...etc. !

Crafting Your Powerful Lead Magnet:

Describe the type of Lead Magnet or Freebie Content you have or you will create to provide value to your followers (and potential customers):

Your Social Media Sales Funnel:

After one of your followers “opts-in” to get your Lead Magnet, what is the funnel (i.e. process) you will guide them through to convert them into a paying customer? (for example: Lead Magnet > Warm-Up Email Sequence > Complimentary Consultation Call > Paying Client)

Step 1 (your posting schedule):

Step 2 (your lead magnet):

Step 3 (your email journey):

Step 4 (urgency, convert to sale):

Monthly Content Batching Plan

What if you could have all your content created for the month in less than 5 hours?

In the same way that you usually make a batch of cookies and not just one cookie at a time, you are able to batch content to get more done at once!

The secret? Brand pillars! Exercises for that concept can be found below!

When you know your main brand categories, it's easier to create content. Every business account is different and has different posting strategies so this 5 hour time range can definitely vary depending on your strategy!

List your 5 brand categories again here (good to practice memorizing them!):

1. _____
2. _____
3. _____
4. _____
5. _____

But, say you are going to post 1 graphic / photo 4-5x a week, 1 simple reel a week, and 5-10 stories everyday. This basic strategy can most likely be done in 5 hours or less! (Given that you are posting stories of your day at the moment that require little to no editing).

How? Defining your brand pillars is key to being able to know how to batch! But after that, all you have to do is book your Photoshoot, create on Canva, edit your reel in the app and save as a draft, and boom you're good to go!

The steps:

1. Book a photoshoot if necessary (what if you could also trade with a photographer)
2. Use templates in Canva to batch
3. Save reels templates to fill in your own content (Instagram makes it very easy for us now!)
4. Use a Google Doc to draft all of your captions and a Google folder to store all of your assets
5. Start scheduling (extended teaching to come later, but use Later.com to do this)

Crafting Powerful Brand Pillars Worksheet

What is a Brand Pillar?

Your business and brand stands for something. You have a story to tell. How do you tell your story on social media when not every human will see every post of yours? Brand pillars! These are the top 4-5 things that your brand stands for (categories, if you will).

Every post should represent a brand pillar so that when someone comes to your feed, they can read the story of your business/brand as they scroll.

How to use your Brand Pillars:

The brand pillar strategy doesn't mean that you have to talk about everything your brand stands for in each post. No! It helps you break it up so that you can go deep on one topic in each social media post. You can categorize each of your social media posts and batch content from there. That way you can also track performance and see which brand pillar your audience likes the most.

Examples of Brand Pillars for A Non-Profit:

1. The kids
2. Volunteers
3. Events
4. Testimonials
5. Donations

Crafting Your Powerful Business Brand Pillars:

Now it's your turn :) Break down your brand into the top 4-5 categories!

1. _____
2. _____
3. _____
4. _____
5. _____

For each category, brainstorm some ideas of the type of content you can share:

Brand Pillar 1:

Brand Pillar 2:

Brand Pillar 3:

Brand Pillar 4:

Brand Pillar 5:
