



Marketing Essentials

The Three Rs Checklist





The Three Rs

- **Right Place** – pick one or two social media platforms and master them first, then add others later.
- **Right Time** – schedule your posts to reach them at the time of day/week they are most likely to have access to that platform. Your past and current customers are also interested - plan some posts targeting them.
- **Right Message** – this is not easy so take your time to get to know them, their patterns and interests. Try to be as human, friendly and engaging as possible. Focus on building trust and goodwill... first.





RITE =

Relevant

Interesting

Timely

Engaging





It's all about... THEM

1. STOP, LOOK and LISTEN before you start posting to your target customers
2. Research the 'best' social media to reach **them** – not just the ones you prefer
3. Keep it real – be authentic and quit the hard sell
4. Remember – social media connections are just the start of your relationship
5. Monitor what they react to – post more of the same
6. Quality trumps quantity, but consistency trumps them both
7. Bide your time before paying to reach your target customers – you need to know who you're targeting or you'll just waste your money
8. If you don't enjoy it, find someone who knows your business who does
9. It's a VERY passive medium – don't expect every post to get Liked
10. Be human, be helpful and be patient – it's definitely worth the effort





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