

Mindful Social Media Marketing

Craft, Curate and Share the Love

Lauren Tingler



■ Know Your Audience / Customer Profiles

- Who are your existing customers?
Who is your ideal customer?
 - Mindset Marketing / Demographics
 - Interests
 - Behaviors
 - Attitudes
 - Hobbies
 - Paid Ad Targeting
 - Features & Benefits
 - Enhanced Reach
 - Retargeting
 - Analytics
 - Budget recommendations per platform per day

■ Craft Your Content...With Purpose!

- How to build an effective content strategy
 - Consistent frequency, verbiage and branded hashtags
 - Create authentic content around your company's core values, and products/services.
 - Customer Profiles + Core Values become categories or "pillars" to design your content around.
- Curated User Generated Content
 - Tent
 - Crowd Riff
- Brand Trust & Social Proof
 - Social Listening
 - What are the people that follow you talking about?
 - Knowing what they're saying about your product or other products can go a long way in terms of relatability and brand trust.
 - Social Proof
 - Experts and influencers
 - Social takeovers
 - Ask the expert events, blogs and posts
 - Brand ambassadors
 - Share the love!
 - Reviews and Testimonials
 - Polls and surveys



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As a digital marketing strategist, Lauren works with clients on the best social media, search engine marketing and search engine optimization plans for each organization. Her close attention to detail, passion for results and creative disposition make her an incredible asset to the 365 team.