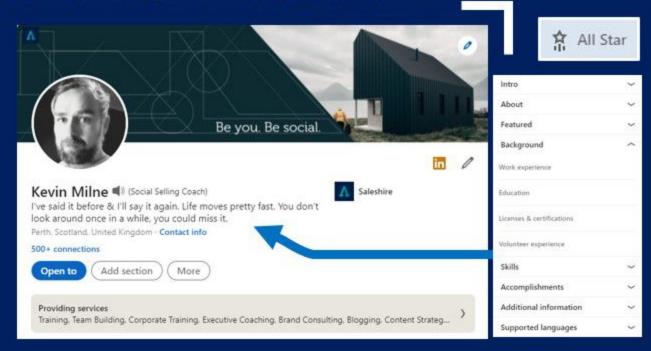
HOW TO STAND OUT & WIN MORE BUSINESS ON SOCIAL MEDIA



PROFILE



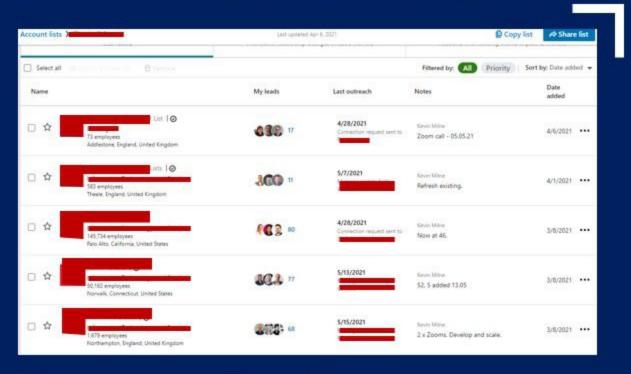
Look at your Headline.
Are you the same as a million others?
You can stand out with this.
Is your profile optimised and buyer-centric?

NETWORK



Have a look at your existing network. How many of them have you talked to over the last 12-24 months?
Check in and have a chat.

PROSPECTING



Are you connecting with your prospects at scale? We know that the buying team has developed to more than 10. Are you multi-threading?

CONTENT





Content is key in 2021. This is what separates you from the pack and allows the buyers and prospects to find you in the search.

Are you the Trusted Advisor?

ENGAGEMENT









Are you seeking out the people that interest you on this platform. Are you constantly in their feed and having a discussion Are you following hashtags?

THIS IS YOUR START LINE. THE STRATEGY & YOUR BEHAVIOURS IS THE GOLD

BE YOU. BE SOCIAL.



