

# 5 SIMPLE ACTIONS TO SUPERCHARGE YOUR SOCIALS

DIGITAL MARKETING  
FOR COMPANIES THAT  
DEMAND TO **STAND OUT**

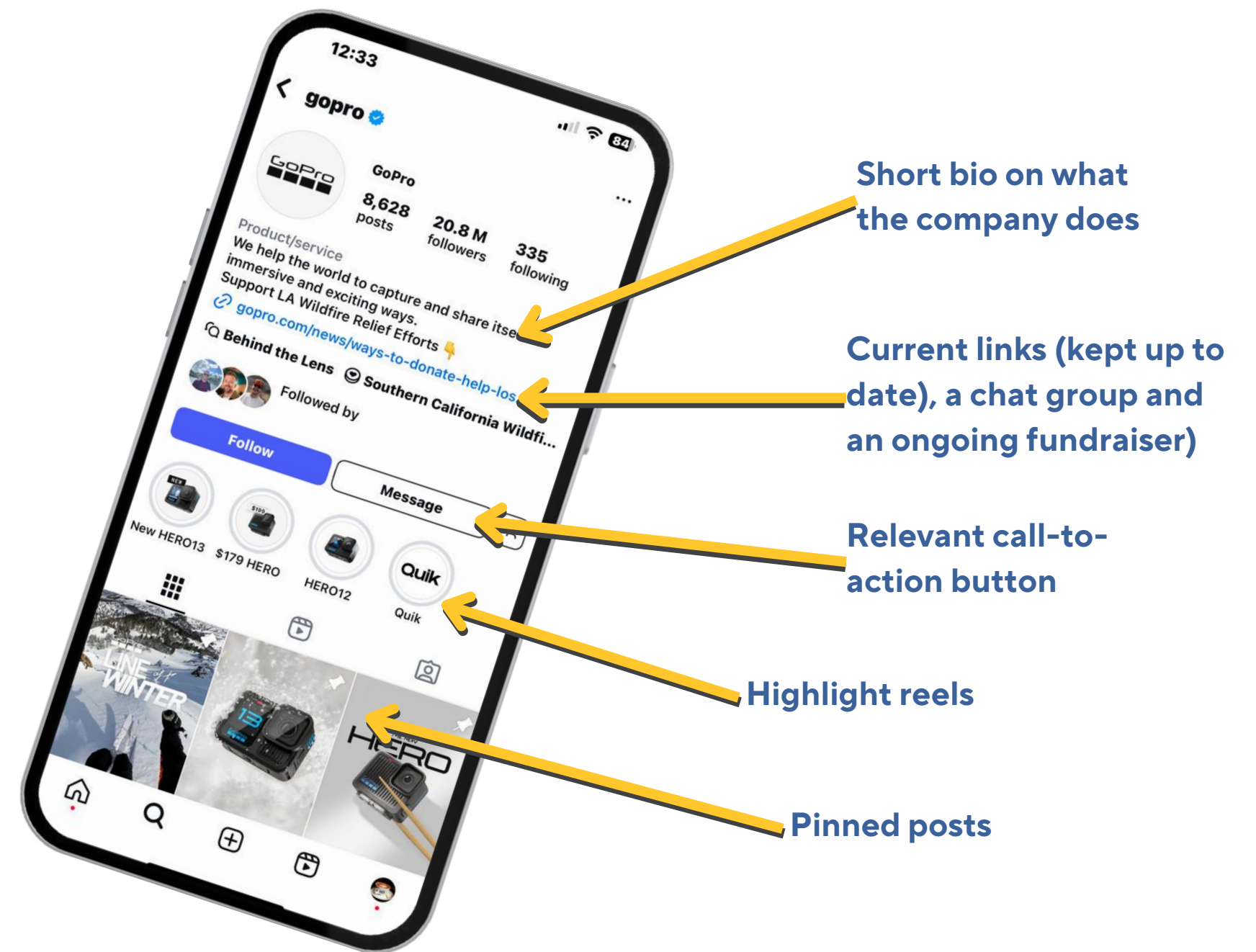
SPEED OF LIGHT DIGITAL  
WEB · SOCIAL · DIGITAL · ADS

# NAIL YOUR PROFILE + BIO

This is one of the most important things you can do because without it, no social platform knows what you do, so it can't link you to people who are interested in your content, or those searching for your business.

Take ten minutes to go through everything, even if, on your first try you fill it in half as good as you plan to.

Spend some time telling people about you, your business/brand, and how you can help them.







# PLAN CONTENT IN ADVANCE

Take an hour at the start of the month to sketch some notes; what do you want to promote, how are you going to do it, what are you going to highlight?

This will give you content prompts so you'll be ready to create film/photo rather than miss an opportunity.

Posting is easy, planning and creating the content is harder. If you need some prompts around creation, grab our planner from Amazon.

[Click here to get a copy.](#)

# USE HOOKS TO STOP THE SCROLL

Hooks are those initial moments that make you want to watch to the end of a video, or read the content below.

They're usually alluring because humans are naturally inquisitive - and if the content is relevant to your interests, you'll stick around to hear it.

Plan your content, then think about your hook and put the first part.

Here's some to get you started (we've got 3 pages of these in our planner)



"The biggest secret in my industry is..."

"I wasn't going to share this but..."

"5 things I learned whilst ..."

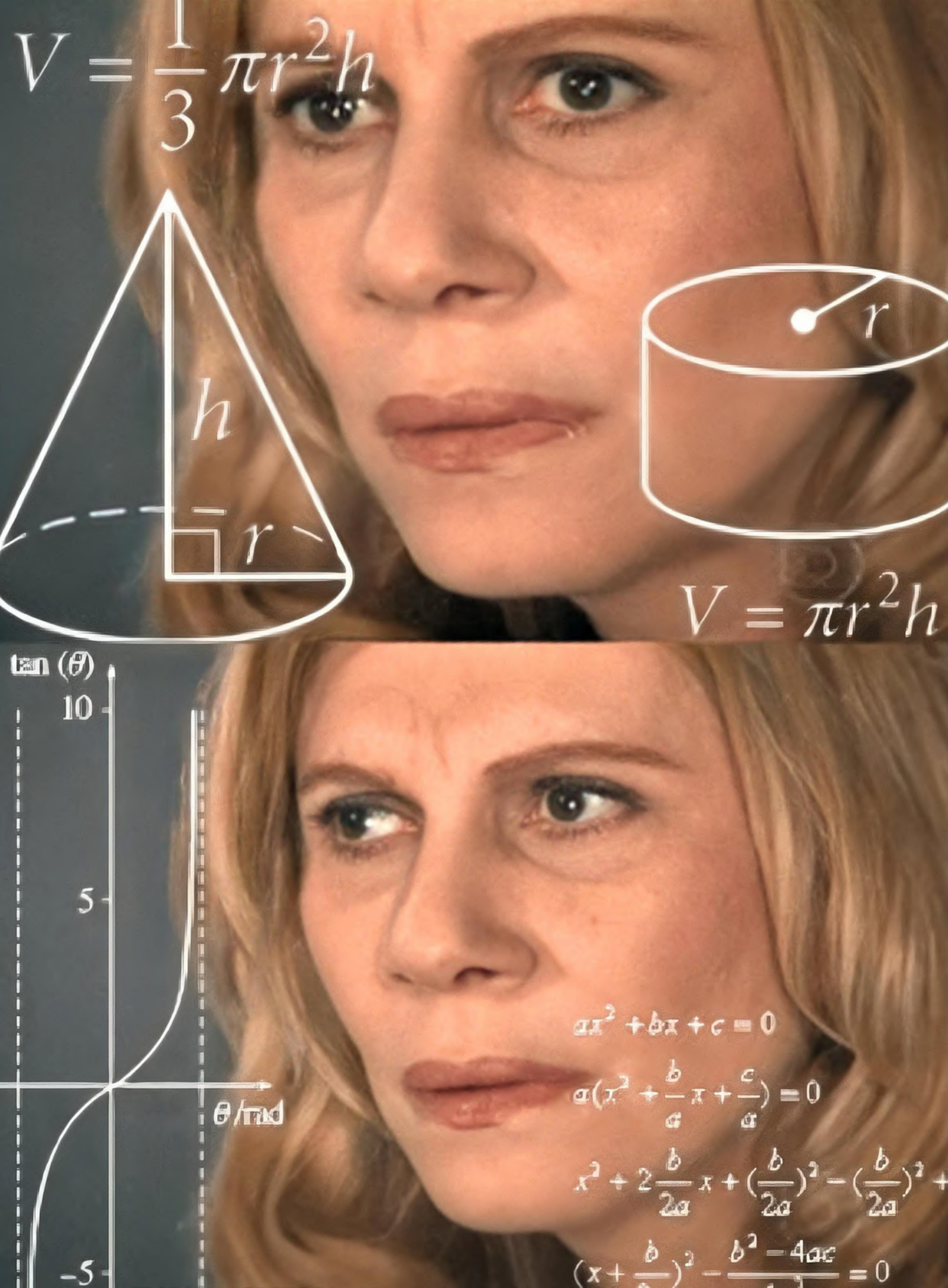
"This is the one tool I can't live without..."

"In my industry, everyone believes this myth..."

"A day in the life of a ..."

"Did you ever wonder how we ...?"





# TRACK. ENGAGE. REUSE

Quite simply, if something works on your socials - keep doing it.

Watch some of your metrics (views, leads, purchases) and if you post a video that generates what you want, schedule it to be shown again a few weeks later.

A month after starting this you'll see a pattern. Is it videos, links, talking heads, is it a particular service/product.

Then double down on new content.

Give the people what they want!

# MAKE IT EASY TO TAKE ACTION

We're Speed of Light Digital.

A customer focused digital marketing agency. We work great as an extension of your marketing team to deliver insights and actions that will bring you new customers.

Our background in building businesses and management consulting gives us a unique take on how digital fits in to your overall business strategy.

Get in touch with us here



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# DID WE ALSO TALK ABOUT CONTENT CLUB?

Content Club is a small, perfectly formed, digital marketing coached community.

At least once per month, one of our experts from Speed of Light will speak to you. We talk about what's on your horizon, and we discuss a plan of action. We'll work with you to help create the digital assets that you need to progress towards your goals.

We also set up additional external experts. They'll be on our webcam talking about other marketing and business avenues, the likes of SEO, video editing, artificial intelligence - and we take requests.

Content Club opens doors for you to get the knowledge of a full digital agency and one to one help without a huge price tag.

Find out more about it here

[Content Club](#)