Goskills

How to Increase Sales with Social Media

GoSkills online course syllabus

Skill level
Beginner

Lessons
9

Accredited by
Verified by GoSkills

Pre-requisites
No prior experience needed

Video duration
28m

Estimated study time
28m 10s

Instructor
Lorenzo Johnson

Introduction

1 Boost your sales

Increasing your brand's visibility and knowing how to effectively monetize your presence on social media is paramount when using digital marketing to increase your sales.

Bolstering Social Media for Sales

2 Utilizing user-generated content

User-generated content can be a powerful force for transforming your brand's online presence.

3 Tailoring your message

Identifying the right messaging for each of your platforms will help your brand make an impact on consumers.

4 Using digital influencers

Influencers can help build a loyal brand so it's important you know how to identify the right ones for your company.

5 Analyzing influencer analytics

Taking the time to review the analytics of your influencer campaigns will help you make more informed decisions.

6 Optimizing your posting schedule

Creating an effective posting schedule will drive enhanced engagement that can lead to an increase in sales.

7 Running effective campaigns

Applying a strategic approach to your social media campaigns can transform your online presence and increase engagement with your customers.

8	**Looking toward the future of monetization**
	The monetization aspect of social media is constantly evolving.

Conclusion

9	**Get social!**
	Congratulations on finishing this course!

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