

Prospecting on *Social Media*

By Carolina Teasdale



The collage features three smartphone screens. The central screen displays the Instagram profile for 'itscoachcaro', belonging to Carolina Rocha, a Health & Business Coach. The profile shows 2,878 posts, 60.2K followers, and 3,872 following. The bio lists a mission to return to pure food, improve gut health, and build a community. A 'Professional dashboard' indicates 189K accounts reached in the last 30 days. The bottom navigation bar includes 'Gut Cleanse', 'My Story', 'Food', 'Superfoods', and 'Transforma...'. The left screen shows a search for '#glyphosate' with 49.1K posts and a list of 'Top posts' including granola and oatmeal recipes. The right screen shows a search for 'coach' with various content cards, including one titled 'Shocking truth! Did you know this about turkey breasts?' and another for 'NUTRITION DETECTIVE SUNFIBER'.

Why Social Media?

Social media has become an integral part of people's daily lives and a vital tool for businesses to reach and engage with their audience. Here are some key statistics and insights that highlight the importance of social media for business:

1. **Total Users:** As of 2024, there are over 4.8 billion social media users worldwide, which represents approximately 60% of the global population.
2. **Daily Usage:** On average, people spend about 2 hours and 30 minutes per day on social media platforms.



Facebook

- **Monthly Active Users:** 2.96 billion.
- **Daily Engagement:** Users spend an average of 33 minutes per day on the platform.
- **Business Use:** Over 200 million small businesses use Facebook tools.

Instagram

- **Monthly Active Users:** 2.35 billion.
- **Daily Engagement:** Users spend an average of 29 minutes per day on Instagram.
- **Business Use:** 90% of Instagram users follow at least one business account.

LinkedIn

- **Monthly Active Users:** 930 million.
- **Daily Engagement:** Users spend about 17 minutes per day on LinkedIn.
- **Business Use:** Over 55 million companies are on LinkedIn, and it's a top platform for B2B marketing.

Twitter (X)

- **Monthly Active Users:** 465 million.
- **Daily Engagement:** Users spend an average of 31 minutes per day on Twitter.
- **Business Use:** Twitter is popular for real-time engagement and customer service.

TikTok

- **Monthly Active Users:** 1.05 billion.
- **Daily Engagement:** Users spend an average of 52 minutes per day on TikTok.
- **Business Use:** TikTok is known for its high engagement rates and viral content.

YouTube

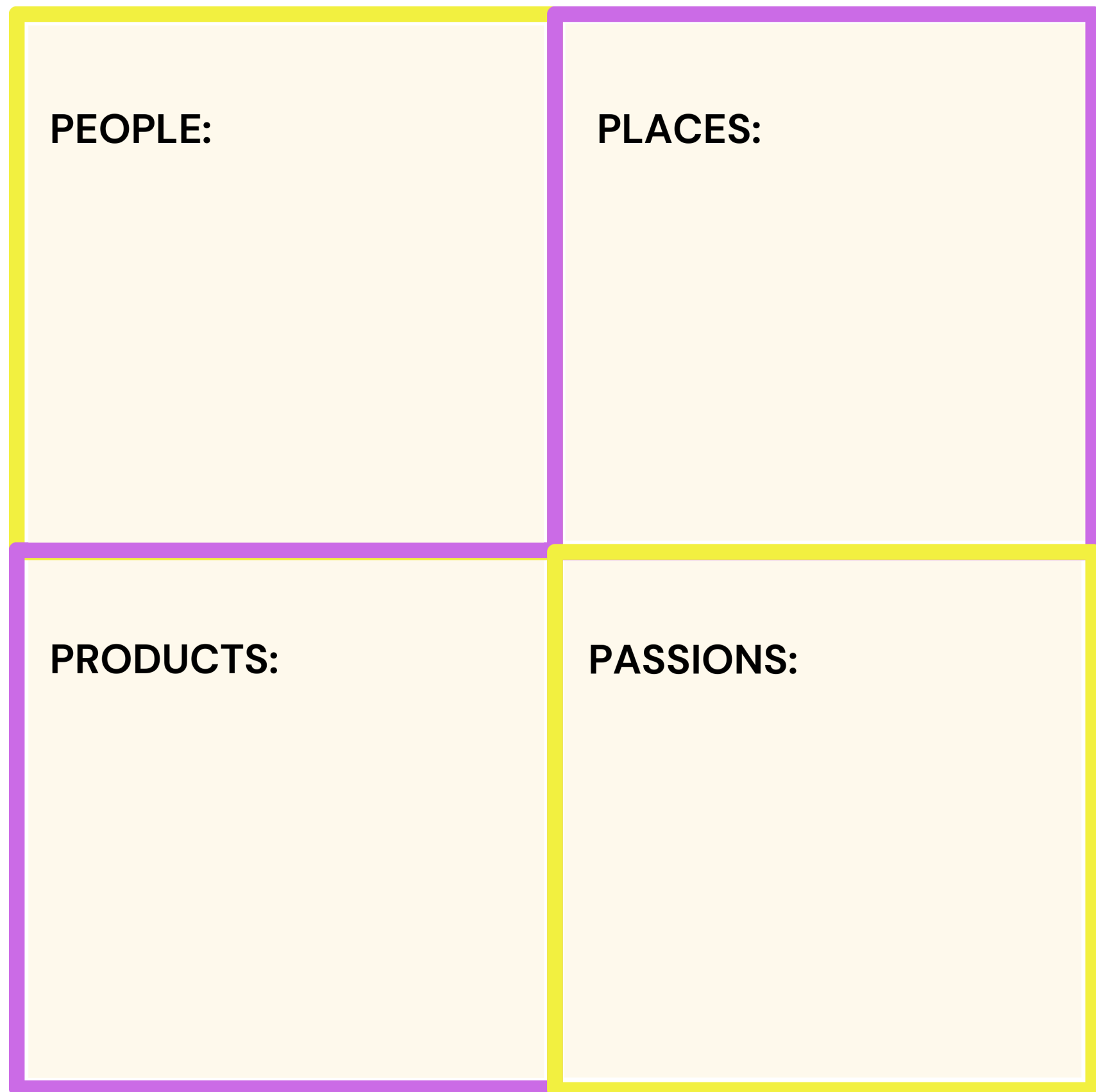
- **Monthly Active Users:** 2.7 billion.
- **Daily Engagement:** Users spend an average of 40 minutes per session.
- **Business Use:** YouTube is the second-largest search engine and a crucial platform for video marketing.

Identify Your Target Audience

Before diving into prospecting, it's crucial to have a clear understanding of who your target audience is.

This includes:

- **Demographics:** Age, gender, location, income, etc.
- **Interests and Behaviors:** Hobbies, online behavior, purchasing habits.
- **Pain Points and Needs:** What challenges are they facing that your product or service can solve?



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PEOPLE:

1. Tony Robbins
2. Bob Proctor
3. Taylor Swift
4. Dr. Zach Bush
5. Medical Medium

PLACES:

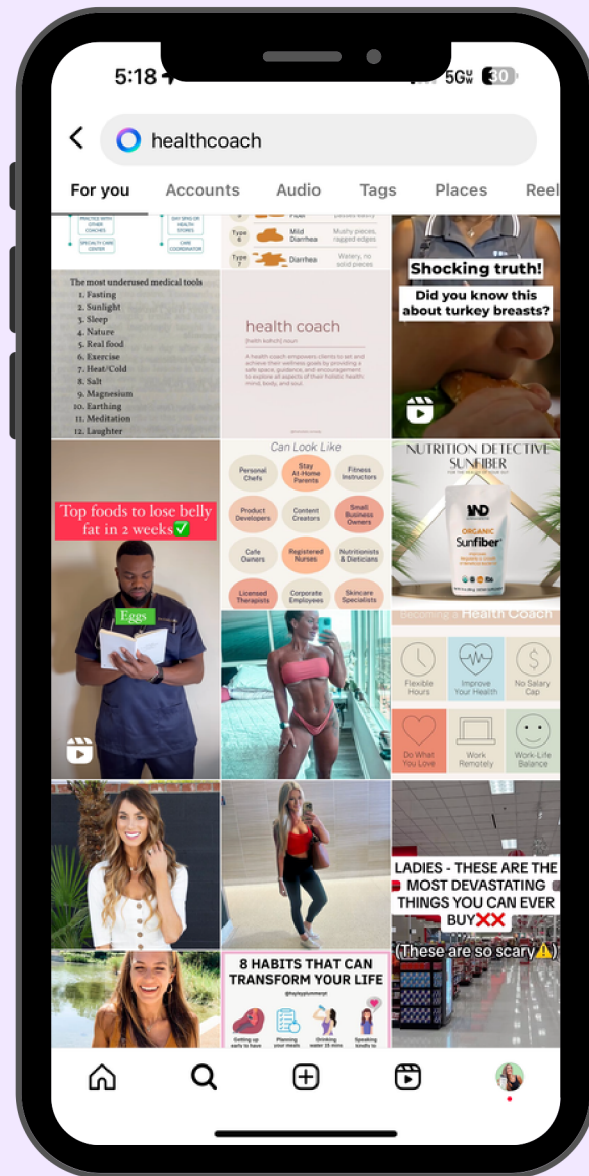
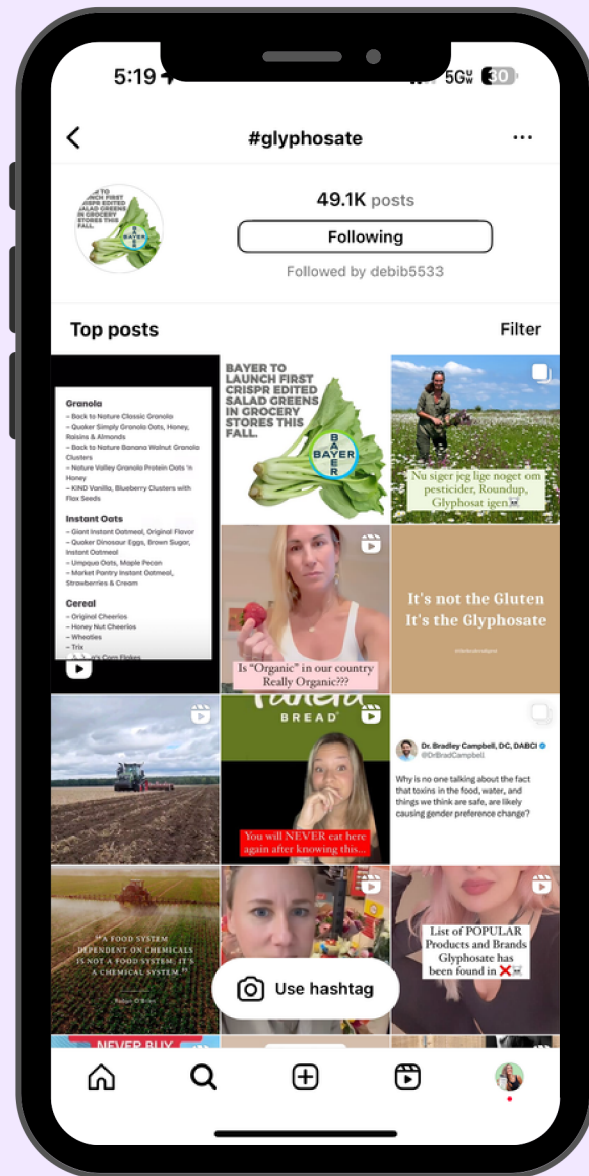
1. Italy
2. Dubai
3. Oregon
4. Maldives
5. Colorado

PRODUCTS:

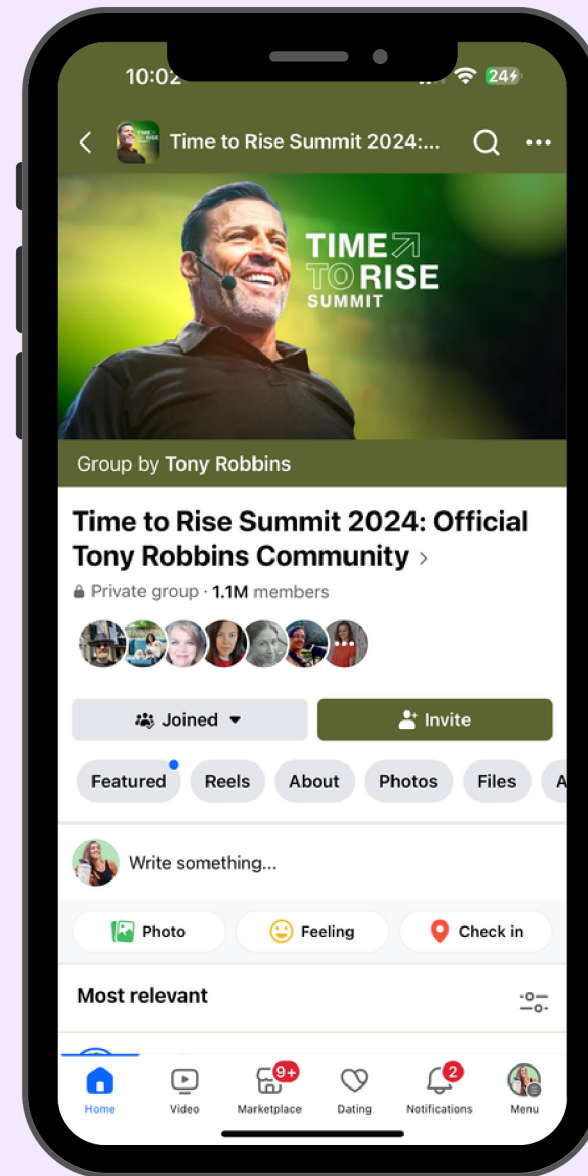
1. Skin Care
2. Organic Clothing
3. Cars
4. Photography Equip.
5. Cleaning

PASSIONS:

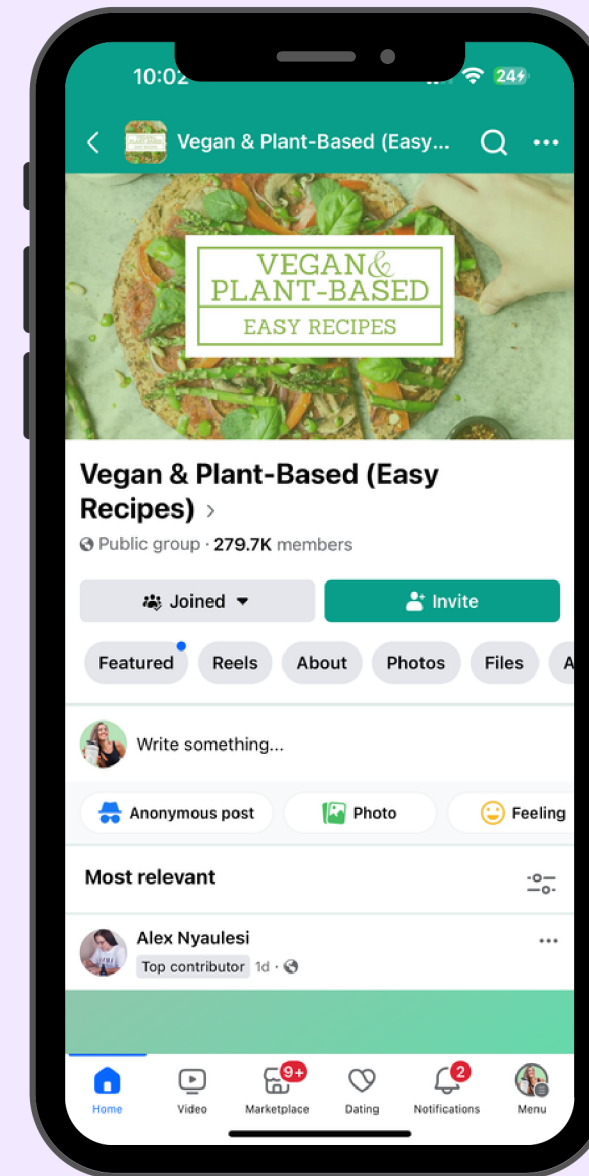
1. Tennis
2. Cooking
3. Dogs
4. Personal Development
5. Music



Follow Hashtags



Facebook Groups





FIND > ADD > MESSAGE

Engage Authentically and Provide Value

Engagement is key to successful prospecting. Here's how to do it authentically:

- **Comment on Posts:** Provide insightful comments on posts made by your prospects. This shows that you're genuinely interested in their content and can help build a relationship.
- **Share Valuable Content:** Regularly share content that is relevant and valuable to your audience. This could be stories, posts, health news, tips, or even your own insights.
- **Direct Messaging:** Reach out to prospects with personalized messages. Avoid generic pitches and focus on how you can compliment them, ask questions, help them solve a problem or achieve a goal.

Authenticity is crucial. People can easily spot insincere comments, so always strive to add genuine value to your interactions.





Content Creation:



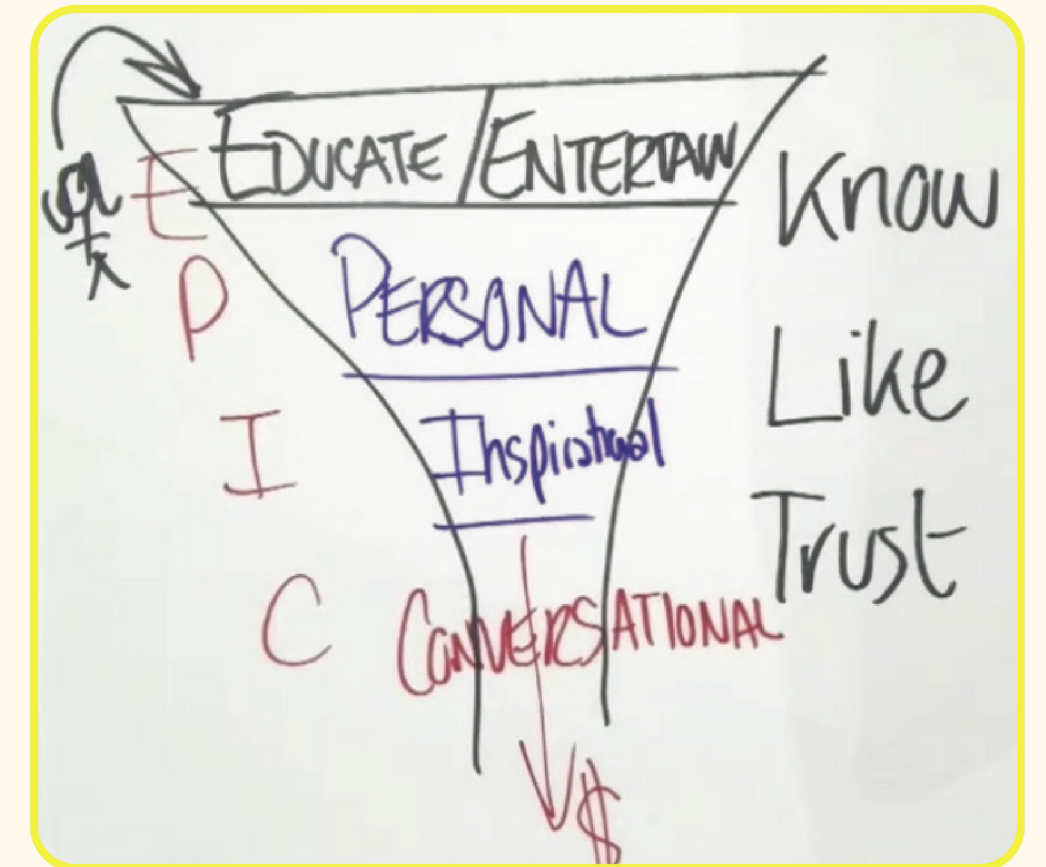
Move your followers through the funnel:

They must get to KNOW you, then LIKE you, then TRUST you.

We do this by:

1. Educate / Entertain
2. Personal
3. Inspirational
4. Conversational

All leads to \$\$ Sales!





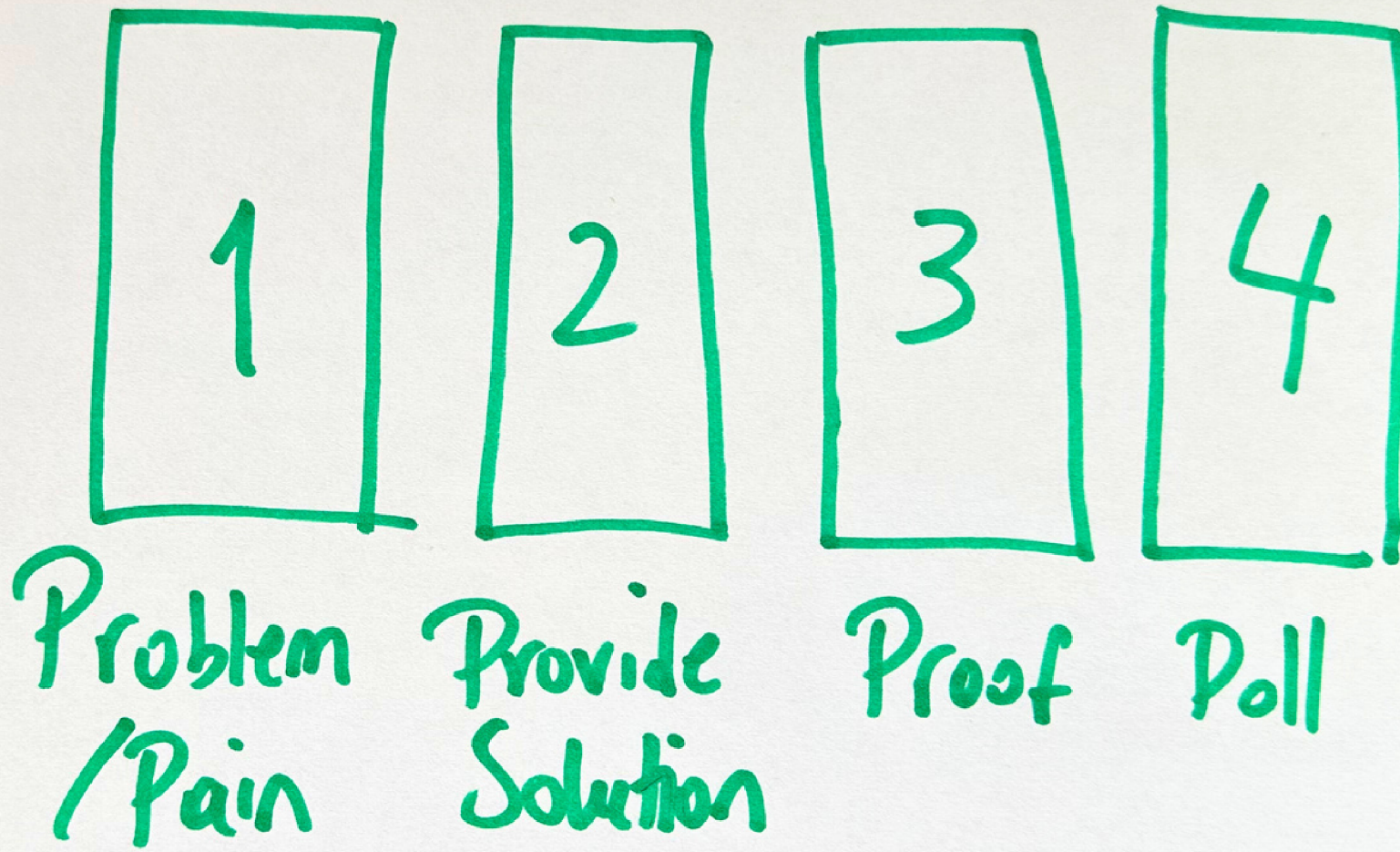
Lives videos must:

1. **GOOD TITLE (High level of curiosity)**
2. **GOOD ENERGY / DELIVERY**

STRUCTURE

1. Hook (INTRO)
2. Tip 1
3. Tip 2
4. Tip 3
5. CTA: CALL TO ACTION OR CALL TO COMMENT





SCRIPT TO SEND TO FOLLOWERS THAT COMMENT ON YOUR POSTS

Hey (NAME),

Thank you so much for your comment on my post. I was just wondering, were you just being supportive or would you like some information on what I do? =)

SCRIPT TO SEND WHEN A FOLLOWER ASKS YOU FOR MORE INFO ABOUT WHAT YOU DO

Yeah, of course.

What do you know about_____and _____? Can I tag you in a quick video? .

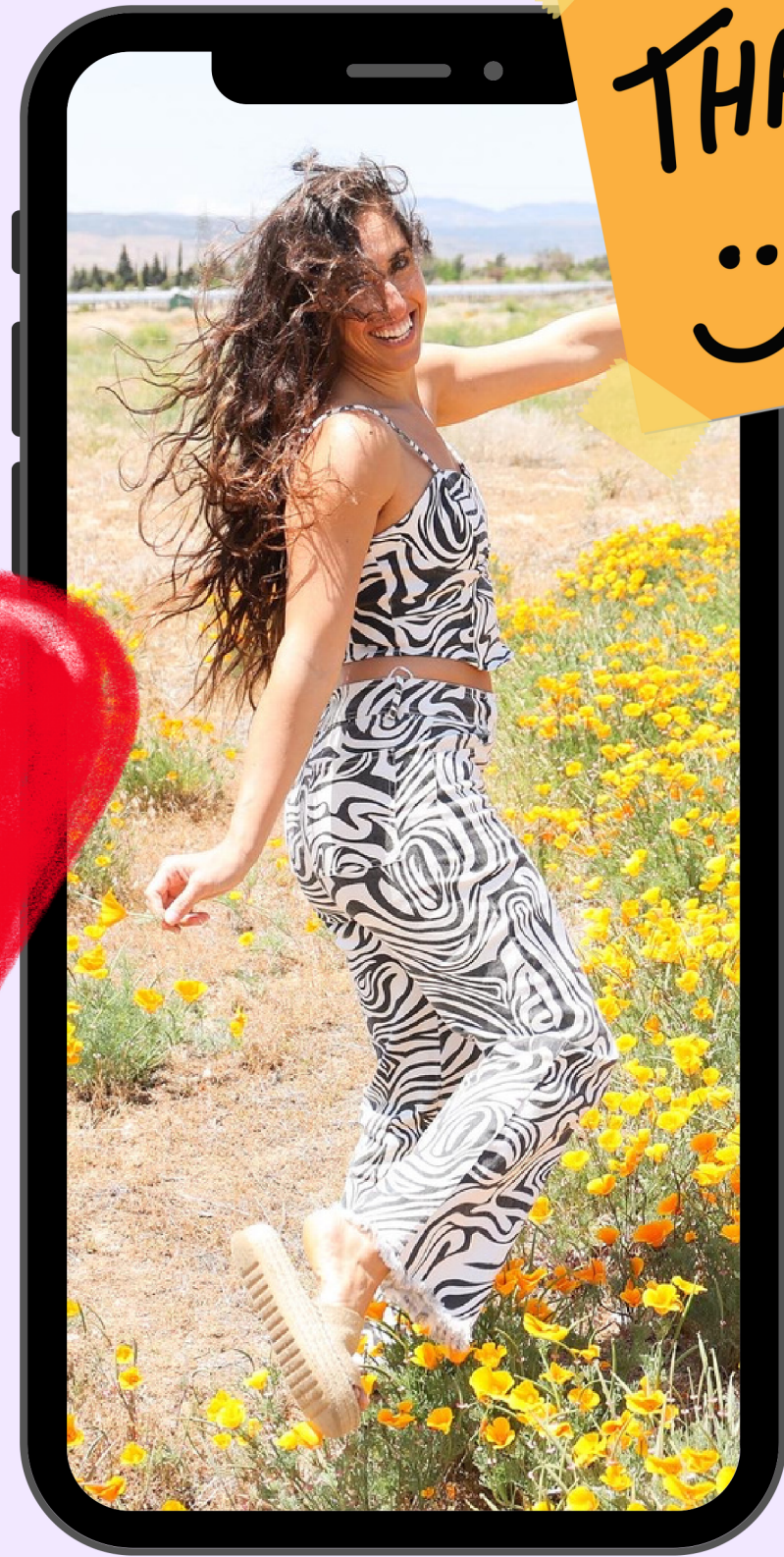
Tagged! Can you send me a thumbs up when you are done?

Does it make sense?

SCRIPT TO SEND WHEN YOU GET A NEW FOLLOWER

Hey (NAME),

Thank you so much for sending me a friend request and connecting. I was just wondering where did you find me? What questions can I answer for you? =)



Carolina Teasdale

