TOP 10 BEST PRACTICES

THE FUNDAMENTAL PURPOSE OF MARKETING IS TO GRAB THE READER'S ATTENTION. TO DO SO, AND TO CREATE A COHESIVE AND FORWARD-LOOKING STRATEGY THAT LEVERAGES SOCIAL MEDIA AND DATA ANALYTICS, ORGANIZATIONS SHOULD OBSERVE THE FOLLOWING BEST PRACTICES.

1. Identify and communicate what specifically makes your program different.
2. Start with your why in communicating your unique value proposition.
3. Master the art of storytelling in your marketing.
4. Create and use a functional social media calendar to organize your daily activity.
5. Always use Bitly.com to shorten URL's, measure traffic, and optimize links with real-time data activity reports.
6. Always use appropriate hashtags in your social media posts.
7. Craft attention-grabbing headlines for your posts.
8. Regularly monitor all social media analytics, website analytics, and CRM analytics data.
9. Use live streaming video broadcasts to connect and engage with your followers.
10. Use data to drive decisions is all marketing initiatives.

*Source: Bates, M., Spezzano, M., & Danhoff, G. (2020). Health fitness management (3rd ed.). Human Kinetics.

+10 MORE BEST PRACTICES

11. Incorporate the timely use of micro-influencers. This practice alone can generate 2X, 3X, 4X, or even 10X your contents' impact.

12. Repurpose your highest viewed content to amplify your impressions, reach, and engagement.

13. Use talking points as an outline for live-streamed or prerecorded broadcasts.

14. Create thumbnails that hook your audience or get them to click on the YouTube video content.

15. Follow the 3 pillars of getting attention: (1) Hook, (2) Story, and (3) Authenticity.

16. Use short videos (under 60 seconds) to communicate with your audience.

17. Incorporate a social listening strategy for real-time information and insights.

18. Use stories to create interactive content.

19. Produce Video Content - it will continue dominating all platforms.

20. Post content on related topics that are trending within your industry that brings value, new perspectives, or solutions to the conversation.