

cba

# Social Media Savvy

Maximizing Your Online Presence



coralclub

A high-angle, top-down photograph of a diverse group of people gathered around a central point, each holding a smartphone. The phones are held in a circle, with their screens facing outwards. The people are looking at their phones with various expressions of interest and engagement. The background is a bright, slightly blurred outdoor setting with a blue sky and some greenery. The overall mood is one of social connectivity and digital interaction.

Social media isn't just for entertainment; it's a vital tool for product promotion.

However, getting started with it can seem overwhelming. With numerous platforms available, you might not be familiar with all of them.

# To get started with social media for business,

you should first decide which platforms you want to use. It's essential to identify your target audience and determine which social media platforms they are active on.

You may also consider creating a separate profile for your business activities.



When setting up your social media page, keep the following in mind

Select a memorable username.

Use an eye-catching cover photo.

Choose an appropriate profile picture.

Provide essential information in the "About" section.

Create initial content to make your page appear engaging and informative.

# Ideas on what to post

01

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Personal Story

02

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Lifestyle hacks

03

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Healthy tips

04

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Entertainment topics



When managing your business page, it's advisable to steer clear of controversial subjects such as politics or religion.

Be mindful of the links you share, the language you use, and the content you post on your page to maintain a professional and neutral image.

A man with a beard and mustache, wearing a tan button-down shirt, is sitting in a beige lounge chair outdoors. He is smiling broadly while looking at a dark green smartphone held in his hands. He is wearing a watch on his left wrist and a ring on his right hand. The background shows a blurred outdoor setting with trees and a building.

We recommend you not prominently feature the "Coral Club" name on your profile. Some people might conduct a quick online search based on the name and form opinions before engaging in a conversation with you.

It's often more effective to explain your affiliation with Coral Club through direct conversation.

- Seek online examples of successful fellow distributors or business pages and take inspiration from them.
- Limit your posts to no more than 1-2 times per day.





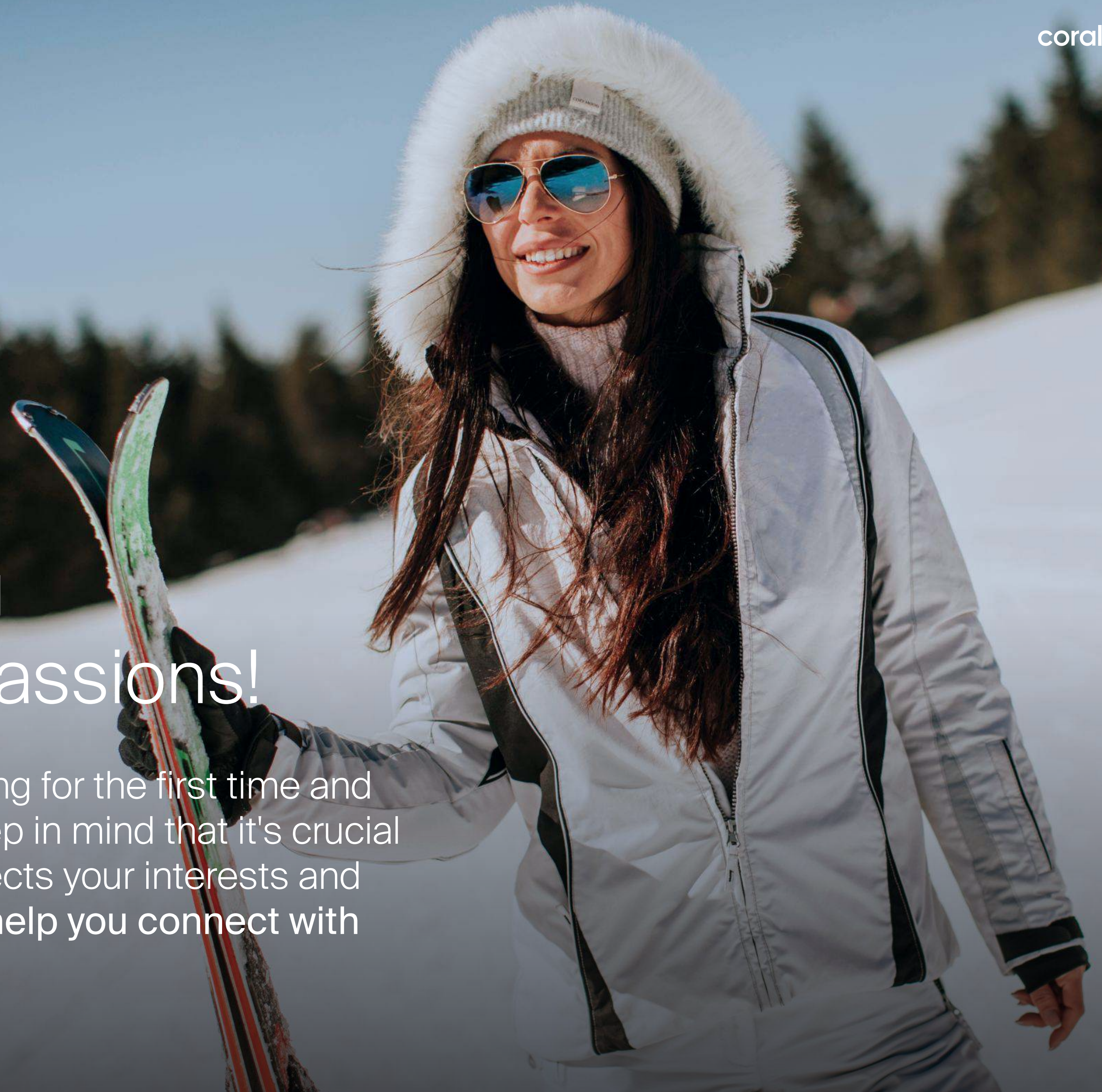
Avoid reposting excessively,  
as your followers will value  
your original content.

Quality posts are more important than quantity, so aim for high-quality content even if it means posting less frequently.

Remember that each post contributes to the impression you create, so always strive to present yourself positively.

# Share your exciting experiences and passions!

For instance, if you recently tried skiing for the first time and loved it, share that on your page. Keep in mind that it's crucial to post high-quality content that reflects your interests and experiences. This type of post can help you connect with your audience on a personal level.



A group of volunteers, including a man in a purple hat and a woman, are shown from the chest up, wearing bright blue t-shirts and white work gloves. They are all smiling and have their arms extended, stacking their hands in a circle in the center of the frame. The background is a clear, bright blue sky with some light clouds. The overall mood is positive and collaborative.

Promote a good cause and your involvement in charitable activities.

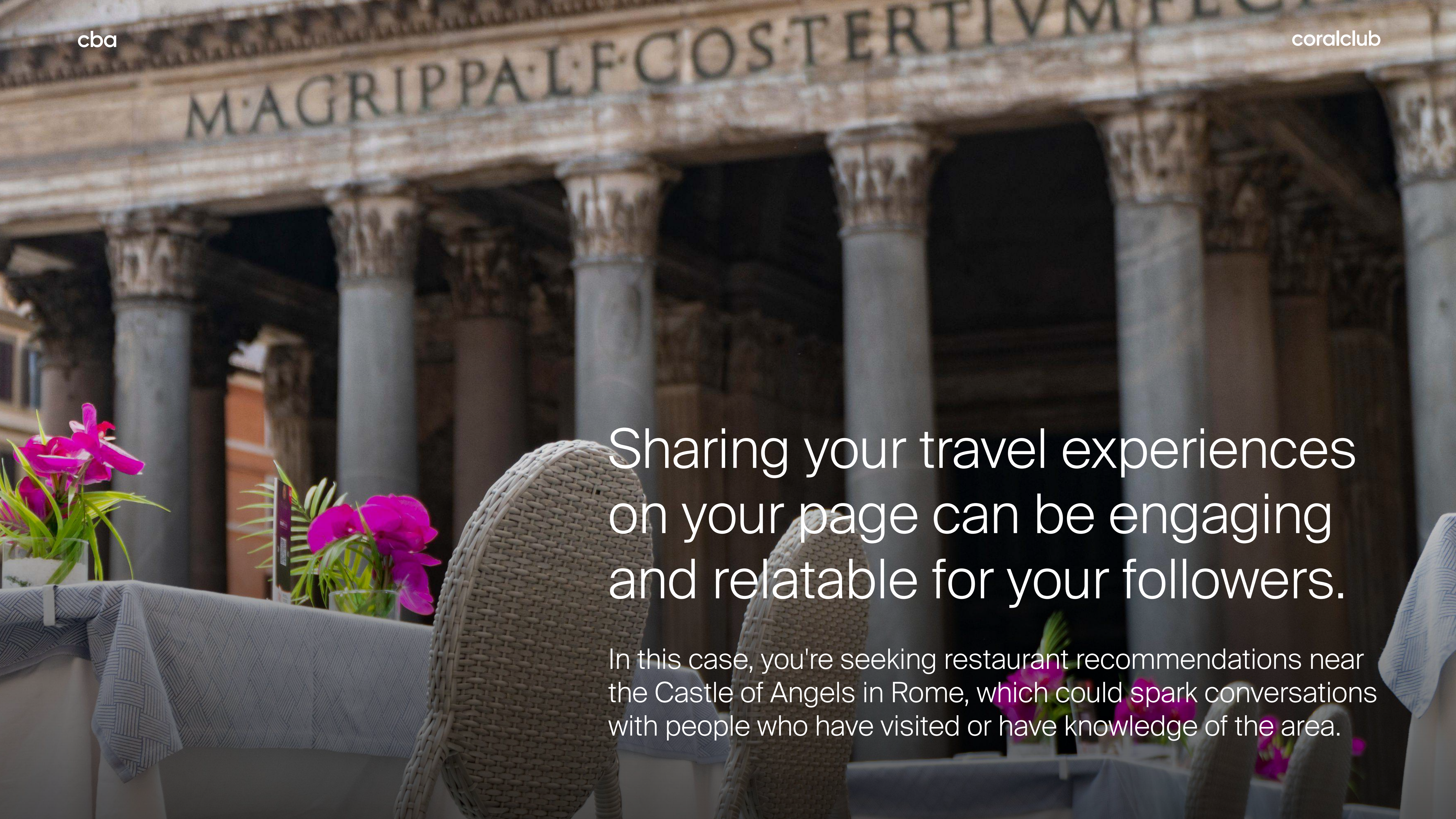
For instance, if you're volunteering at a soup kitchen during the holidays, share it on your page to inspire others to participate. It's a great way to show your dedication to helping the community.

A wide-angle shot of a grand theater during a performance. A ballerina in a blue tutu is captured in a graceful pose on the stage, illuminated by a spotlight. The audience, seen from behind, is densely packed and many are clapping their hands. The theater's interior is ornate, with red walls and gold accents.

# Share your interests and experiences with your followers.

For instance, if you've attended a remarkable play like "Romeo & Juliette," express your enthusiasm on your page.

It helps you connect with people who share similar interests and adds a personal touch to your profile.

The background image shows an outdoor dining area. In the foreground, there are tables covered with light-colored, patterned tablecloths. Several wicker chairs are visible. On the tables, there are small vases containing bright pink flowers. In the background, a classical building with large columns and a pediment is visible. The pediment contains the Latin inscription "M·AGRIPPA·L·F·COS·TERTIVM·P·M". The scene is set during the day, with soft lighting.

Sharing your travel experiences on your page can be engaging and relatable for your followers.

In this case, you're seeking restaurant recommendations near the Castle of Angels in Rome, which could spark conversations with people who have visited or have knowledge of the area.

# When you're ready to start finding your audience online

you can explore various social media groups and communities related to your interests and business.

Look for groups in categories such as

healthy lifestyle

sports

beauty

healthy eating

self-development

groups for young parents

entrepreneurship

network marketing

and other relevant areas.

These groups can be a valuable source of potential clients and partners who share your interests and goals.

Engaging with members of these groups and inviting them to connect with you on your page can be an effective way to expand your network.

Of course, not everyone you invite will respond, and that's perfectly normal.

However, if you've designed your social media page to resonate with your target audience and consistently share high-quality content, you're more likely to attract followers who are genuinely interested in what you have to offer.



Shared interests can serve as excellent conversation starters and can help you build meaningful connections with people who align with your goals and values.

Remember that building a strong online presence and network takes time and persistence.



Expanding your network by connecting with friends of your friends can be a valuable strategy.

Mutual connections often make it easier to initiate conversations and build trust. When people see that you share mutual friends, they may be more inclined to accept your invitation and engage in conversations with you.

Building these connections can help you grow your network and potentially find new clients and partners who share your interests and goals.



# Contacting clients

Initiating contact with potential connections in a friendly and genuine manner is key to building a warm network of contacts on social media. Here are some examples of how you can start conversations:

- "Hi, love your recent photo shoot. Do you have any tips for taking great photos?"
- "Hey, I noticed that you have a lot of posts about healthy eating and fitness. I'm into that too. Can we connect?"
- "Hey, great photos of your golden retriever. I'm in the same area as well. Do you ever go to the local dog park?"



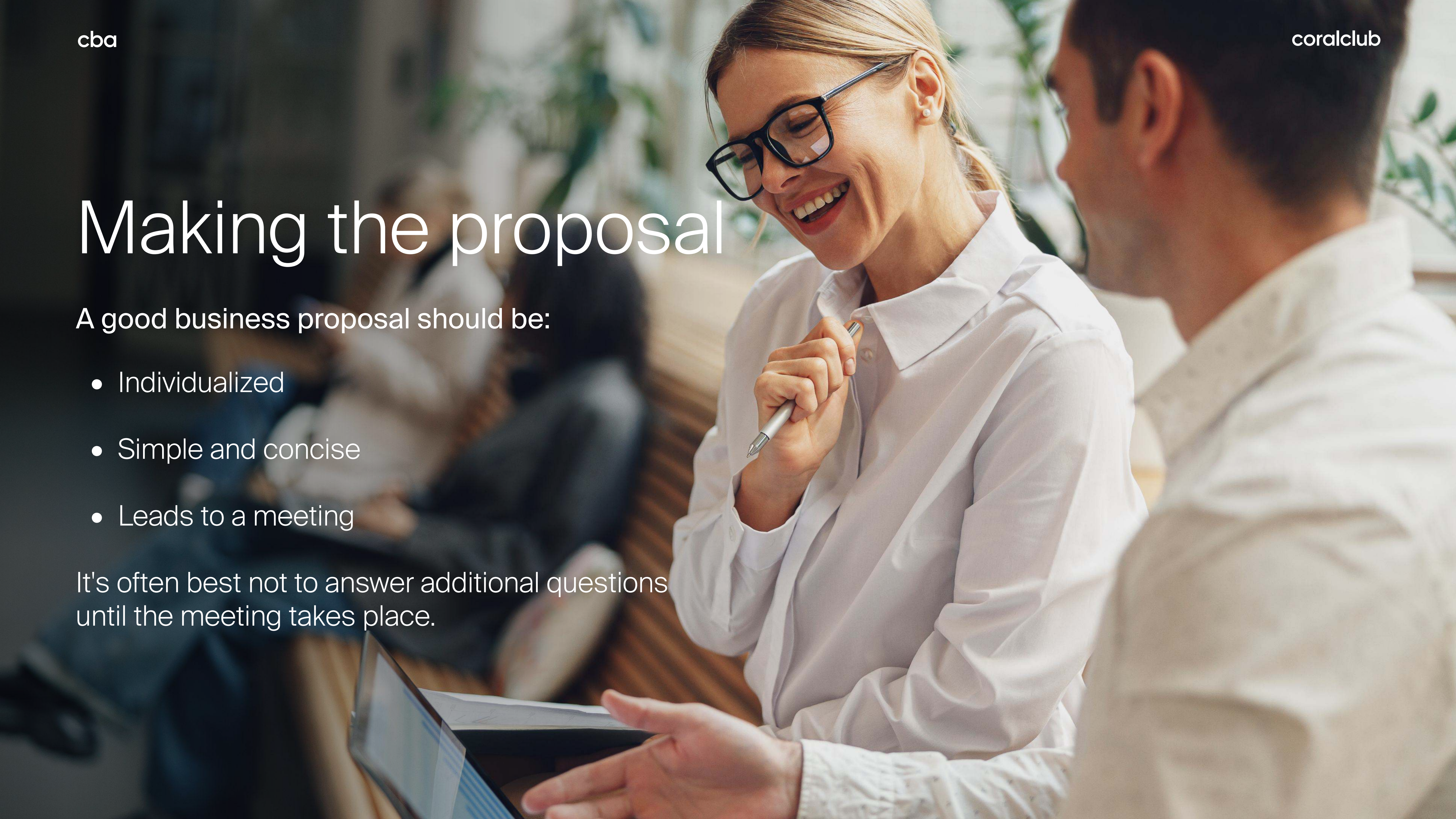
**These initial messages are friendly and open-ended, allowing for further conversation and connection.** Building rapport and common interests is a great way to establish a warm network and potentially find people interested in your business or products.

# Making the proposal

A good business proposal should be:

- Individualized
- Simple and concise
- Leads to a meeting

It's often best not to answer additional questions until the meeting takes place.





Hello!

I'm a big fan of staying active and striving for personal excellence every day.

How about you?

Would you be interested in learning about ways to restore and maintain your health and that of your loved ones?

Perhaps you're curious about maintaining your youthful vitality and enhancing your beauty?

Let's discuss how to stay active and healthy for many years to come!

# Let's take a look at an example of an effective script

Remember not to copy it verbatim but rather use it as a reference to understand the tone and structure. It's essential to incorporate these elements into a more extended conversation rather than using them as the initial greeting or in response to specific questions.



- Do you know why maintaining a proper water balance is crucial for your health? Feel free to visit this chat to delve deeper into the topic and discover its significance...
- Health is of great importance to me, and I've recently ventured into the health industry by exploring an intriguing opportunity. Would you be interested in learning more about it?

# Proposal rejection

You received a "no." What should you do next?

You can continue to maintain a personal connection.  
There might be another opportunity  
in the future to reintroduce the opportunity.

# 5 critical mistakes to avoid

Spam

Plagiarism

Poor content quality

Poor quality of photos

Disinformation