

MAY 2022

TRIPLE THREAT SUCCESS MARKETING FOR SMALL BUSINESSES

SOCIAL MEDIA TIP OF THE MONTH

VIDEO IDEAS FOR SOCIAL MEDIA

Start a video series

Creating and sticking to a schedule for your social media videos can help you build an audience and increase engagement on your social sites. By sticking to a regular schedule, you can encourage users to tune in and create an easy habit to stick to throughout the year. Your series cadence can be as infrequent as once a month or as regular as once a day. The important part is to let your audience know when your video will be posted and to tease your upcoming topics to build excitement.

Build a community through video

Building a community was one of our top social media marketing trends from last year, and it's going to continue to play a huge role in your strategy this year. You can use video to build your community by crowd-sourcing questions to answer, topic suggestions, and people to feature in your videos. For example, you could ask your customers to submit questions for an upcoming video or ask what they want to see in your upcoming posts to get customer feedback.

Feature real customers in videos

Your existing customers can help you take your social media videos to the next level. By featuring real customers speaking about your business, you can build trust and social proof, two key components people look for when trying to decide whether or not to work with a business. Reach out to some of your loyal customers to ask if they'd be willing to be featured in a social media video for your business this year.

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Get the digital version of the
newsletter by using this QR
code or by visiting:

triplethreatsuccess.com/biz-2022-05



GOOGLE MY BUSINESS OPTIMIZATION - ADD PHOTOS

Uploading photos to your Business Profile through your Google My Business account dashboard is important for three reasons:

- Ensure quality. Anyone can add photos to your Business Profile, which means you'll get a range of quality. By adding your own great photos, you can ensure your profile looks its best.
- Be active. Adding photos regularly signals to Google that you are active with your profile and it is up-to-date, which positively impacts your ranking.
- Get images in results. Google is advancing in image recognition and starting to include photos in local results.
- Increase engagement. According to Google, customers are 42% more likely to request driving directions to a business if its Business Profile has photos, and 35% more likely to click through to its website. Furthermore, a BrightLocal study showed that businesses with more than 100 photos get 520% more calls, 2,717% more direction requests, and 1,065% more website clicks than the average business.

This doesn't mean you should go crazy and add a hundred images to your profile at once. Follow these tips to use photos to optimize your Google Business Profile:

- Add at least one new photo every seven days.
- For your thumbnail photo, upload your logo.
- For your cover photo, use something that best represents your brand—but don't fuss over this because Google will display different feature photos depending on the search query.
- For other general photos, refer to Google's photo guidelines for specifications, but be sure to include happy customers, interior and exterior views, and team photos.
- No stock photos, and no photos with special effects or branding. Google is trying to represent your business as it appears in the real world.
- Focus on quality images that have clear depictions (to align with image-enriched results).

Google will pull a specific photo from a Business Profile and display it directly in local results if it matches the keyword searched.

- Geo-tag your photos to further indicate to Google your prominence in your area.
- Add videos, too!
- Use Google's Street View app to add a 360° photo to your profile.

Quotes to Share

"Things work out best for those who make the best of how things work out."

JOHN WOODEN

"All our dreams can come true if we have the courage to pursue them."

WALT DISNEY

"Success is walking from failure to failure with no loss of enthusiasm."

WINSTON CHURCHILL

"Try not to become a person of success, but rather try to become a person of value."

ALBERT EINSTEIN

"I have not failed. I've just found 10,000 ways that won't work."

THOMAS EDISON

"If you don't value your time, neither will others. Stop giving away your time and talents-- start charging for it."

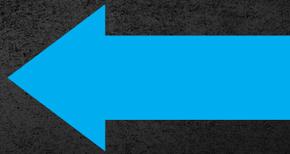
KIM GARST

"What seems to us as bitter trials are often blessings in disguise."

OSCAR WILDE

Social Media Content for Your Business Pages

You can find viral business social media content at the link below. Feel free to download the images to your device and upload them to your social accounts.



triplethreatsuccess.com/biz-2022-05

Articles to Share

The following articles make great content to share on your Facebook, LinkedIn, or Twitter accounts. Make sure to add your own thoughts to your post to establish yourself as an industry expert.

How to Build Connections and Create Boundless Opportunities

bit.ly/3ygakfh



Your Brand Can Carry You Through a Downturn

bit.ly/3OlaHVo



Specialize First, Then Diversify As A Startup Founder

bit.ly/3koiYzS



How the Biggest Challenges Can Be the Greatest Opportunities for Entrepreneurs

bit.ly/3vnruW7



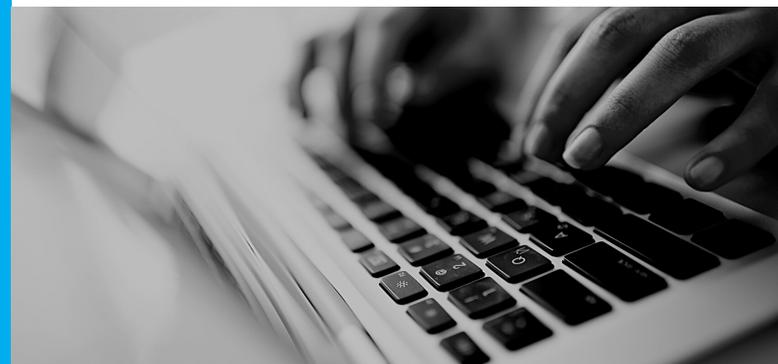
VIDEO OF THE MONTH

MAY 2022

Video descriptions can make or break your latest video. It's not just about spelling and grammar, it's about keeping it as simple as possible and engaging to your audience. In today's video, I'll break down the art of video descriptions and how to optimize your videos with them.



bit.ly/3xUghyg



NATIONAL HOLIDAYS

Get Your
Free Holiday
Content
Here!



triplethreatsuccess.com/biz-2022-05

TRIPLE THREAT SOCIAL May 2022

May
1

Loyalty Day

Share an idea of what you think
loyalty is

May
3

Teacher Appreciation Day

Share your favorite teacher growing
up, tag them if you can!

May
4

Star Wars Day

Post a photo of your favorite Star
Wars character

May
5

Cinco de Mayo

Post a photo of how you are
celebrating

May
6

International Nurses Day

Post a Thank You video for a specific
nurse you know or just in general

May
8

Mother's Day

Post a Mother's Day message for your
mom and tag them

May
10

Clean Up Your Room Day

Share a photo of your room before
and after clean up

May
11

Eat What You Want Day

Post a photo of the food that you
want to eat the most

May
13

Friday the 13th

Share a superstition you believe in

May
15

Chocolate Chip Day

Share a recipe for the best chocolate
chip cookies

May
17

Pack Rat Day

Throw away or donate anything you
haven't used for over 6 months

May
20

Pizza Party Day

Share your favorite place to get pizza.
Don't forget to tag them!

May
20

Be A Millionaire Day

Ask your followers how they would
spend a million dollars.

May
27

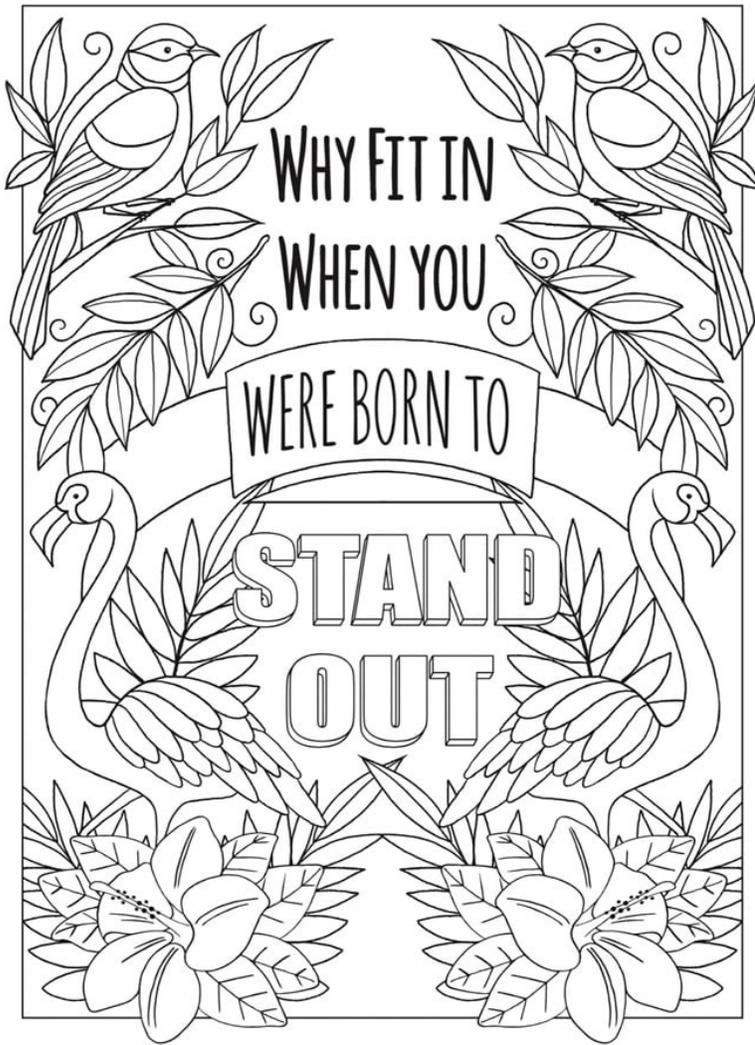
Road Trip Day

Share a road trip you would love to
go on with your family or friends!

May
30

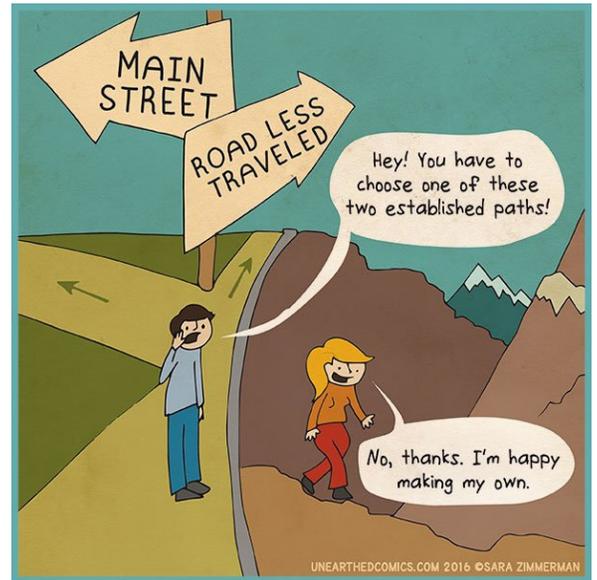
Memorial Day

Post a thank you message for our
fallen heroes



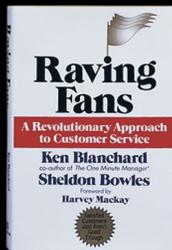
Benefits of Coloring

When thoughts are focused on this simple activity, your brain tends to relax. You're not disturbed by your own thoughts and appraisals. The difficulties of life evaporate from your awareness, and both your body and your brain may find this rewarding.



READ THIS

Raving Fans
by Ken Blanchard
and Sheldon Bowles



LISTEN TO THIS

Unlocking Us
with Brene Brown



DOWNLOAD THIS

Engross
Focus Timer &
To-do List



My May Goals

1. _____
2. _____
3. _____

FOCUSED
HUMBLE
HOPEFUL
STRONG
LOVING
INSPIRING™



LET'S DO THIS

Do you want to book a strategy session?
upgrade your Canva account?
email Triple Threat support?
follow us on social media?



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linktr.ee/erinaddresso