Hello and thanks for downloading!

We are so glad that you are taking advantage of this free resource, and we hope that you find it helpful and inspiring! Our passion is creating positive, practical, and insightful content for fellow parents; and we know first-hand how much time and effort goes into each and every piece of content.

We have provided tips and strategies that will help you get the most out of each and every piece of content! Creating great content is an extremely important part of the process, but there are also other things that you can do to help improve your reach across platforms.

The following advice comes from Shari's 8 years of experience in the world of digital marketing, and she is sharing strategies that she has helped implement for companies across the country. We hope that you will implement them consistently so that you too can see the benefits of these practical tips!

Here at Adore Them, we also have a variety of ways that we partner with fellow content creators and brands:

We work with a variety of guest contributors so if you'd ever like to share your content with our audience, you can check out that option on our Submit page: **AdoreThem.com/Submit**

We also have the ability to customize and create sponsored packages to match your brand's voice and messaging. To brainstorm options, you can reach out to Karissa directly: **karissa@adorethem.com**

And if you would like pre-written content to help fill up your calendar, we have 50 articles with corresponding graphics available for purchase in our content library here:
AdoreThem.com/Content-Library

We wish you the best of luck with your digital marketing strategies,
and please let us know if we can help in any way!

Sincerely,
Karissa & Shari

DIGITAL MARKETING

TIPS & STRATEGIES

Adore Them

WEBSITE

Pay Attention to Your Analytics

- You'll want to post your weekly article at the best time possible!
- Experiment with different days & times.
- Then analyze that info & figure out which day/time is most optimal for publishing new articles.
- Note: Be sure to revisit this regularly. Things can change & shift depending on trends, seasons, & other factors.

Include a Call to Action (CTA) in Each Article

- Bringing people to your site is a great first step, but what do you want them to do from there?
- A clear CTA should be included in every single article to help move customers through the buying process.
- CTA's can include things like:
  Reading more articles, Sharing on social media, Signing up for a mailing list, Learning more about the company, Checking out a related product, Contacting the company directly, Viewing a current promotion, And more…

Make it Easy for People to Share

- You want people helping to promote your business organically!
- When they read a great article, they are likely to share it with others; BUT…
- You have to make it easy!
- Include clean, simple social media sharing buttons that don't take away from the article but make it easy to share it.

Don't Forget About SEO

- If your site has SEO tools available to you, be sure to use them!
- Think strategically about keywords & phrases to include in your post tags.
- When inserting images, include a keyword/key phrase as the title & alt tag.

DIGITAL MARKETING

TIPS & STRATEGIES

Adore Them

SOCIAL MEDIA

Share Each Article Multiple Times

- Your entire audience does not see every single social media post that goes out so give them multiple chances to see your articles.
- When you post a new article, schedule multiple social posts to go along with it for that week.
- Change the description slightly each time.
- Try posting to social media on different days & times to start to see what works best.

Make Your Social Media Posts Interactive

- Include questions in your social media posts to encourage interaction.
- Include reminders for them to share the post with someone others.
- Utilize spacing, special characters, & emojis to help make each social media post easy to read & scan.

Use Hashtags to Your Advantage

- One or two hashtags on Facebook can be helpful
- One or two hashtags on Twitter are highly recommended
- Multiple hashtags on Pinterest since the platform now recognizes hashtags too
- Up to 30 hashtags on Instagram gets way more eyes on your content
  Pro Tip: put the hashtags in the first comment on your post instead of the description itself

Avoid Talking Too Much About Your Business

- People do not respond well to highly promotional content on social media.
- They will be more likely to interact with & share your content when you approach it from a more personal & natural perspective.
- Try to think about what would make you share a social media post, & then recreate that for your business pages.
- We can't forget that our audience is human too!