



10 SOCIAL MEDIA TACTICS FOR FEMALE ENTREPRENEURS

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Cassandra Craven

Social Media & Content Manager

- **Over a decade of experience creating organic social media content.**
- **Specializing in community management, influencer relations, content creation, social strategy, and analytics.**
- **Past includes producing and managing social media content for two Emmy-nominated TV series and the 2018 top-grossing films, Aquaman and Marvel's Venom.**

AGENDA

- VOICE**
- NICHE**
- AUDIENCE**
- CONTENT**
- NETWORKING**
- ANALYTICS**
- AUTHENTICITY**

Embrace Your Inner Celebrity

00:10:01

10

EMBRACE YOUR INNER CELEBRITY

- VOICE
- TONE
- AESTHETIC
- SCHEDULE



Find Your Niche

00:09:02

9

FIND YOUR NICHE

- EVALUATE YOUR PASSIONS & SKILLS
- ASK YOURSELF: IS THERE A MARKET FOR MY NICHE?
- SCOPE OUT THE COMPETITION
- TEST THE WATERS



Tell Your Truth

00:08:03

8

TELL YOUR TRUTH

- SHARE YOUR STORY
- HOW HAVE YOUR EXPERIENCES SHAPED YOUR VIEWS?
- WHAT KNOWLEDGE (PERSONALLY & PROFESSIONALLY) HAVE YOU GAINED?



Failures Are Fabulous

00:07:04

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FAILURES ARE FABULOUS

- DON'T HIDE YOUR FAILURES
- PAST, PRESENT, OR FUTURE
- BE HUMBLE
- LEVERAGE YOUR FAILURES



Thrive In The Day-To-Day

00:06:05

6

THRIVE IN THE DAY-TO-DAY

- REMEMBER THE 3 R's:
 - RELATABILITY
 - RELEVANCY
 - ROUTINE



Take Your Audience On A Journey

00:05:06

5

TAKE YOUR AUDIENCE ON A JOURNEY

THINK OF YOUR AUDIENCE AS YOUR COMPANION. YOU WANT TO...

- **EDUCATE** THEM ON WHAT YOU'RE DOING
- **ENGAGE** WITH THEM ALONG THE WAY
- **EXCITE** THEM! KEEP THEM GUESSING WHAT WILL HAPPEN NEXT



Transform Like A Chameleon

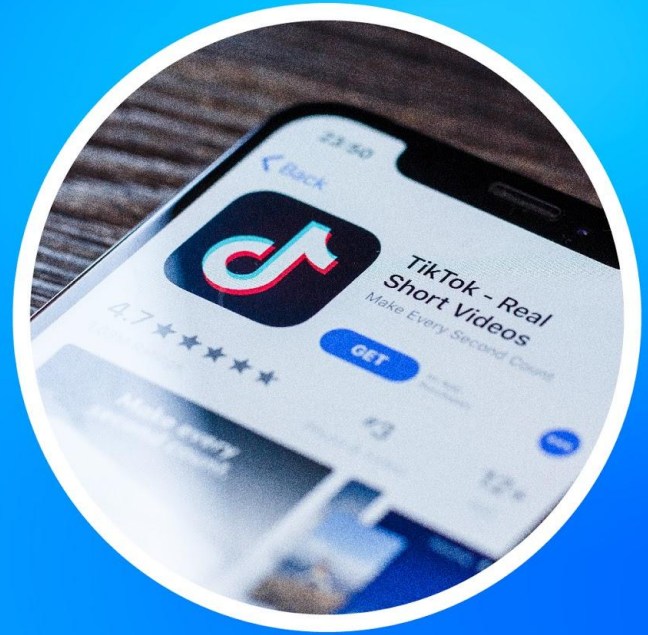
00:04:07

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TRANSFORM LIKE A CHAMELEON

SOCIAL MEDIA IS ALWAYS EVOLVING AND YOU HAVE TO KEEP UP!

- TRENDS
- PLATFORMS
- CONTENT
- MEDIUMS



You Better (Net)Work

00:03:08

3

YOU BETTER (NET)WORK

YOU DON'T HAVE TO LEAVE
YOUR HOUSE TO MEET PEOPLE:

- BEST PLATFORMS FOR
CONNECTING WITH PEERS,
MENTORS, AND COLLABORATORS:

- TWITTER
- FACEBOOK (GROUPS)
- INSTAGRAM
- TIKTOK



Learn What Works (And What Doesn't)

00:04:09

2

LEARN WHAT WORKS (AND WHAT DOESN'T)

- INSIGHTS
- A/B TESTING
- ANALYZE



Never Stop Being YOU

00:01:10

1

NEVER STOP BEING YOU

- KEEP IT REAL
- AUTHENTICITY IS KEY
- YOU ARE YOUR OWN BRAND



Key Takeaways

- **FIND YOUR NICHE.**
- **BRANDING IS ABOUT STORYTELLING.**
- **DON'T BE AFRAID TO FAIL.**
- **ANALYZE AND ADJUST AS NEEDED.**
- **KEEP IT REAL.**

Connect With Me & Helium 10



Facebook:

- **Cassandra Craven**
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Instagram:

- **@Cassandra_Craven**
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LinkedIn:

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Thank You