



# 5 STEPS TO GROW ON SOCIAL MEDIA ORGANICALLY

Tired of guessing what actually works on social media?  
Follow these 5 steps to build real momentum, real visibility,  
and real results — organically.





# 1. BRAND CONSISTENCY

Brand consistency is so important when building your brand!

When posting and sharing your posts on social media always make sure you use your branding colours and your logo. As well in the copy put all the ways you can be contacted including website, email, phone, address or anything relevant to make it easier for potential customers to easily contact you or connect with your offerings.

On Facebook, you can also put a contact button and there are many options such as connecting to your WhatsApp for easy contact.

Always remember that being on social media means you can access the entire world! Make sure that every post you put up is heavily focused on what you offer. You're unique and you want to show that to your potential customers.



## 2. A CALL TO ACTION (CTA)

On each post, whether it is a short post or a long one, always include a CTA. This can be to get the person to comment below, click a link, or any sort of action they can take to interact with your brand.

It's best to make sure your call to action happens before your branded contact information, like your website, that way they see your CTA right before they see your information and can take action immediately!

Here are a few examples:

- Comment below if this resonates with you
- Call us today!
- If you have any questions please reach out
- Find more details on our website
- Put your questions in the comments and I'll answer them
- Buy this premium t-shirt on our website



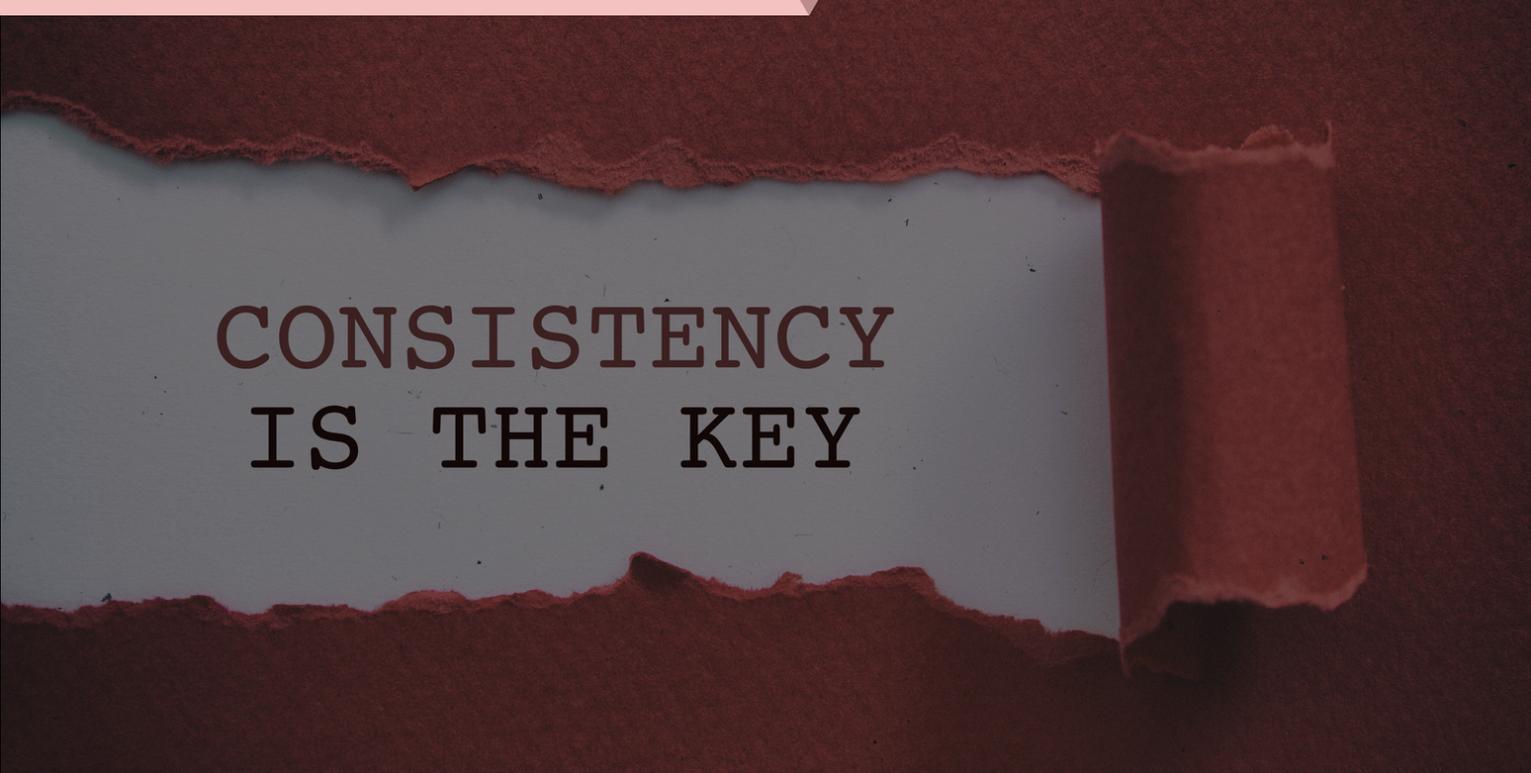


### 3. FACEBOOK GROUPS

Find Facebook groups that you can post about your business. Whether that is simply a post about your business, an intro post, or what you have to offer. Each group will have different rules to follow, so make sure to read them before joining the group

Post in each group at least once a week. If the rules say you can post more, then do so. Make sure you keep track of those groups using a spreadsheet or other document and even keep track of what engagement you receive including comments, likes and shares.

Make sure you also are showing up in the comments of other posts as well. Give advice, tell about your experience, give recommendations, and comment on posts looking for someone in your niche. Always be present and the more noticed you are, the more likely you'll get sales.



CONSISTENCY  
IS THE KEY

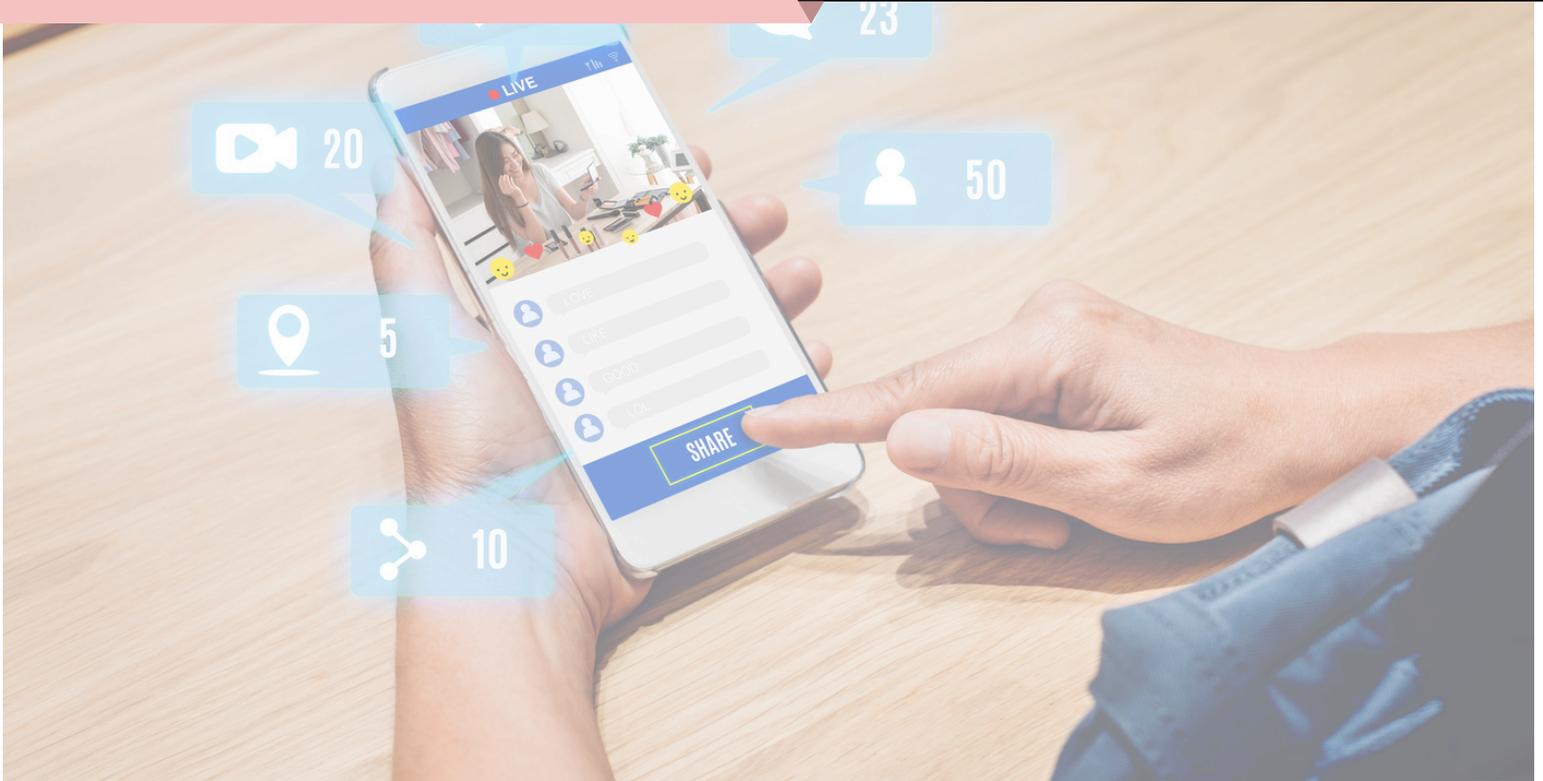
## 4. CONSISTENCY

Like the graphic above says Consistency Is The Key! No matter what it's important to make sure you are posting each and every week. Every social platform has a different suggestion for how many posts a week you should have. For example, Facebook suggests you post 1-2 times a day and Instagram suggests you post 3-5 times a week. The numbers keep changing so it's best to do research and keep relevant. Essentially just keep posting, but don't over-saturate your feed.

Another way to keep consistent is to schedule ahead. You can either use a scheduling tool such as Loomly or Hootsuite. If you are simply posting on Facebook and Instagram you can use Meta Business Suite to schedule your posts.

Also, keep it relevant! Posting things like items for sale, jokes, memes, information about your business and more will solidify your branding.





## 5. AUDIENCE ENGAGEMENT

Engaging with your audience, or potential customers, helps to build rapport, brand awareness, and trust.

Responding to comments, messages, and mentions as soon as you can is one of the best ways to keep retention. Engage with your followers by asking questions, running polls, and encouraging discussions.

You can also set up an automated message on Facebook so that, no matter what time of the day or night a message comes through, they get a response. Then you can follow up with them as soon as you're able to after that.

Remember that audience engagement is an ongoing process that requires continuous effort and adjustment. By actively involving your audience and providing value, you can build a loyal and enthusiastic community around your brand or message.



## YOU DON'T HAVE TO **DO THIS ALONE**

I'm Meagan Rose — a mum of two who built a business from home through organic marketing and now helps others do the same. Over the past 15 years, I've helped women entrepreneurs gain clarity, confidence, and clients by simplifying their social media. If you want growth that feels good and actually lasts, you're in the right place.

Ready to grow your socials the right way? Set-up an audit with me here: <https://bit.ly/MRDCFreeAudit>



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