

## Organic Attraction PDF

In this PDF you'll learn mammoth techniques in order to increase brand awareness and, therefore, sales.

This resource is primarily based on social media platforms such as TikTok, Facebook, Instagram, etc. I'll present a variety of ways to become a traffic magnet on social channels; you can even start implementing these today!

### ***What we will cover:***

- What your posts should include.
- Frequency of posting.
- How to be approved by the algorithms.
- Omnichannel posting and why it's important.

### **The Power of Free Value**



The power of free value is paramount to success on any social channel. The reason for this is that when people receive so much value from you, they almost do your marketing for you.

You know as well as I do what the power of word of mouth does to a business; it can quite literally sustain a business.

The structure of these posts is extremely simple; you want to make sure they're leaving the post having learned something or being able to act on what you've told them.

For example, "the best way to floss your teeth is to do X Y Z rather than T U V." The best free value posts shatter a paradigm around a common belief.

Educational posts are the best way to go for these types of posts; make sure you're switching up every now and then so it doesn't get repetitive.

**For example:**



Again, there's that educational factor that people can take away and use in the future. Remember to cater to all of your customers, whether they're younger adults or older people; look at their common issues and make posts around them.

## Consistency Is Key

Although these three words together are incredibly cliché, it's probably one of the more important aspects when it comes to posting on social media.

Now, posting every day isn't a must; however, it will yield results quicker. So long as there is a clear structure, your posts should get some traffic. Furthermore, it is becoming increasingly difficult as social media platforms reduce the reach of your posts.

Not to worry, you just have to look at the latest trends on what's working best, and as of May 2023, that's short videos. The beauty of this tactic is that most social platforms have a way you can post these now; it's extremely beneficial, especially for dentists, to start implementing this tactic.

As you know, TikTok has completely blown up across the world; it's the best way to target the new generation of people who will become attracted to your business.

Make sure you're using these in your videos:

- A catchy hook (the first 5 seconds are crucial, make sure they're visually intrigued as well as what the video is about).
- Educational content.
- Use of vibrant colours.
- High quality imagery & videography.

Posting frequently with high quality content gains a mammoth amount of trust towards your audience, which will only lead to more sales.

## Hosting Giveaways & Offers



A sensational way of driving traffic to your page and skyrocketing your engagement is to offer giveaways and great offers.

*Why?*

The algorithm promotes posts with higher engagement, so you have to do everything you can to do so. This should be the primary focus of every post you make.

The best way to run offers and giveaways is to do so on the services that aren't performing as well. It's also important not to forget about the high-performing services, as those are more likely to drive engagement.

Now, this doesn't stop here; you must collect everyone's email who participates. As a result, you'll be able to retarget everyone who entered the competition via email marketing.

The collection of emails is so important as you want to nurture the people who lost the giveaway. Make a simple form that

people can fill out to enter the giveaway, and then transfer that data over to your email marketing software so they can receive even more value from you, as well as future giveaways and offers.

## Using Hashtags In Your Posts



Hashtags are super important to reach new traffic; people who search for these keywords will have these posts put in front of their faces. Tie this together with short videos, and you can drive some serious traffic towards your brand.

Again, the main reason you do this is to have more engagement on your posts, which will then tell the algorithm to put your post in front of more people.

Use hashtags relevant to your business, of course. You can also use location-specific hashtags; this will ensure that you're targeting the right people who can come into your dental practice.

## Interacting With All Comments & Messages



Building a solid online presence requires some care when it comes to queries and questions. It can be uncomfortable to do at times, as some of the comments and messages can be extremely negative; however, you especially don't want to leave these.

Simply because people will see all the positive comments and messages being answered compared to the negative ones being unread.

I would go as far as to say that responding to the negative comments is more important. Try to solve the reason they're inputting those comments; this is only going to make your business a lot more recognisable.

On the other hand, a good response system will boost your reputation, which will directly lead to appointments as well as some good reviews. Most practices don't have a good response system on social media, so there's a lot of room to grow your presence in your area.

## **Omnichannel Posting**



Omnichannel posting is becoming more crucial by the day. If you don't know what it is, it's basically posting the same content across all platforms, which maximises its reach to different people.

The reason why we do this is because people from LinkedIn or YouTube, for example, most likely won't see our post on the other platform, so to maximise reach to a wider audience, we post the same on each platform.

It's good to have variation in your posts; however, that takes time, so at least putting the same post across multiple platforms will do the trick to herd as much traffic as humanly possible.

## How to do omnichannel posting:

- **Choose the platforms you want to post on** (where your audience hangs out the most)
- **Start making content universally that solves their problem** (e.g fear of visiting the dentist)
- **Post across all platforms on a consistent basis with clear CTA's** (tell them what you want them to do after they've seen your post)

P.S. One last thing before I go, here's a social media posting plan you can implement today, that'll massively increase your engagement. Use the omnichannel posting strategy to maximise results.

Enjoy your growth!

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| WEEK | MONDAY   | TUESDAY                            | WEDNESDAY           | THURSDAY                           | FRIDAY   | SATURDAY   |
|------|--|------------------------------------|---------------------|------------------------------------|--|--|
| 1    | High value post  | NO POST                            | Show-case your work | NO POST                            | A post that engages:<br>Ask a question to help engagements.<br>"What's everyone got planned this weekend?" | NO POST  |
| 2    | NO POST  | Limited time offer post / giveaway | NO POST             | Show-case your work                | NO POST  | High value post  |
| 3    | Show-case your work  | NO POST                            | High value post     | NO POST                            | A post that engages:<br>Ask a question to help engagements.<br>"What's everyone got planned this weekend?" | NO POST  |
| 4    | NO POST  | High value post                    | NO POST             | Show-case your work                | NO POST  | Show-case your work  |
| 5    | High value post  | NO POST                            | High value post     | NO POST                            | Show-case your work  | NO POST  |
| 6    | NO POST  | Limited time offer post / giveaway | NO POST             | High value post                    | NO POST  | Show-case your work  |
| 7    | Show-case your work  | NO POST                            | High value post     | NO POST                            | A post that engages:<br>Ask a question to help engagements.<br>"What's everyone got planned this weekend?" | NO POST  |
| 8    | NO POST  | Show-case your work                | NO POST             | High value post                    | NO POST  | A post that engages:<br>Ask a question to help engagements.<br>"What's everyone got planned this weekend?" |
| 9    | A post that engages:<br>Ask a question to help engagements.<br>"What's everyone got planned this weekend?" | NO POST                            | Show-case your work | NO POST                            | Show-case your work  | NO POST  |
| 10   | NO POST  | High value post                    | NO POST             | Limited time offer post / giveaway | NO POST  | High value post  |