

Rainmakers United

Social Media Audit



Welcome to the Rainmakers United Social Media Audit. We want to help ensure that all your social media channels are running smoothly, and have the ability to bring in new leads to your business.

Now if you were to go to a marketing agency, they might charge you anywhere between \$350 to \$500 for a similar audit.

But because you're a Rainmaker, we're going to give you everything you need to do the audit for yourself.

Before you get started, think for a minute about your social media goals. You'll need to get very clear on the following three things, before you start anything else...

1. Which social media platforms do you want to use for your business?
2. Who are your ideal customers? Or who do you want to sell to?
3. Which offer do you want to promote?

Once you've decided which platforms you want to use, who you want to reach, and which offer you'll focus on - then you'll be ready to start critiquing your social media presence.

Note - If you sell many things and don't want to pick just one offer, then your offer is whatever lead magnet you'll use to get people on your email list.

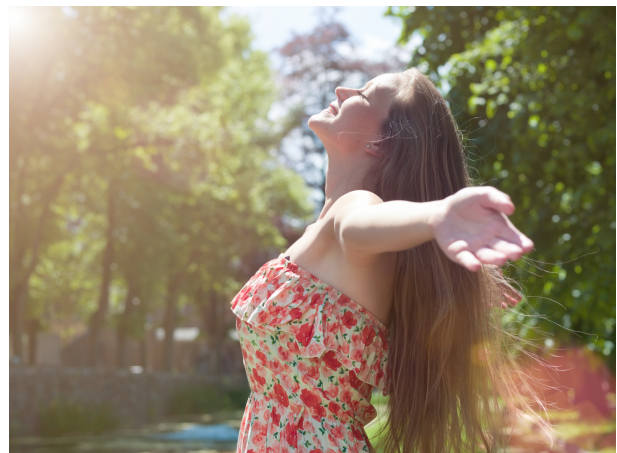
Go through the list of questions below, and if you answer no to any of them - write down the question on a separate piece of paper.

First Impressions

- Does your account feel professional, active, and portray good energy?
- Does everything in your profile feel cohesive?
- Are you using high quality photos?
- Is there enough white space in your posts?

Clarity

- Is it clear to your audience exactly what you do, and who you serve?
- Is your offer obvious?
- Have you posted your offer in the "About" section of your profile.



- Is the outcome or transformation that you're promising clear to everyone that visits your profile, or sees your content?
- Have you put keywords in relevant places like your group name, business profile name, or headline?

Consistency

- Is the look and feel of your brand consistent across all social channels?
- Do you have the same username across all social media channels?
- Do your cover images match your brand, and convey your message/offer?
- Is your "about section" updated and consistent with your other content.
- Does most of your content focus on a single topic/offer?



-Are your profile pictures and banners consistent across all channels?

-Did you check to make sure your profile looks great on desktop, and on mobile?

Frequency

-Are you posting daily?

-Are your posts getting engagement such as likes and follows every day?

- If you aren't posting daily, are you promoting ads on the social channels that you use.

Community

- Is your business connected to a social media group?
- Do you regularly post content to your group?
- Do you regularly engage with members of your group?

- Are you giving members a reason to regularly interact with your group?

CTAs

- Have you chosen a CTA for your offer?
- Do you put a CTA on each individual post?
- Is your CTA at the bottom of the post?
- Do you have a compelling reason for people to engage further with your brand?
- If you're asking people to join your email list, do you have a valuable lead magnet?



Once your finished, please study the list of questions where you've answered "no."

If you've answered no to just a few questions, then your social media is probably pretty effective. Great job!

If you've answered "no" to an entire section, then you probably want to start working on that section immediately. It'll be hard to sell to your audience if you don't have a CTA, your offer isn't clear and compelling, and if you're not posting frequently enough.

Remember - It's normal to need help with marketing your small business.

If you answered "no" to a lot of questions, don't worry. Go to the community and ask questions when you need help. We're here for you. :)