

# Subtle Selling and Building a Community in Social Media

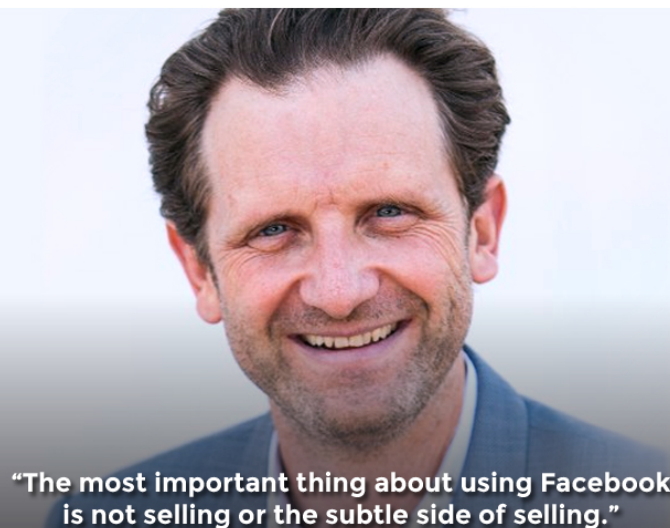
## 10 Point Checklist

**Gavin McGarry**

Want to gain as much knowledge as possible out of Marketing Speak?  
Read on below for a **10 point checklist** that gives the next, real steps  
you can take to elevate your marketing to the next level.

**MARKETING SPEAK** 

HOSTED BY **STEPHAN SPENCER**



**"The most important thing about using Facebook is not selling or the subtle side of selling."**

**GAVIN MCGARRY**

# 10 STEPS YOU CAN TAKE TODAY

## Want to step up your marketing game?

Here are 10 steps that can move you closer to your goals – today.

- Use Facebook as a means of a more organic connection to my followers. Start with a specific niche and reach out to people through Facebook Groups and Pages.
- Post good, strong content that is subtle and not hard-sell on Facebook at least 3 times a day to increase engagement within the social media platform
- Use my Facebook Group as a focus group where people can be comfortable asking questions and I have more control in my environment without having to bother people who are not interested in my niche.
- Use my time on social media wisely by making sure that what I'm doing on the platform is productive or beneficial for myself and others
- Adjust the notification settings on social channels such as Slack and Facebook to prevent being interrupted without having to uninstall the app.
- Focus on building a reputation on platforms that are the most prominent i.e. Facebook, Twitter, Instagram and YouTube.
- Have a strong LinkedIn profile, use keywords, and update it regularly so that I look credible and appealing to like minded people in my industry.
- Publish a post to LinkedIn Pulse for incredible visibility.
- Install The Great Suspender Chrome extension to free up memory and resources to make things run faster.
- Post social media statuses/posts from my mobile phone. Content coming in from an API or third party app such as Hootsuite can reduce my reach.