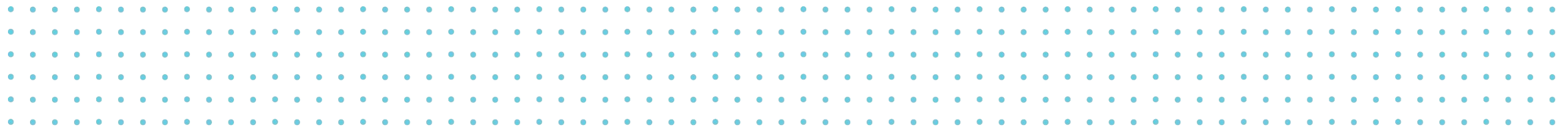




# Social Media Advertising for Beginners

Avoid the overwhelm of social media by focusing on what you need (and don't need) to get started.



“

**No matter what you do, your job  
is to tell your story.**

**- Gary Vee**

# Organic vs. Paid

# What you need...

- Brand
- Target audience
- Goals
- Website
- To start small
- A posting schedule
- To have fun
- To be authentic
- To be consistent

# What you *don't* need...

- To be everywhere
- To be perfect
- To post every day
- To be tech savvy
- Fancy or professional videos
- A huge following



# CONTENT MAP 2.0

**The Ultimate Guide to  
Knowing What to Post**

*Never run out of ideas of what to post again*

[teahopper.com/content-map](https://teahopper.com/content-map)



# Learn How To Create A Content Calendar using *Google Calendar*

[teahopper.com/content-calendar-ebook](https://teahopper.com/content-calendar-ebook)

# Free Resources

- Facebook Blueprint
- Canva
- Snappa
- Over
- Word Swag
- Pexels
- Unsplash
- Pixabay
- “Top Free Social Media Tools”





social  
**SIMPLIFIED**

Social Media Made Simple

“

**People do not buy goods and services. They buy relations, stories and magic.**

**- Seth Godin**



# Questions

# Reach out:

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