



PAULINE STOCKHAUSEN
Social Media and Lifestyle Strategist
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Global

Social Media
Strategist



See Pauline Live

**SOCIAL MEDIA
MARKETING
WORLD**

in San Diego, CA
on April 17-19, 2016

▶ Click Here
for Details



DON'T ASSUME SOCIAL MEDIA
IS THE ANSWER TO EVERYTHING.







Pinterest

Twitter

Tumblr

LinkedIn

Instagram

foursquare

HootSuite

ClickTale

Google



Social Media

— isn't about —

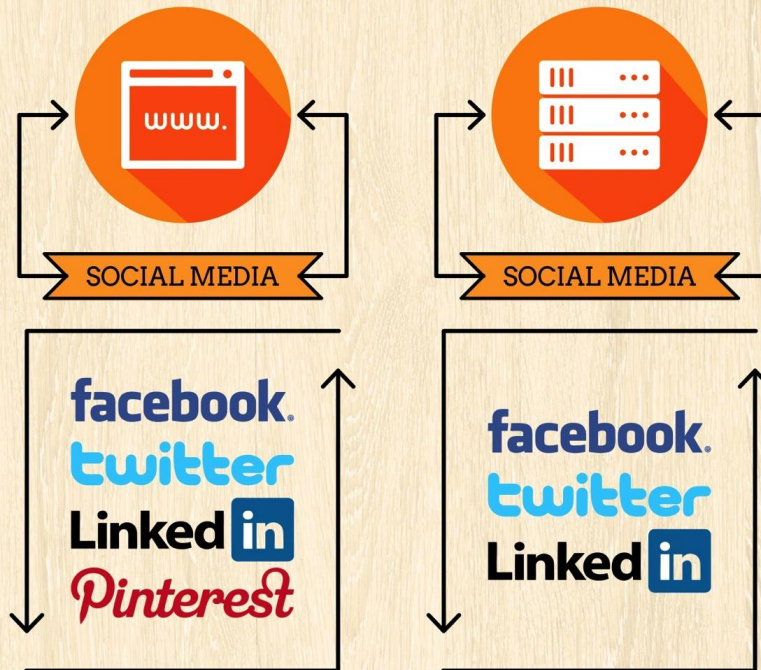
"WHAT CAN I TELL EVERYONE?"

— it is —

"WHAT VALUE CAN I OFFER
EVERYONE?"

TheSocialCollective.co.nz

DRIVING TRAFFIC





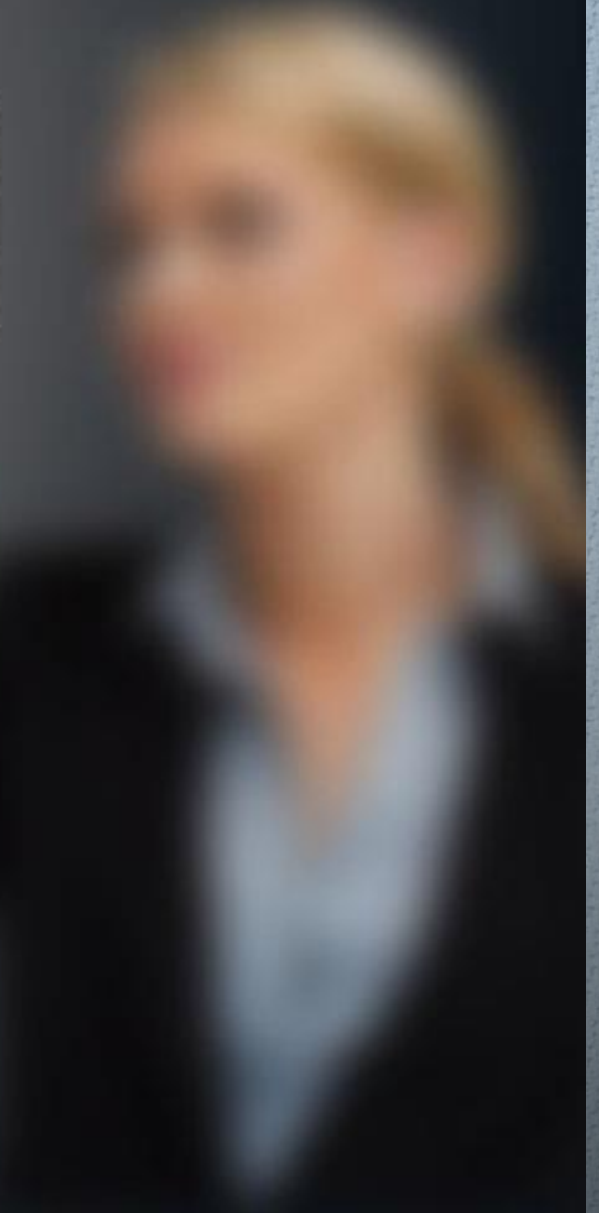
BUILD

your

Database



Tactics





Pauline Stockhausen
@SocialSoupAu

Home

About

Photos

Don't Miss out on Pauline's Next Adventure

Likes

Videos

Posts

Create a Page



PAULINE STOCKHAUSEN

Liked Message Save More

Contact Us

Status Photo / Video

Write something on this Page...

Pauline Stockhausen 16 hrs ·

Passion is everything. You gotta do what you love!



Entrepreneur

Search for posts on this Page

Very responsive to messages

10,354 people like this Pauline Stockhausen

Invite friends to like this Page



Pauline Stockhausen

Update Info

View Activity Log 10+



Timeline

About

Friends 1,617

Photos

More ▾

What did you study at Wintec? ✕

24 Pending Items

Intro

A FIRECRACKER

Single

Followed by 280 people



Status Photo/Video Life Event



What's on your mind?

Friends ▾

Post



Pauline Stockhausen shared Mike Rowe's video.

1 hr · 🌐 ▾

Hilirious- morning laugh to set your day in the right mood



Sponsored



Mastering Copywriting For ... Free Toolkit

Our free toolkit is packed with advice on how to attract new customers and win more busine...

FB Groups



FB Advertising



Like

Your Target Audience

- o Who are you talking to?
- o Where do they live?
- o What are their pain points?
- o What are their shopping habits?
- o When do people buy your products?
- o Male – Female
- o Age
- o What are their online habits?

- Brand Awareness
 - Authority
- Customer Retention
 - Word of mouth
- Relationship building
- Campaign Marketing
- Direct Sales



Attraction Marketing

Results Driven

Living Life

Being an Influencer

Or Having an Influencer as an
Brand/product
Ambassador



Leah Light - Celebrity Nail Stylist

Published by Leah Light Celebrity Nail Stylist [?] · 28 April at 16:01 · 🌐 · Style · Music

Had an awesome day doing the nails for the #princeofdarkness Ozzy Osbourne and his Black Sabbath crew member Billy Morrison great to have my Westgate manager Ashleigh working with me #funday #ozzyosbourne #leahlighnailsandbeauty #lnab #leahlightsquad #blacksabbath #gellyfitblackpolish



76,859 people reached

Boost Unavailable

Fear of Missing out

YES it's a thing

Enough people talk about you
and the rest want to be in !!!

FOMO



Content

- o Emotional
- o Take Action
- o Attraction Marketing
- o Branding
- o Drive traffic
- o How to
- o Case Studies
- o Quotes
- o Countdown
- o Interviews
- o Product reviews
- o Business News
- o Opinion and Rants
- o Personal Stories
- o Successes
- o Failures – what not to do
- o Ask me

Content

- o Business Goals
- o Testimonials
- o Worksheets
- o E- books
- o Infographics
- o Photography
- o Text
- o Video
- o Transparency
- o Facts and Stats
- o Checklists
- o Templates
- o Quotes
- o Memes
- o Screen shots
- o Illustrations

Content Cont.....

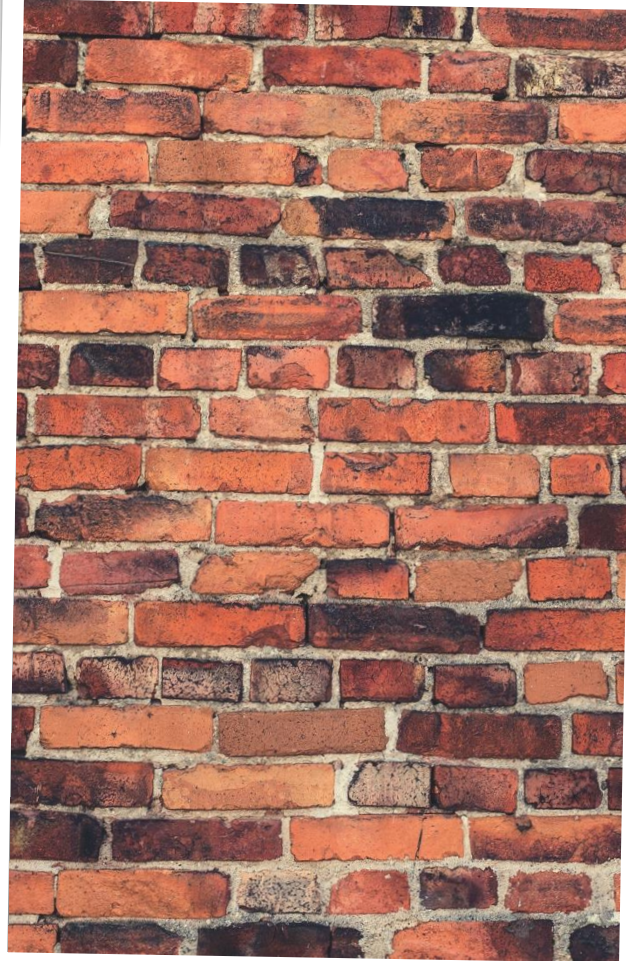
- o Handwritten notes
- o Drawings
- o Blog posts
- o Featured pages
- o Surveys
- o Awards
- o Mobile Apps
- o Competitions
- o Emails
- o Courses
- o Newsletters
- o Community Notices
- o Polls
- o Live Video
- o FAQ
- o Use other platforms

User Experience

How do they like to get content?

What content gets your
attention?

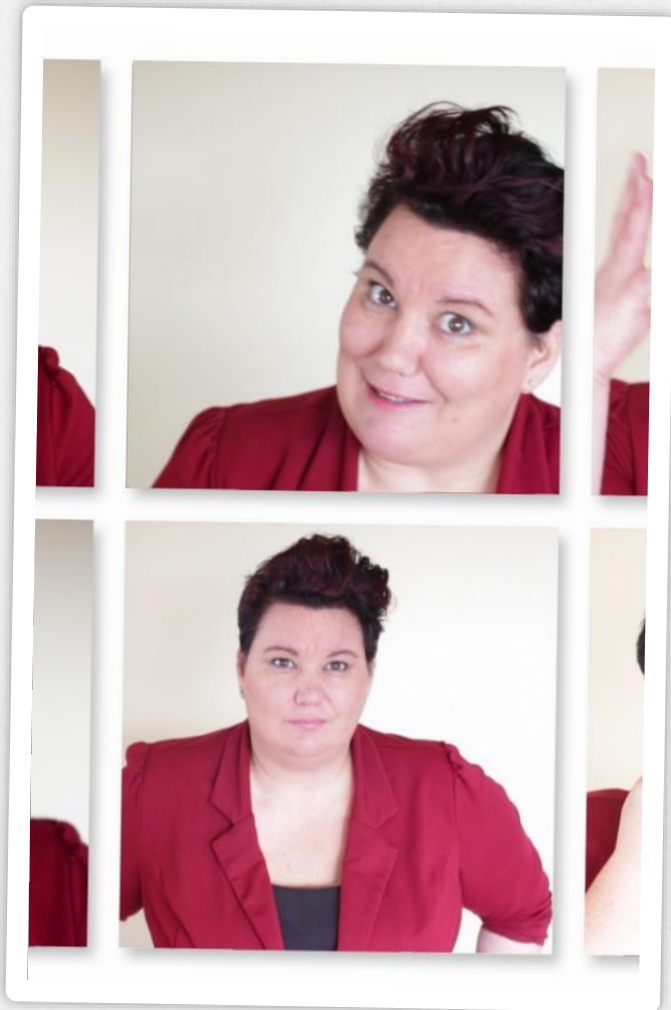
What emotion do you want to
evoke ??



How I break my Content up

Take them on a Journey

Educate
Inspire
Motivate
Encourage
Entertain
Community
Brand Awareness
Call to action

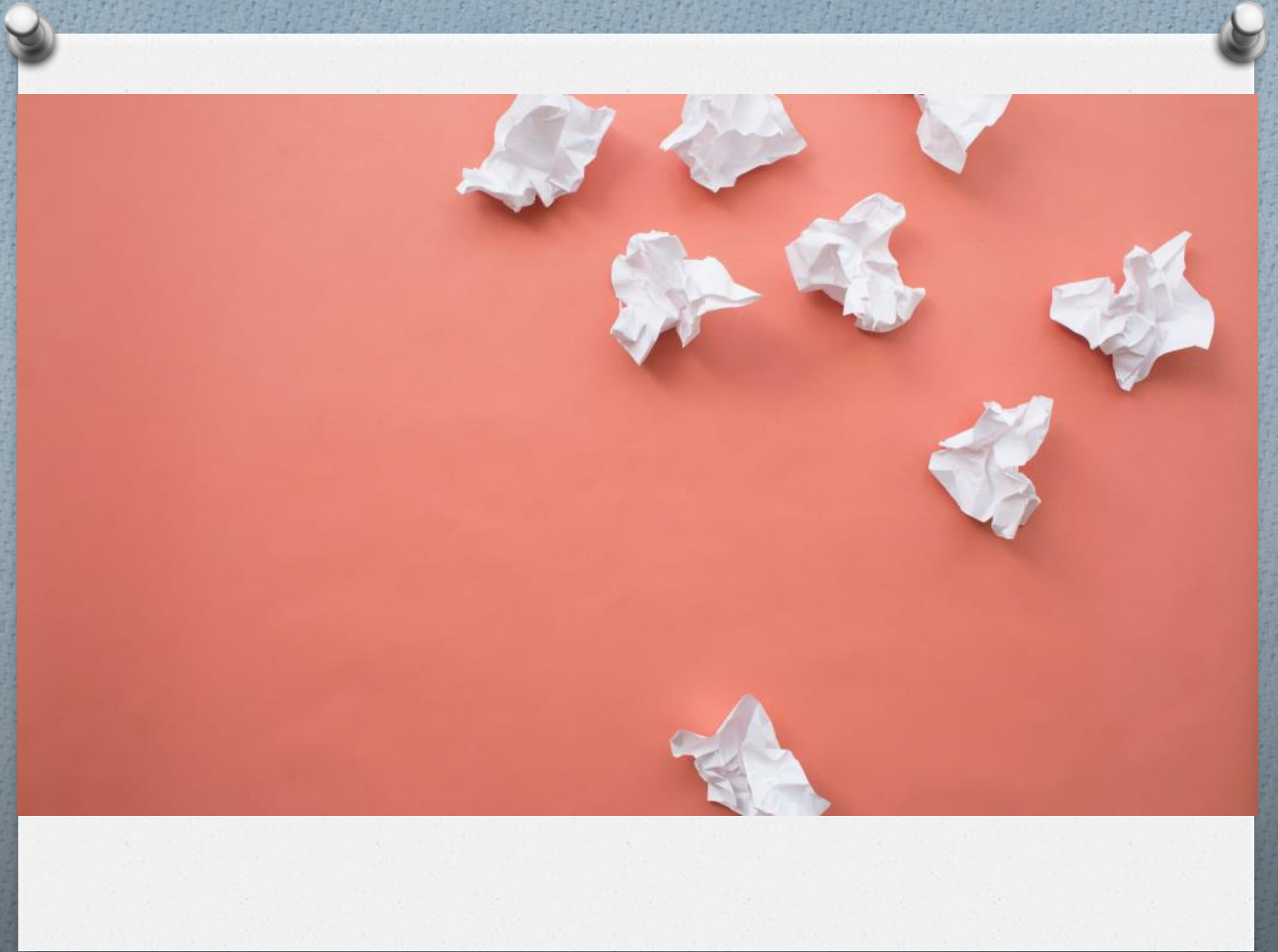


Feelings

Excited
Hopeful
Supported
Amused
Content
Optimistic
Grateful
Frustrated
Angry
Empowered
Understood
Cherished
Strong
Prepared
Valuable
Renewed
Creative
Motivated









Questions