

March 2017

Your Social Media Marketing Tip

Social Media “Do’s” That Can Positively Impact Your Online Reputation and Business

Update your content frequently – Consumers trust a business more who updates their Facebook, Instagram, Snap Chat and/or Twitter accounts daily. Post at least once a day something that really engages your audience. Videos are a good bet to gain attention.

Bonus: *Updating your web info is a must. Search engines, especially Google, favor websites that update their info on a regular basis. A good search engine wants the people using it to find up-to-date websites. They want it to be a good experience. Do this at least once per week. There is always something you can update, special events, staff bios, better pictures, embedded schedules, to name a few. So remember, search engines LOVE updates, they look for them, and in return it improves your ranking.*

Reply to any negative feedback in a timely manner – Whether it’s a Google or Yelp review or directly on your Facebook page. Reply to all comments ASAP. Don’t wait to address it. The eyes are upon you and people are watching to see how your company handles bad reviews. Have you ever seen a negative review with zero response from a company? Doesn’t look good, does it? Also, keep it brief, people are busy. Apologize and thank them for their concern, opinion, and/or suggestions. Let them know you are looking into it and taking steps to improve and issues.

Monitor your competitor’s social media sites – “Like” and follow your competition and other gymnastics school social media pages throughout the country. Share their inspirational posts (only ones that are NOT your direct competition) and gather ideas from them. They are doing the same to you... you just don’t realize it. It’s ok to grab inspiration elsewhere, just make sure to make it your own. Get creative.

Have a strong Call-To-Action - When you are advertising in posts... and you shouldn’t be doing that too much (think fun and/or informational 70-80% and the rest of the time advertising) make sure you always invite them to enroll or sign up with a strong call-to-action. Include a link to enroll or a link to check out more info on your website. Give them whatever they need to make it easy for them to do business with you. Ask for the sale. If you are showing some really cool pictures from a weekend birthday party at your gym... supply right then and there a link to additional birthday party info on your website. Let them know you still have availability for upcoming birthday slots and invite them to call or click on the link.



Bernadette Lopez works as Patti Komara's Administrative Assistant at Patti's All-American Gymnastics and Tumblebear Connection in Dyer, Indiana. She is also heavily involved with the marketing of both companies and is the Social Media and Website Manager for both as well. For the past six years, Bernadette has been consulting with gyms across the United States. She helps gym owners and managers improve their websites and learn how to use social media and marketing ideas to increase revenue.

Need help with your business marketing, website design, social media, and e-blast campaigns? Bernadette offers one-hour phone consultations to help you meet your marketing goals. Please contact her at 219-765-5604 or bernlopez71@yahoo.com for more details and availability. Please visit Tumblebear.com for information on her two books - #186 - Maximize Facebook for Gymnastics and Dance Schools and #187 – How to Drive Your Profits with Effective Email Marketing for Gym and Dance Schools. Plus, over 100 products authored and created by Patti Komara to help your gymnastics school, coaches, marketing team, and customer service team be the best they can be. Additional products available from Patti include: year-long lesson plans, progression sheets and award systems, best-selling #500 Fast Track Preschool Training System, and custom wooden position hand stamps. All products come with a 30-day money back guarantee.

Click [HERE](#) to purchase #186 - Maximize Facebook for Gymnastics and Dance Schools

Click [HERE](#) to purchase #187 – How to Drive Your Profits with Effective Email Marketing for Gymnastics and Dance Schools

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