



90 DAYS TO BETTER SOCIAL MEDIA FOR LOCAL BUSINESSES

Revamp your social media presence with our 90-day program

Welcome aboard! At our company, we recognize the unique challenges that locally owned-businesses face when it comes to establishing an online presence. That's why our team, with over 15 years of experience in supporting businesses and non-profits across the country, is dedicated to helping you succeed.

By choosing to participate in our 90-day program, you're making a rockstar decision that will transform your social media presence. Our comprehensive guide is packed with powerful strategies, tools, and prompts to help you overcome common marketing obstacles and take your online visibility to the next level.

With determination and commitment, you'll achieve remarkable results over the next 90 days. And even better, you'll develop the skills and insights to continue growing your business long after the program is over.



Alexis Jensen
Founder, & Creative Director
The Bowerbird Agency



TABLE OF CONTENTS

1. GET STARTED GUIDE
3. TARGET AUDIENCE
4. BRAND IDENTITY
5. PLATFORM DEMOGRAPHICS
8. PLATFORM POSTING GUIDE
10. SEO
11. LEVERAGING CONTENT
12. EMAIL MARKETING
13. PROGRESS TRACKING
14. SOCIAL MEDIA AUDIT
16. TIME TO POST
17. CONTENT WEEKS 1-5
20. MID-POINT EVALUATION
- 21 . CONTENT FOR WEEKS 6-8
24. CONTENT FOR WEEKS 10-12
26. EVALUATION
30. THAT'S A WRAP!

GET STARTED!

Before taking on targeted campaigns and daily posting prompts, gain control of your social media presence by working through the first few chapters of our guide. These introductory steps help identify your target audience, refine your brand messaging, discover ideal platforms, and ultimately create better, more effective content.

**PRINT THIS OUT, GRAB A PEN OR
PENCIL, AND DIVE IN!**



GET STARTED GUIDE

Start Date:

Business Name:

Years in Business:

My past to current social media approach has been:

.....
.....
.....
.....
.....
.....

Over the next 90 days, I want to accomplish the following goals with my social media marketing:

.....
.....
.....
.....
.....
.....

I will dedicate this number of hours per week to meet this goal:

.....
.....
.....

GET STARTED GUIDE

Competitor Business 1:

What do they offer?:

How is my business different?:

What are the three main points where my offering is unique from theirs?

Competitor Business 2:

What do they offer?:

How is my business different?:

What are the three main points where my offering is unique from theirs?

Notes:

TARGET AUDIENCE

Identifying your target audience is crucial for successful marketing. This section outlines key steps to determine your ideal customer base, including conducting market research, analyzing customer demographics, and creating buyer personas. To effectively target your marketing efforts, it's crucial to identify your ideal customer base. Start by conducting market research to understand your industry, competitors, and customer preferences. Analyze customer demographics such as age, gender, location, and interests to create accurate buyer personas. These personas represent fictional, generalized representations of your ideal customers and help tailor your marketing messages to resonate with them.



My Target Audience is:

Age: Gender: Location:

Income Level:

Interests:

.....

.....

.....

Their fears, frustrations, pains, and urgencies associated with my product/service:

.....

.....

.....

.....

.....

.....

BRAND IDENTITY

Crafting a compelling brand identity helps differentiate your business from competitors and build customer loyalty. Begin by creating a brand story that showcases your mission, values, and unique selling points. Design a memorable brand logo that visually represents your business and resonates with your target audience. Choose consistent brand colors that evoke the desired emotions and use them across all marketing materials. Maintain a cohesive brand voice that reflects your brand's personality in all communication channels and customer interactions. Building a strong brand identity helps your business stand out from the competition.



My Brand is:

.....

.....

Values

.....

.....

.....

Tone:

.....

Fonts

.....

.....

Colors

Style

.....

.....

PLATFORM DEMOGRAPHICS

Now that you have identified your target audience, you've refined your brand messaging, it's time to select the platforms that are right for your business! Use the following information to guide your platform selection.

- Facebook:
 - Demographics: A broad user base spanning various age groups and genders.
 - Suitable Businesses/Services:
 - Local businesses targeting a wide range of customers.
 - E-commerce stores promoting products to a diverse audience.
 - Service-based businesses like restaurants, salons, and repair services.
 - Content creators and publishers sharing informative or entertaining content.
 - Events and organizations seeking a broad reach for promotions.

- Instagram:
 - Demographics: Skews younger, with a strong presence among 18-34-year-olds, slightly more female users.
 - Suitable Businesses/Services:
 - Fashion and beauty brands showcasing products through visual content.
 - Lifestyle influencers promoting products and experiences.
 - Restaurants and food-related businesses sharing mouthwatering visuals.
 - Travel and tourism companies showcasing destinations and experiences.
 - Artists and photographers showcasing their portfolios..

PLATFORM DEMOGRAPHICS

- Twitter:
 - Demographics: Diverse age groups, but with a higher percentage of users aged 25-49.
 - Suitable Businesses/Services:
 - News organizations and media outlets sharing real-time updates.
 - Tech companies engaging in industry discussions.
 - Thought leaders and experts sharing insights and opinions.
 - Brands with a strong social consciousness and quick response times.
 - Event organizers promoting live events and discussions
- LinkedIn:
 - Demographics: Primarily used by professionals aged 25-54, slightly more male users.
 - Suitable Businesses/Services:
 - B2B companies seeking to connect with other businesses and professionals.
 - Recruitment agencies and job posting platforms.
 - Consultants and freelancers showcasing their expertise.
 - Educational institutions and online course providers.
 - Professional networking and industry-specific groups.
- Pinterest:
 - Demographics: A predominantly female user base, with a significant presence of users aged 18-49.
 - Suitable Businesses/Services:
 - E-commerce businesses with visually appealing products (fashion, home decor, crafts).
 - Wedding and event planners showcasing inspirational ideas.
 - Food bloggers and restaurants sharing recipes and food photography.
 - DIY and craft-related businesses providing tutorials and ideas.
 - Home improvement and gardening businesses.

PLATFORM DEMOGRAPHICS

- Google My Business:
 - Demographics: Users searching for local businesses and services in their vicinity.
 - Suitable Businesses/Services:
 - Local brick-and-mortar businesses (restaurants, stores, salons, clinics).
 - Service providers (plumbers, electricians, contractors).
 - Healthcare facilities (doctors, dentists, hospitals).
 - Educational institutions (schools, training centers).
 - Any business with a physical presence targeting local customers.
- Snapchat:
 - Demographics: Popular among younger users, especially those aged 18-34.
 - Suitable Businesses/Services:
 - Brands targeting a youthful, tech-savvy audience.
 - Events and promotions with a limited-time aspect.
 - Entertainment and media companies creating engaging stories.
 - Products or services with a strong visual appeal.
 - Influencers running short-lived marketing campaigns.
- TikTok:
 - Demographics: Predominantly used by teenagers and those in their 20s.
 - Suitable Businesses/Services:
 - Brands looking to create engaging and creative short-form video content.
 - Influencers and content creators seeking to build a following.
 - Music artists and entertainment companies.
 - Products or services that can be visually demonstrated in short videos.
 - Trend-focused marketing campaigns.

PLATFORM POSTING GUIDE

The ideal posting frequency on each social media platform can vary depending on factors such as your audience, the type of content you create, and your resources. Here's a general guideline for how often you should post on each platform, but keep in mind that these are not rigid rules, and you should monitor engagement and adjust your strategy accordingly. Remember that quality is as important as quantity. Consistently posting low-quality or irrelevant content can harm your social media presence. It's essential to maintain a content calendar, analyze engagement metrics, and adjust your posting schedule based on audience response.

Consider using scheduling tools like Hootsuite, Meta Business, or another budget-friendly social media scheduling platform to schedule and automate your posts. This will help you maintain a consistent posting schedule.



- Facebook:
 - Frequency: 1-3 posts per day.
 - Reasoning: Facebook's algorithm favors consistent and engaging content. Posting daily or a few times a week can help maintain visibility.
- Instagram:
 - Frequency: 3-7 posts per week.
 - Reasoning: Instagram's visual nature encourages frequent updates. Posting several times a week can help keep your feed fresh.
- Twitter:
 - Frequency: Multiple times a day.
 - Reasoning: Twitter is fast-paced, and tweets have a short lifespan. Frequent updates are essential to stay relevant and engage with trending topics.
- LinkedIn:
 - Frequency: 2-5 posts per week.
 - Reasoning: LinkedIn is more focused on professional networking and industry-specific content. Posting a few times a week can help maintain visibility among your connections.

PLATFORM POSTING GUIDE

- Snapchat:
 - Frequency: 1-3 snaps or stories per day.
 - Reasoning: Snapchat content is ephemeral, and users expect regular updates to stay engaged.
- TikTok:
 - Frequency: Multiple times a week or even daily.
 - Reasoning: TikTok thrives on frequent, short-form video content. Consistent posting can help your content gain traction.
- Pinterest:
 - Frequency: 3-30 pins per day.
 - Reasoning: Pinterest is all about sharing and discovering visual inspiration. More pins can lead to increased visibility.
- Google My Business:
 - Frequency: Regularly update business information, especially if there are changes.
 - Reasoning: Keep your business listing up to date with accurate information, including hours of operation, address, and contact details.
- Remember that quality is as important as quantity. Consistently posting low-quality or irrelevant content can harm your social media presence. It's essential to maintain a content calendar, analyze engagement metrics, and adjust your posting schedule based on audience response.



Which platforms fit the needs of my business and reach my target audience?

FACEBOOK

TWITTER

SNAPCHAT

PINTEREST

INSTAGRAM

LINKEDIN

TIK TOK

GOOGLE MY
BUSINESS

OTHERS:

SEO

Improving your website's visibility in local search results is vital for attracting nearby customers. Start with keyword research to identify relevant search terms used by your target audience. Incorporate these keywords naturally into your website's content, including titles, headings, meta descriptions, and alt tags. You can also create location-specific landing pages to highlight your business's presence in specific areas. Utilize online directories like Google My Business, Yelp, and Bing Places to list your business and ensure consistent NAP (Name, Address, Phone Number) information. Encourage satisfied customers to leave reviews, as positive customer reviews can boost your search rankings. Improving your website's visibility in local search results is essential for attracting nearby customers. This section guides you through optimizing your website for local SEO, including keyword research, creating location-specific landing pages, utilizing online directories, and generating customer reviews.



SEO Keywords for my business:

Think about the keywords is your audience using to find you organically online.

Notes:

LEVERAGING CONTENT

Social media platforms provide excellent opportunities to engage with your target audience and promote your business. You have now chosen the right social media channels based on your target audience's preferences. Now, we work to create engaging content that aligns with your brand identity and appeals to that audience's interests.

- Utilize relevant hashtags to increase the visibility of your posts and reach a wider audience. Consider running targeted ad campaigns to reach specific demographics or locations.
- Encourage user-generated content, such as customer reviews, testimonials, and photos, to build trust and authenticity.



Industry Hashtags: _____

User Generated Content Ideas: _____

Three ways I can encourage my audience to write reviews and/or share their testimonials online: _____

EMAIL MARKETING

Email marketing remains a powerful tool for nurturing customer relationships and driving sales. Start by building a subscriber list by offering valuable incentives, such as exclusive discounts or informative content.

Design engaging newsletters with visually-appealing, branded templates and personalized content that resonates with your audience. Segment your email list based on customer preferences or demographics to send targeted and relevant messages.

Track email campaign performance using analytics tools to measure open rates, click-through rates, and conversions. This data will help you to refine your email marketing strategy and improve future campaigns.



Newsletter topics my audience will show up for:

- 1
.....
- 2
.....
- 3
.....
- 4
.....

List segments that further define my audience:
(example: current clients, potential clients, community partners etc.)

- 1
.....
- 2
.....

PROGRESS TRACKING

Let's complete an audit of your current, social media footprint and establish your KPIs. This will give you the info needed to better assess the success of your next 90 days!

- Establish your goals and objectives. Before you start measuring your social media success, ensure you have clear goals and objectives. Are you looking to increase brand awareness, drive website traffic, generate leads, or boost sales? Having specific goals will guide your measurement efforts.
- Identify key metrics and your key performance indicators (KPIs) that align with your goals. These could include metrics like engagement (likes, comments, shares), reach, click-through rates (CTR), conversion rates, follower growth, and more.
- Set up analytics tools to ensure you are tracking your social media performance. Popular platforms like Facebook, Instagram, and Twitter offer built-in analytics, but you can also consider using third-party tools for more detailed insights.

On the next two pages, you will complete a quick, baseline measurement of your current social media metrics. This provides a starting point for comparison after these 90 days.

- Content audit review of your existing social media content. Assess the types of posts that have received the most engagement, identify any gaps in content strategy, and determine what resonates with your audience.
- Competitor Analysis Analyze your competitors' social media profiles. Look at their follower growth, engagement rates, and the type of content they're posting. This can provide insights into industry trends and help you identify areas for improvement.

SOCIAL MEDIA AUDIT

My Goals are:

.....

.....

My KPIs are:
(Example: likes, follows, shares, click rate etc)

My Current Social Media Footprint:

FACEBOOK

..... Followers
..... Reach (previous 30 days)

TWITTER

..... Followers
..... Reach (previous 30 days)

SNAPCHAT

..... Followers
..... Reach (previous 30 days)

PINTEREST

..... Followers
..... Reach (previous 30 days)

INSTAGRAM

..... Followers
..... Reach (previous 30 days)

LINKEDIN

..... Followers
..... Reach (previous 30 days)

GOOGLE MY BUSINESS

..... Reviews
..... Views (previous 30 days)

TIK TOK

..... Followers
..... Reach (previous 30 days)

My Competitors are present on the following platforms:

FACEBOOK

TWITTER

SNAPCHAT

PINTEREST

INSTAGRAM

LINKEDIN

TIK TOK

GOOGLE MY
BUSINESS

OTHERS:

SOCIAL MEDIA AUDIT

The content I'm creating that users are engaging with the most is:

Circle all that apply and describe the particular content

STILL IMAGES

.....
.....
.....

REELS

.....
.....
.....

CAROUSELS

.....
.....
.....

NEWSLETTERS

.....
.....
.....

BLOG

.....
.....
.....

STORIES

.....
.....
.....

I am going to track my progress by analyzing my metrics:

Daily

Weekly

Monthly

Notes:

.....
.....
.....
.....
.....
.....

TIME TO POST

Each phase over the next 90 days comes with actionable items to help you create better content, along with 12 weeks of general social media prompts to maintain consistency and relevance across your platforms.

Create your four social media pillars to help guide your messaging. Social media pillars are the core elements of a social media strategy. It represents a central theme or focus area that guides content creation and audience engagement. It ensures consistency and alignment with the brand's goals and values, helping to build a strong and recognizable online presence.



Pillars

Pillar 1: _____

Pillar 2: _____

Pillar 3: _____

Pillar 4: _____

CONTENT FOR WEEKS 1-5

Content Strategy and Creation: *Time to start posting!!!*

1. Develop a Content Calendar: Plan and schedule content for the next 90 days, considering local events, holidays, and industry-related topics.

[Grab our 12-Month Content Calendar From our Website!](#)

2. Mix Content Types: Create a variety of content, including local news updates, educational posts, behind-the-scenes glimpses, customer testimonials, promotions, and user-generated content.

3. Visual Content Creation: Design eye-catching graphics, images, and videos that align with your brand identity and resonate with your target audience.

4. Implement Hashtag Strategy: Research and use local hashtags relevant to your industry and community to increase visibility and engagement.

5. Encourage User Engagement: Create interactive content like polls, contests, and quizzes to encourage comments, shares, and tags



PROMPTS: Week 1

- Share a photo of your storefront or office and introduce your business to the local community.
- Highlight a local event happening in your area and encourage your followers to attend.
- Ask your audience to share their favorite local businesses and tag them in the comments.
- Share a behind-the-scenes photo or video showcasing your team and their role in the community.
- Post a customer testimonial from a local customer and thank them for their support.

CONTENT FOR WEEKS 1-5

PROMPTS: Week 2

- Create a poll asking your audience about their favorite local attractions or landmarks.
- Share a local success story or feature a local entrepreneur who has impacted your community.
- Ask your followers to share their favorite hidden gems or local spots in the area.
- Share a local recipe or food recommendation from a popular restaurant in your community.
- Create a "Did you know?" post about an interesting historical fact or trivia about your town.

PROMPTS: Week 3

- Post a local trivia question and reward the first person who answers correctly with a small giveaway.
- Highlight a local charity or nonprofit organization and explain how your business supports them.
- Share a photo or video of your team volunteering or participating in a local community event.
- Ask your audience to share their favorite local park or outdoor activity spot.
- Create a post encouraging your followers to support other local businesses by tagging their favorites.

Notes:

CONTENT FOR WEEKS 1-5

PROMPTS: Week 4

- Share a customer success story or testimonial and highlight how your business has positively impacted their lives.
- Post a "Throwback Thursday" photo of a notable local event or landmark from the past.
- Ask your audience to share their favorite local coffee shop or café.
- Feature a local artist, musician, or performer and promote their upcoming event or album.
- Share a local hiking trail or scenic spot and encourage your followers to explore their surroundings.

PROMPTS: Week 5

- Highlight a local product or service that complements your business and promote a special collaboration or discount.
- Share a local business tip or advice to support other entrepreneurs in your community.
- Post a motivational quote or message to inspire your followers to chase their dreams.
- Ask your audience to share their favorite local farmers' market or food vendor.
- Create a post showcasing your favorite local blog or online publication

Notes:

MID-POINT EVALUATION

Take a minute to look at your KPIs and see how far you have come so far.



The content I'm creating that users are engaging with the most is:

Circle all that apply and describe the particular content

STILL IMAGES

.....
.....
.....

REELS

.....
.....
.....

CAROUSELS

.....
.....
.....

NEWSLETTERS

.....
.....
.....

BLOG

.....
.....
.....

STORIES

.....
.....
.....

My KPI's are higher/lower than when I started.

What can you note about that?

Notes:

.....
.....
.....
.....
.....
.....

Things to think about:

- Audience
- Platform Relevance
- Posting times
- Hashtag use
- Style of content

CONTENT FOR WEEKS 6-8

FOCUS: Engagement and Growth

1. Consistent Posting Schedule: Regularly post high-quality content at optimal times for maximum visibility and engagement.
2. Community Engagement: Actively respond to comments, messages, and reviews. Engage with local businesses, organizations, and influencers by commenting, sharing, or mentioning them in your posts.
3. Local Collaboration: Seek partnerships with complementary local businesses or influencers for cross-promotion and shared content.
4. Sponsored Posts and Ads: Allocate a budget for targeted ads to reach a wider local audience based on demographics, interests, and location.
5. Influencer Outreach: Collaborate with local influencers or micro-influencers to promote your business, products, or services to their engaged audience.



Community Partner

Influencer

Community Partner

Influencer

Community Partner

Influencer

Notes:

CONTENT FOR WEEKS 6-8

PROMPTS: Week 6

- Share a photo or video of a local customer using your product or service and thank them for their support.
- Ask your followers to share their favorite local bookstore or library.
- Highlight a local educational institution or school and promote their achievements or upcoming events.
- Post a "Fun Fact Friday" about your town's history, culture, or traditions.
- Share a local business tip or advice specifically relevant to your industry.

PROMPTS: Week 7

- Feature a local sports team or athlete and wish them luck in their upcoming game or competition.
- Post a photo or video of a local landmark or iconic spot and ask your audience to guess its location.
- Ask your followers to share their favorite local spot for live music or entertainment.
- Share a local news article or blog post that is relevant to your industry or interests.
- Create a post celebrating the diversity and inclusivity of your community.

PROMPTS: Week 8

- Highlight a local environmental initiative or sustainability effort and share how your business contributes to it.
- Share a local business success story or feature a new entrepreneur in your community.
- Ask your audience to share their favorite local craft brewery or winery.
- Post a photo or video of a local festival or cultural event and encourage your followers to attend.
- Share a local fitness or wellness tip to promote a healthy lifestyle in your community.

CONTENT FOR WEEKS 10-12

Performance Analysis and Optimization

1. **Track Key Metrics:** Monitor social media analytics to measure the campaign's performance, including reach, engagement, follower growth, website traffic, and conversions.
2. **A/B Testing:** Experiment with different content formats, posting times, and calls to action to identify what resonates best with your audience.
3. **Refine Strategy:** Analyze the data to identify successful content, engagement patterns, and areas for improvement. Make adjustments to your content strategy and posting schedule accordingly.
4. **Customer Feedback:** Collect feedback from customers through surveys or polls to gauge their perception of your social media presence and make necessary adjustments.



CHECK IN: ANY LEADS YET?

Notes:

CONTENT FOR WEEKS 10-12

PROMPTS: Week 10

- Highlight a local cause or charity that aligns with your business values and promote their fundraising efforts.
- Post a "Motivation Monday" quote or message to uplift and inspire your followers.
- Ask your audience to share their favorite local hiking trail or outdoor adventure spot.
- Share a photo or video of a local pet-friendly location and encourage your followers to bring their furry friends.
- Create a post showcasing a local mentor or business coach who has made a difference in your community.

PROMPTS: Week 11

- Share a customer spotlight featuring a local business owner who has collaborated with your business.
- Ask your followers to share their favorite local art or street art in the community.
- Highlight a local nonprofit organization and encourage your audience to donate or volunteer.
- Post a photo or video of a local landmark or tourist attraction and ask your followers to share their experiences visiting it.
- Share a local business book recommendation and explain why it's worth reading.

PROMPTS: Week 12

- Create a post promoting a local event or workshop related to your industry and encourage your followers to attend.
- Ask your audience to share their favorite local spot for outdoor activities or sports.
- Share a local success story of a business or entrepreneur who started from scratch and achieved remarkable growth.
- Post a photo or video of a local food specialty or dish and ask your followers if they have tried it.
- Create a post highlighting a local podcast or radio show that your audience might enjoy tuning into.

NOW, LET'S LOOK
AT THE NUMBERS!

CONTENT FOR WEEKS 10-12

Before you dive into the analytics of your campaigns, and review your KPIs, take a moment to connect with the process itself.

- Analyze engagement patterns after 90 days, and analyze how your audience engages with your content. Look for patterns in terms of the days and times your posts receive the most engagement. Adjust your posting schedule accordingly.
- Evaluate follower growth and compare your follower count at the end of the 90 days with your baseline measurement. Evaluate the growth rate and whether your follower growth aligns with your goals.
- Assess content performance and review the types of content that have performed well during the 90 days. Are there specific themes, formats, or topics that consistently generate higher engagement? Use this information to refine your content strategy.
- Measure conversion metrics If your goal involves conversions (e.g., website sign-ups, purchases), assess the conversion rates over the 90 days. Are your social media efforts effectively driving desired actions?

EVALUATION

- Platform 1:
- Follower Growth:
 - Initial:
 - Final:
 - Change:
- Engagement Rate:
 - Initial:
 - Final:
 - Change:
- Top Performing Content. What types of posts did your audience engage most?

.....

.....

- Platform 2:
- Follower Growth:
 - Initial:
 - Final:
 - Change:
- Engagement Rate:
 - Initial:
 - Final:
 - Change:
- Top Performing Content. What types of posts did your audience engage most?

.....

.....

LET'S EVALUATE:
Key Performance Indicators (KPIs) Analysis: Review the following information regarding the KPIs you've been tracking over the past 90 days. If possible, include both the initial and final values for comparison.

EVALUATION

- Platform 3:
- Follower Growth:
 - Initial:
 - Final:
 - Change:
- Engagement Rate:
 - Initial:
 - Final:
 - Change:
- Top Performing Content. What types of posts did your audience engage most?

.....

.....

- Platform 4:
- Follower Growth:
 - Initial:
 - Final:
 - Change:
- Engagement Rate:
 - Initial:
 - Final:
 - Change:
- Top Performing Content. What types of posts did your audience engage most?

.....

.....

EVALUATION

Overall Campaign Assessment



- Did you achieve your campaign objectives?
 - Yes
 - No
 - Partially

- What were the primary goals of your campaign?

- Rate your overall satisfaction with the campaign results:
 - Extremely Satisfied
 - Satisfied
 - Neutral
 - Dissatisfied
 - Extremely Dissatisfied

- Was the outcome different than you expected? If so, how?

Notes:

EVALUATION

Lessons Learned and Future Plans:

.....
.....
.....

What strategies or tactics worked well during the campaign?

.....
.....
.....

What challenges or obstacles did you encounter?

.....
.....

What adjustments will you make for future campaigns based on these results?

.....
.....
.....
.....
.....

Notes:

.....
.....
.....

YOU DID IT!

THIS IS A HUGE UNDERTAKING, AND WE ARE SO PROUD OF YOU FOR COMPLETING THE 90-DAY WORKBOOK.

WE WOULD LOVE TO HEAR YOUR FEEDBACK AND RESULTS!
LET US KNOW HOW IT WENT!
INFO@BOWERBIRDAGENCY.COM

THIS IS THE FIRST STEP IN CREATING AN EFFECTIVE AND ENGAGING SOCIAL MEDIA PRESENCE. NOW, YOU NEED TO KEEP UP THE GOOD WORK! CIRCLE BACK TO THE START OF YOUR 90 DAYS OF CONTENT AND USE THE PROMPTS AGAIN TO HELP YOU MAINTAIN CONSISTENCY AND ENGAGEMENT!

WE HAVE A VARIETY OF SUPPORT TEMPLATES, TOOLS, AND TIPS ONLINE SO VISIT BOWERBIRDAGENCY.COM TO LEARN MORE, AND DON'T FORGET TO FOLLOW US ONLINE!



Alexis Jensen
Founder, & Creative Director