

Social Media

5 Things To Do Right Now

1. Make a plan
2. Create great content
3. Be consistent
4. Measure / Analyze / Repeat or Adjust
5. Continuous education



Social Media

Resources

- laticrete.com/DigitalMarketingGuidebook – How to Supercharge Your Digital Marketing Strategy
- LaticreteUnversity.com – free tutorials on:
 - How to Build Your Company's Social Media Presence
 - Social Media – Content is King
- Paid Advertising – facebook.com/business/ads
- Sharon La Riviere – slariviere@laticrete.com

