

FAVORITES IN MY INDUSTRY.

FOR ALL



by jordan with socially jordan media



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WELCOME

Here I will explain a little about what I do and welcome you to the freebie!

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Here I will share my favorite accounts, podcasts, books, and more



Welcome

TO MY FAVORITES

Social Media can be a giant beast to manage, all while you are managing payroll, employees, inventory, etc. My job is to take the stress away of trying to keep up with the ever changing “rules” of social media and keeping enough content on your platforms. -- Well here is a little sneak into all the things I use to help my life easier as a social media marketer.

[WEBSITE](#)

[SOCIAL MEDIA](#)



01

CHAPTER ONE



Canva can be downloaded as an app to your phone, but for me I like the desktop version best. This app is the best graphic design tool! It is crazy easy to use and comes with tons of templates, fonts, colors, and design school! There is a free version or you can pay \$120 a year (totally worth it)



Lightroom is the app I love to edit photos. Again a free version and a paid version. I use the free version personally. You can also purchase presets from those professionals who sell their presets. I love [Pretty Paper Co.'s](#). If you don't want to purchase presets to use this app.



Retouch is an app for the phone. This app allows you to fix blemishes or remove weird objects you missed when you took the photo. I recommend you use this app and then go to Lightroom and add your presets/filters.



Facebook – I think this is self explanatory, but I use Facebook to post all my content. Here I am sure to not only be posting but also engaging in others content – especially potential clients.



Instagram – again self explanatory, but I use Instagram to grow my business and build more of a relationship with clients. Instagram is made up of lots of photos and videos which allow us to build relationships. – Remember engage with others!



Meta Business Suite -- the saving grace of all apps. This is how I schedule ALL my content. Yup I said it – ALL. Stories, posts, videos, and more! Here you can also manage your insights and learn just when your clients are seeing posts and how you are growing.

CHAPTER TWO

02

This chapter includes my must haves, you already have my must have apps, now this is my must have advice for being successful on social media.

1. Start small. Meaning start with what you can handle and then move to more.
2. Which leads me to – Consistency is key. You need to be consistent on social media. It will help keep your followers following along, build trust with potential clients, and will ensure you always have content out there.
3. Try – try – & try again. Know that everything you post won't be the best post ever. It takes time to get there. Just keep trying!
4. Reuse – Recycle – Redo: it is important to know that every post you make won't be seen by your entire following, therefore reuse it, recycle it, and redo it.
5. Website – whether it is a landing page or an entire site. You need something to direct clients to and a place on the internet that is yours.
6. Branding photos – just do them. All the pictures on my site, here in this freebie, and social media are from a professional photographer. Just do it! This session will capture and highlight you in your industry.





03

CHAPTER THREE

PODCAST:

- The Found Podcast with Molly Knuth
- SHE Podcast
- GOAL Digger
- The Heart & Hustle Podcast

LOCAL BUSINESS OWNERS:

- A favorite Photographer for branding photos
Captured by Corbin Photography is mine
- Your favorite coffee shop: Cheryl's
- Your favorite massage therapist and chiropractor
- Kimberly Nanninga – Dietitian

MISC:

- Rachel Meaders – she shares awesome amazon items
- To go with that Amazon Prime.
- A good planner or calendar
- Macbook Pro – seriously just do the investment
- Quickbooks for all the accounting things
- Flodesk If email marketing is your thing!