

THE FIRST OPPORTUNITY WE GET TO BUILD TRUST



THE BEST
Bio

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My STORY



Hi Friend! I'm Jordan Trumm

By day, I am a social media marketer, farmers wife, and mom. Robert, Luke, and I live in a little town made up of about 3K people in #EasternIowa. I started managing social media platforms for a couple family businesses as a way to help them gain exposure. This hobby and love for being social has quickly grown into a business, Socially Jordan Media. I truly love helping businesses grow, seeing the importance of social media, and experiencing the WOW factor when it works! My ultimate goal is to help businesses grow so that other businesses can sprout. 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.

When I'm not content planning for businesses social media platforms or performing page audits, I enjoy several things

- being a mama to Luke Michael
- tractor rides with my family
- finding the best deals — I have an obsession with GOODWILL
- coffee (period)
- spending time with family and friends
- vodka waters with a drop or two of lemon oil
- all things country music with a side of Jesus music
- going for walks
- OH & eating breakfast for supper!

Creating the perfect balance is key.

THE BEST

Bio



1

PROFILE PHOTO & USERNAME

must be a high quality picture of your face. This is quite literally the first opportunity you have to show your face as the owner of your business & state your name or business name. I have honestly not done business with someone that I couldn't figure out WHO owned the business. While I highly recommend a branding photo session, this doesn't have to be a professional photo -- just a photo of you that is quality.



2

BIO

bio clearly states who you are, what your business name is, how you can help, and a little something extra the visitor can connect with (something personal ie. I LOVE coffee).

On Instagram you can use all five lines, meaning click enter and put each fact on its own line. This helps makes your profile easy to read.



3

C.T.A. & LINK

A CTA or a call to action is your way to direct your potential client where you want them to go. Maybe your website, email link, amazon store front, call you, connect, visit a link, schedule a coffee date, etc.

Always always guide your followers to where you want them to go. A follower should never get to a spot and ask okay now what or leave your profile! Just give them a little nudge!

LINK always include a link -- maybe to your website, an article you love or wrote, amazon storefront. Instagram gives you the space for free so use it!



let's get in touch

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