



HERE'S WHAT NO ONE TELLS YOU: 12 TIPS TO MAKE YOUR SOCIAL MEDIA CONTENT MORE SHAREABLE

**TIMELESS KNOWLEDGE THAT WILL CHANGE THE WAY
YOU APPROACH RELATIONSHIPS AND SELLING**

Lloyd teaches sales professionals the core values of what moves people. The Sales Hero's Guide to Handling Objections methodology is at the center of his work and taps into the foundation of human desires, behavior and motivations - fully equipping sales professionals to deliver unwavering value and astounding results!

1. CREATE HIGH-QUALITY CONTENT

This seems like the most obvious point, and it is, but it's also forgotten too often. There are no shortcuts: shareable content is always high-quality content. If you focus on superficial topics and don't invest enough time into content creation, you cannot expect your followers to become interested and engaged.

This is one reason why longform content is doing better than ever. Content development can take time and effort, so if you need professional help, here are a couple of simple resources I have used.

Blog Title Generator: This tool will show you the list of the most relevant topics in any given niche.

Headline Analyzer: Headline is the first thing that your readers notice, and you have to come up with a catchy and intriguing solution. Headline Analyzer will tell you if you've succeeded.

2. USE SMART STRUCTURING

Internet users read very quickly, and nothing will turn them off more than a "wall of text". Format your content intelligently by using

- numbered lists,
- bullet points and
- headers to easily highlight key information points.

3. ADD VALUE TO USERS' LIVES

Informative content is good, but if your readers and clients can't put your words in practice then they will not benefit from what you publish. A primary goal of content is to solve users' problems and show how to overcome them; this will not only build brand loyalty, but it will keep them coming back for more. As long as the content you create is genuinely helpful, it's also certain to be passed around.

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4. KEEP YOUR AUDIENCE IN MIND

Before ever creating or sharing content, think about your audience: ask yourself if it's something they would like to see and share with their friends.

Once you have some ideas, you can even poll your audience to generate comments and perhaps initiate debate. This not only creates engagement but gives you special insight into what they want.

5. CREATE INFOGRAPHICS

Infographics are informative but easy to understand. And because they come in the form of images, they are convenient for the majority of Internet users who mostly share visual content on social media.

Using tools like **Piktochart**, you don't even need the knowledge of a graphic designer to create a reasonably high-quality infographic. The most important thing is to use your business expertise and data to create something your audience will find valuable.

6. TRIGGER EMOTIONS

Some of the most successful marketing campaigns went viral because they sparked strong emotional reactions among users. A lot of studies have proven that emotions like happiness, anger, or sorrow have the power to engage people and make them share digital content.

Do you remember the **#ItCanWait** campaign? Study how AT&T used narrative, art, and user engagement to skyrocket this public safety campaign. Be careful not to co-opt causes that are unrelated to your business since insincerity can backfire. But when you see an opportunity to contribute, do it well.

7. REMEMBER THE GOOD OLD TIMES

Talking about emotions, never forget nostalgia. Users universally enjoy content that hearkens back to old memories, and if you analyze your audience precisely, you can get an easy target for what will appeal to them.

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Consider Apple's themed commercial, aimed at the average consumer, **THINK DIFFERENT**, to promote its New Computers (and be sure to notice the tremendously positive response it elicited):

8. OFFER INCENTIVES

People love free stuff (like a free download). It's a fact that you can occasionally use to boost interest.

Frequently social media pages will offer a giveaway based on a random drawing, and to enter the drawing users are simply asked to share, like, or follow a page. This can create a big ripple effect that more than compensates for the investment in a reward.

9. EXPLOIT TRENDY TOPICS

Staying up to date with trendy topics is obligatory for all marketers. You should always follow the latest industry news and use them to create shareable content when appropriate.

Consider how this **Norwegian Airlines** commercial provoked positive reactions by responding to celebrity news surrounding Brad Pitt.



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10. ORGANIZE CONTESTS

Contests are a great way to engage your audience and inspire them to share your content. Users love to compete, and they usually do it with their friends and colleagues, which is the main sharing motive for them.

All it takes is a nice idea and a little bit of budget to launch the contest – just take a look at the KFC football challenge.

11. BE FUNNY

Your business is serious, but your content doesn't have to be. On the contrary, funny posts, images, and videos grab the users' attention and promise you a fair portion of shares, so don't run away from it.

12. USE VIDEO CONTENT

Video is quickly becoming **the dominant form of online content**, and some studies even say that video content will make up 80% of all Internet traffic.

As a result, you have to embrace video as part of your content strategy. This is also why Twitter – once known as the photo-sharing network – added video to its portfolio. This kind of content has a big potential to go viral.



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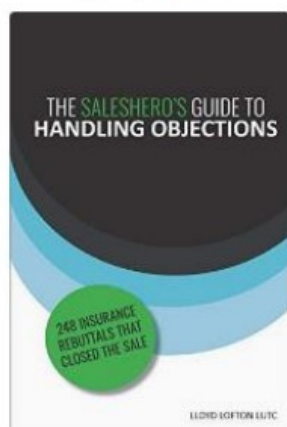
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