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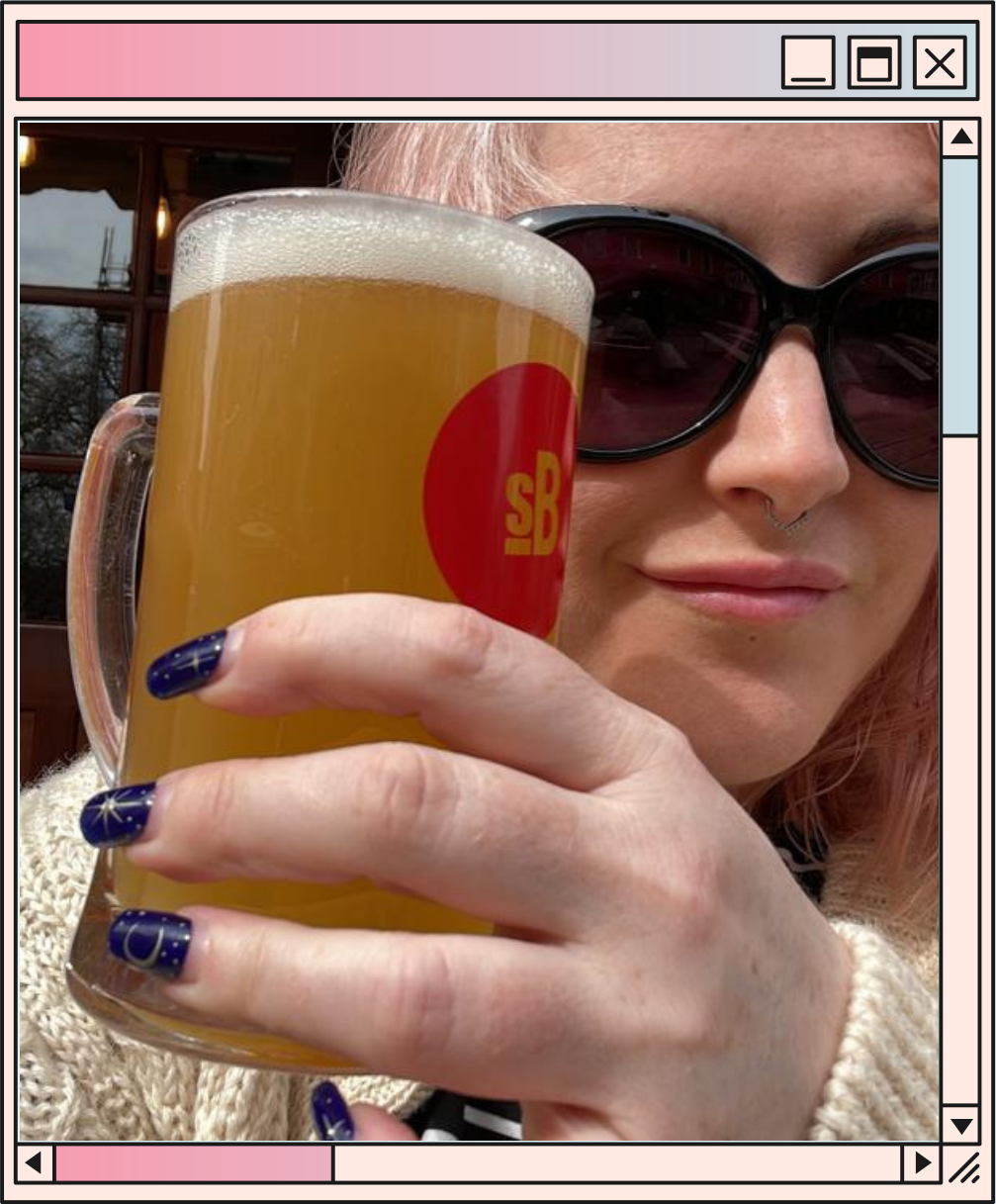
Introduction

I am Bonne Vivante Marketing and work with hospitality venues and businesses in a freelance capacity. I do marketing, PR, copywriting and anything else anyone asks for money.

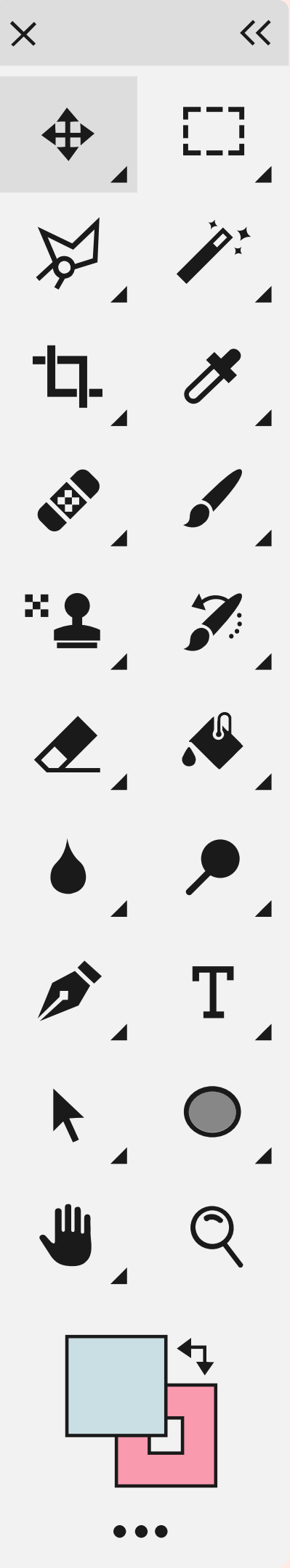
I currently work with three breweries, Basement Beer, Queer Brewing and RedWillow, running their socials.

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Words: 88



Charlie Harding
Social Media "Expert"



Charlie's Top Tips & Insights To Improve Your Social Media Presence

First – Why On Earth Do We Bother?




Brand Awareness



Build Community of Advocates



Research and Development



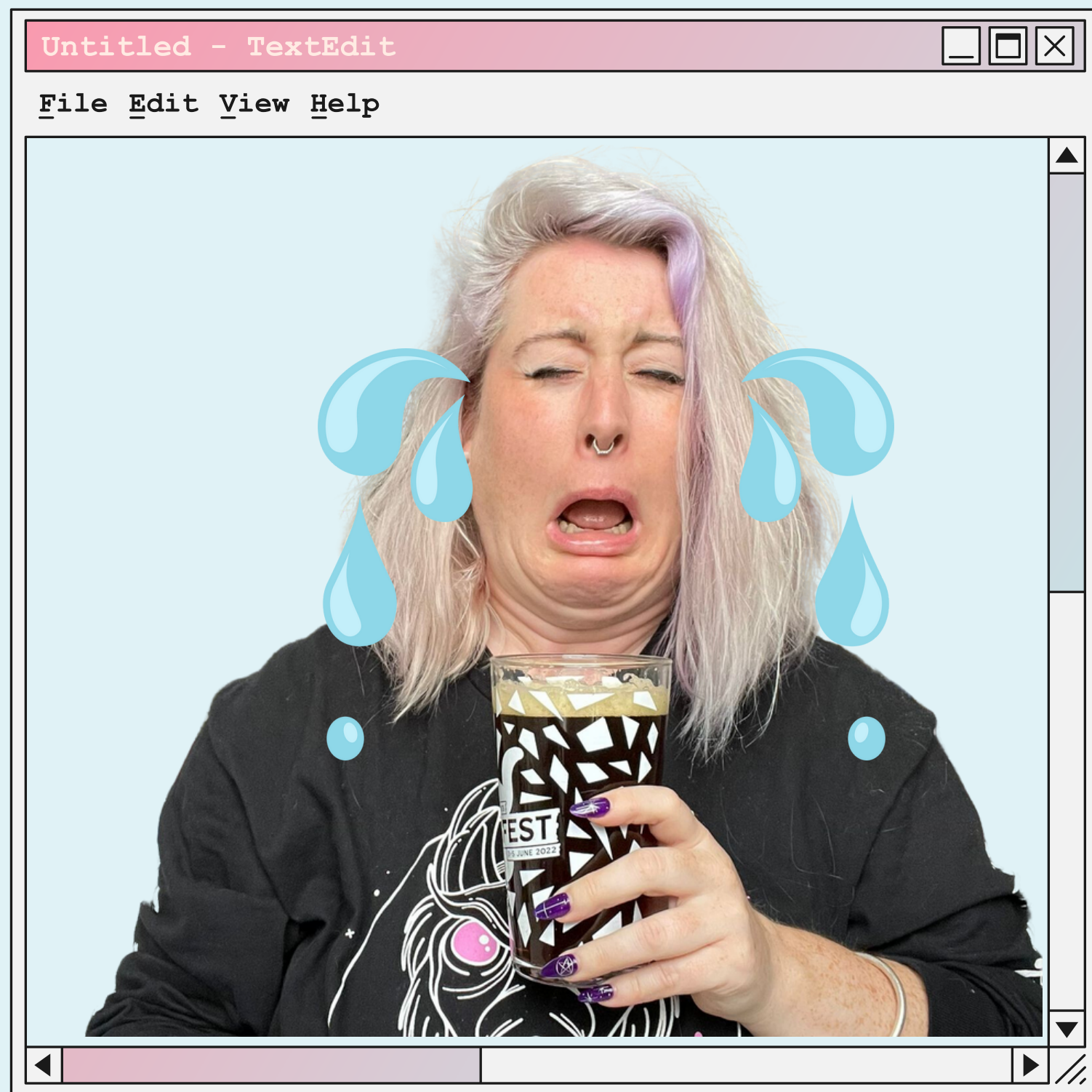
Enhance Public Relations



Driving Sales and Leads



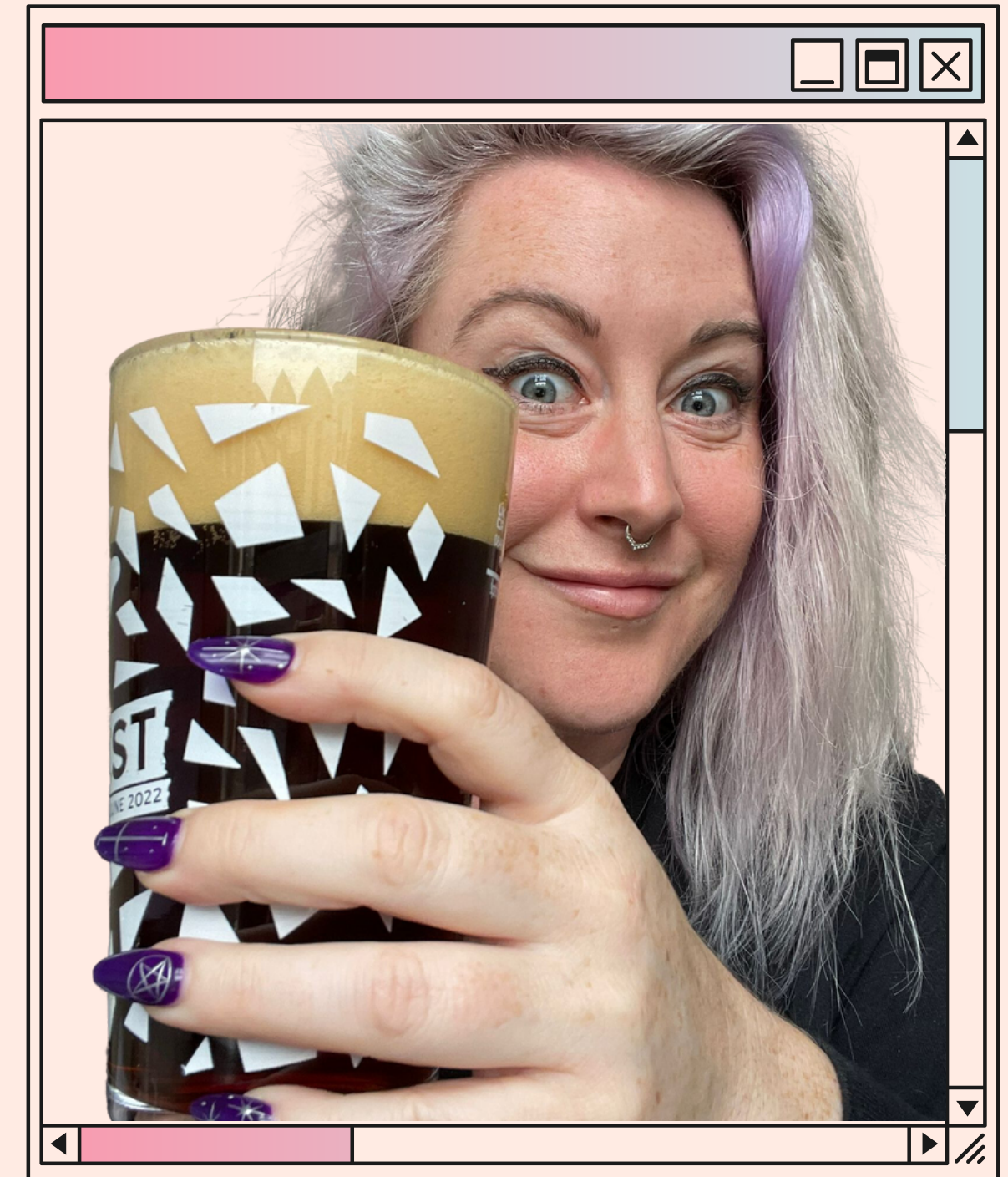
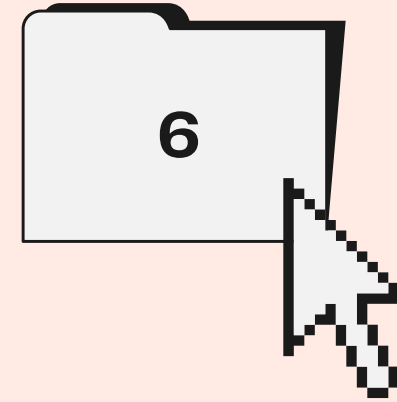
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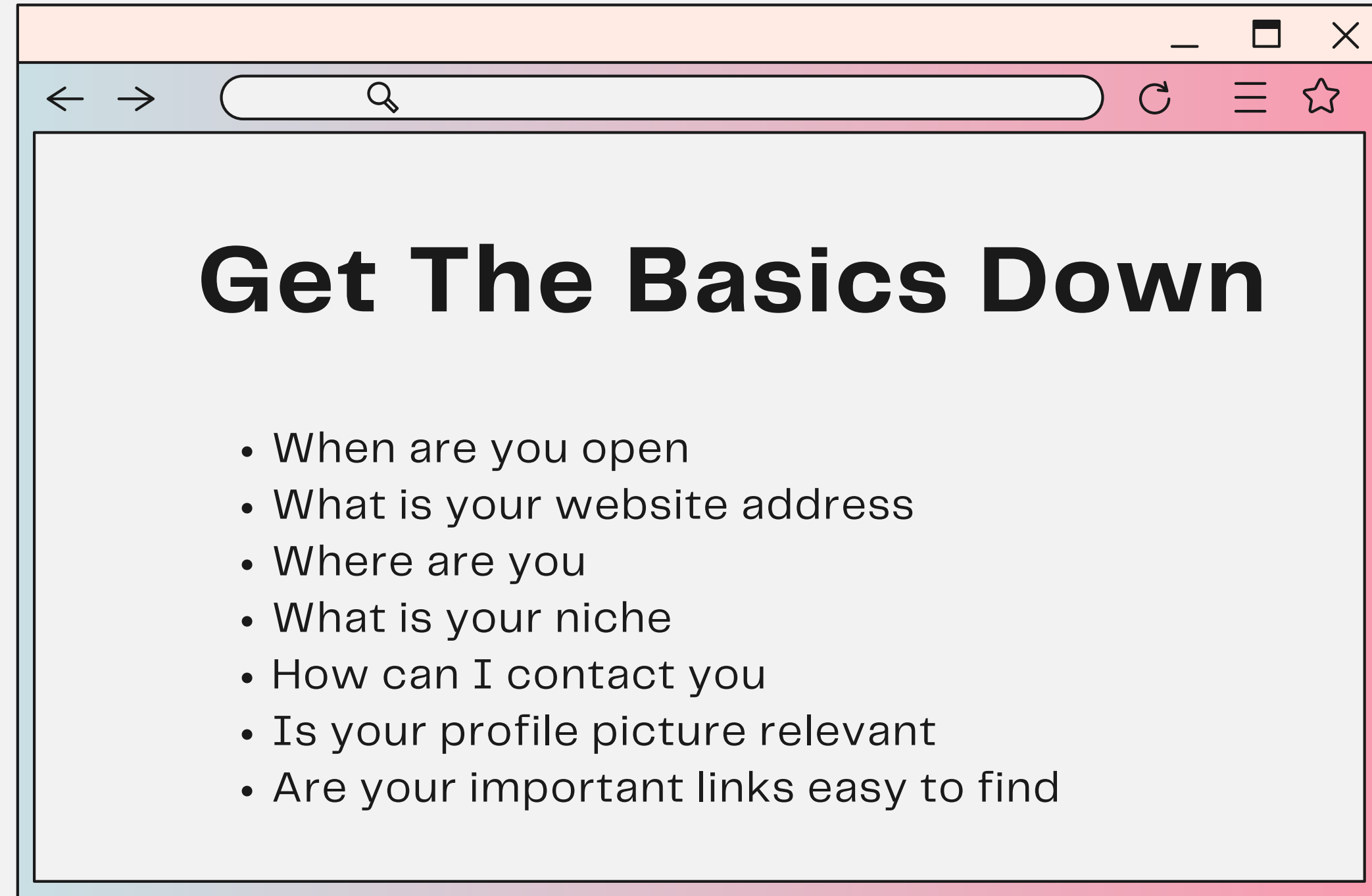
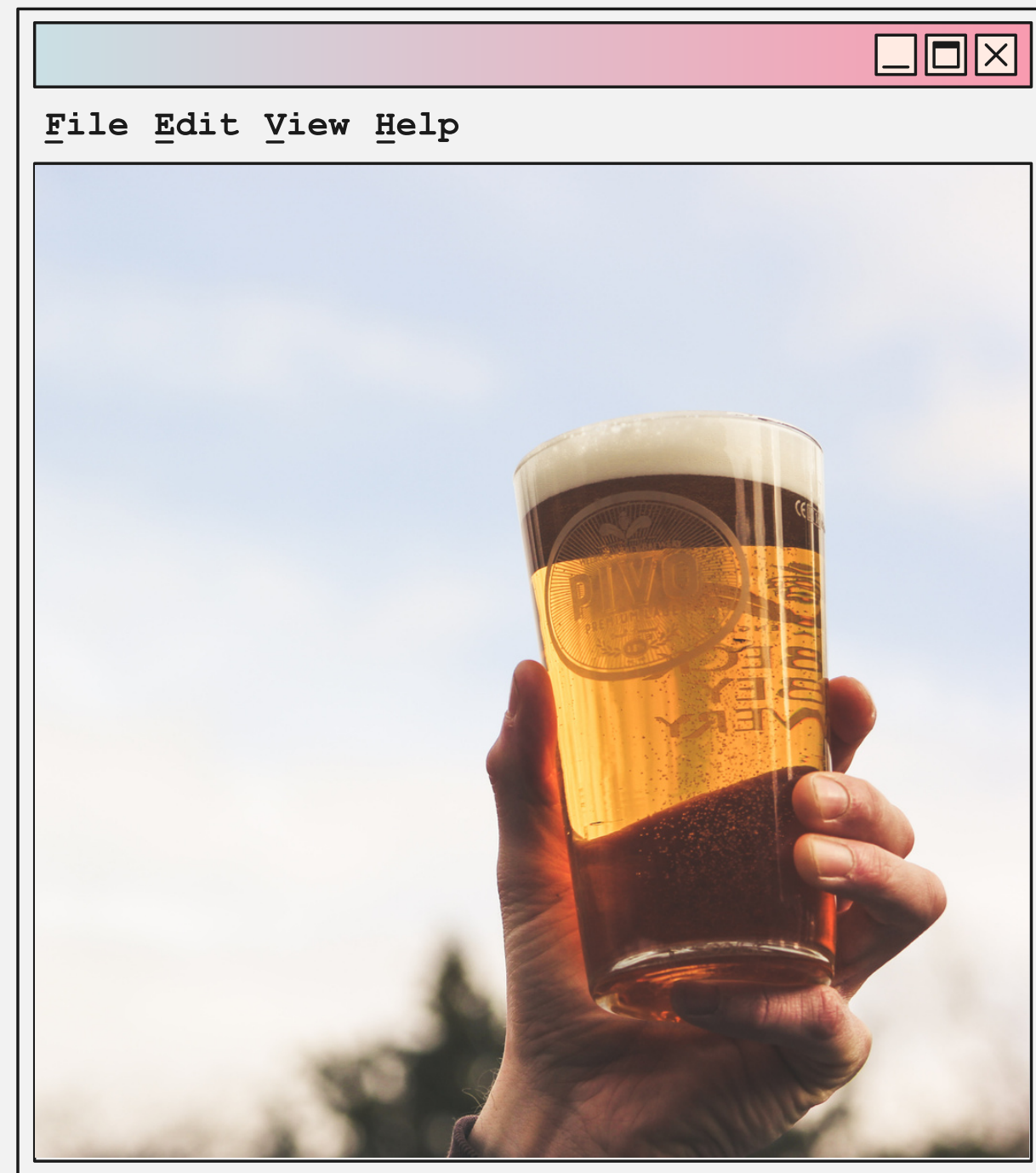
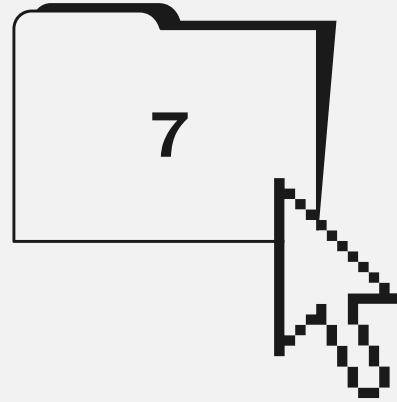


The Problem

- People's feelings are amplified, we could all stand to know far less about each other
- Fighting against algorithms and forces beyond your control
- Constant measuring up against others
- Pay to play
- There is always something new and we're tired

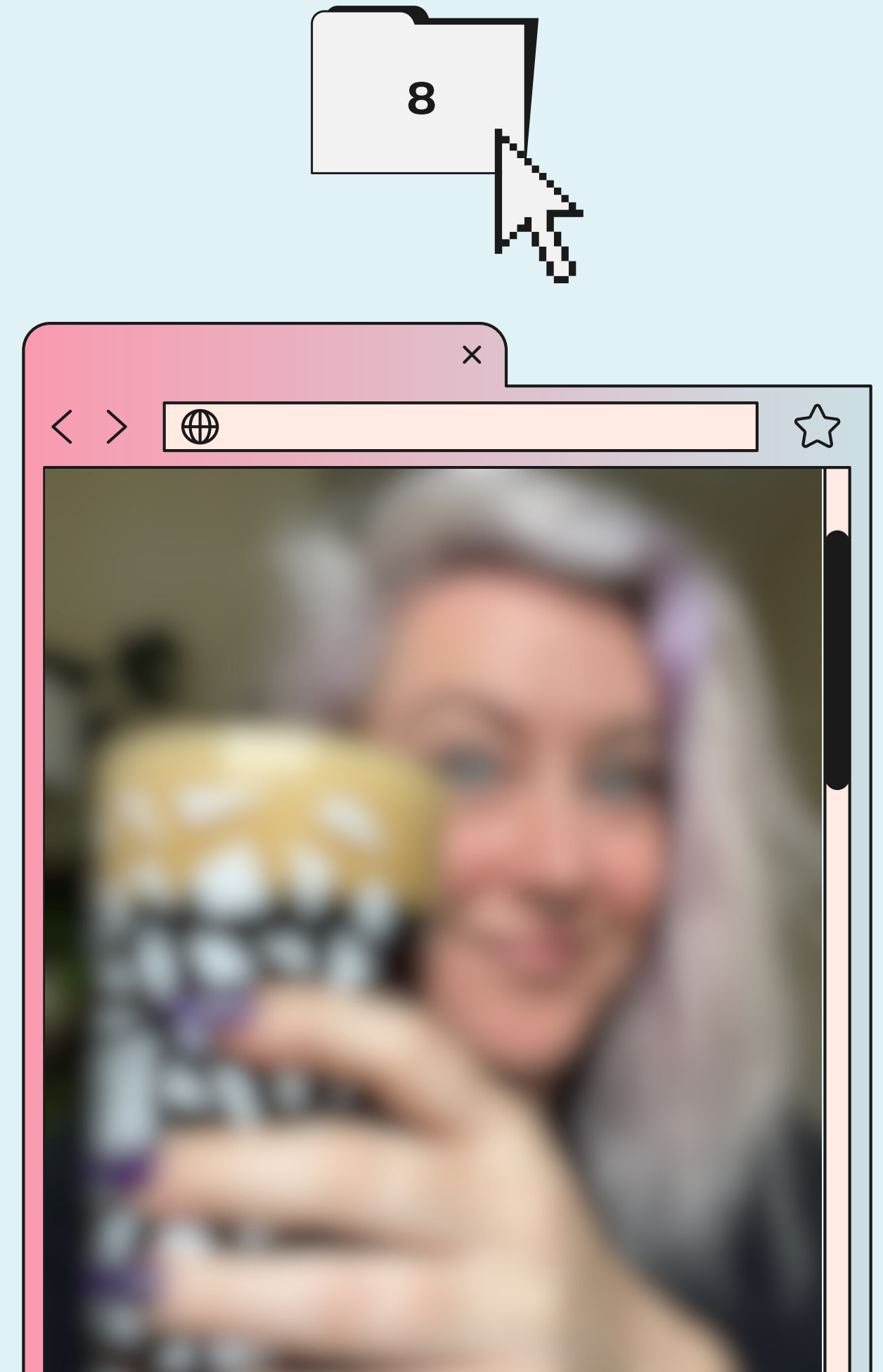
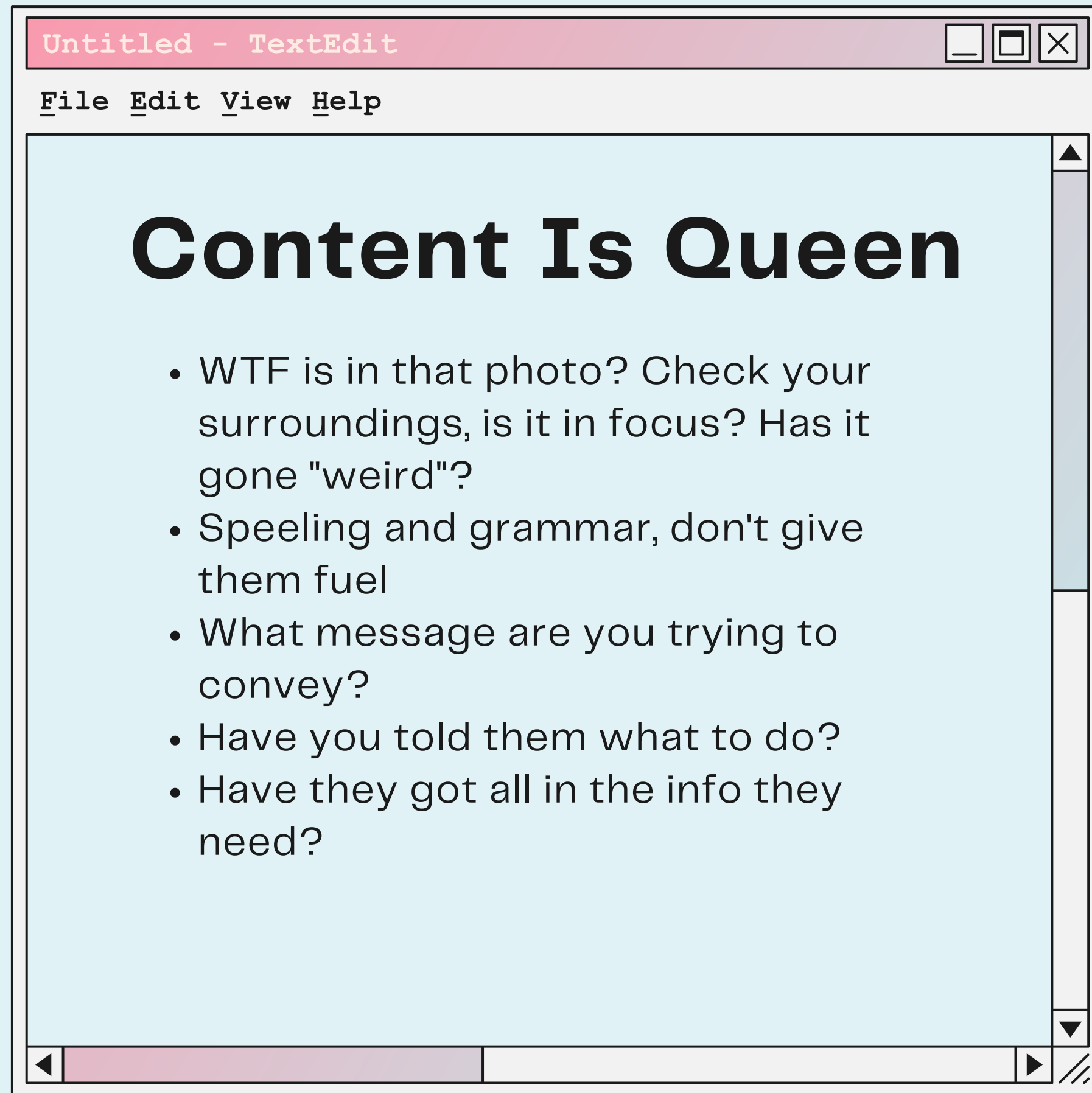
**Stop
Stressing
About It –
We're Doing
Our Best
With The
Tools We
Have**





Get The Basics Down

- When are you open
- What is your website address
- Where are you
- What is your niche
- How can I contact you
- Is your profile picture relevant
- Are your important links easy to find



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File Edit View Help

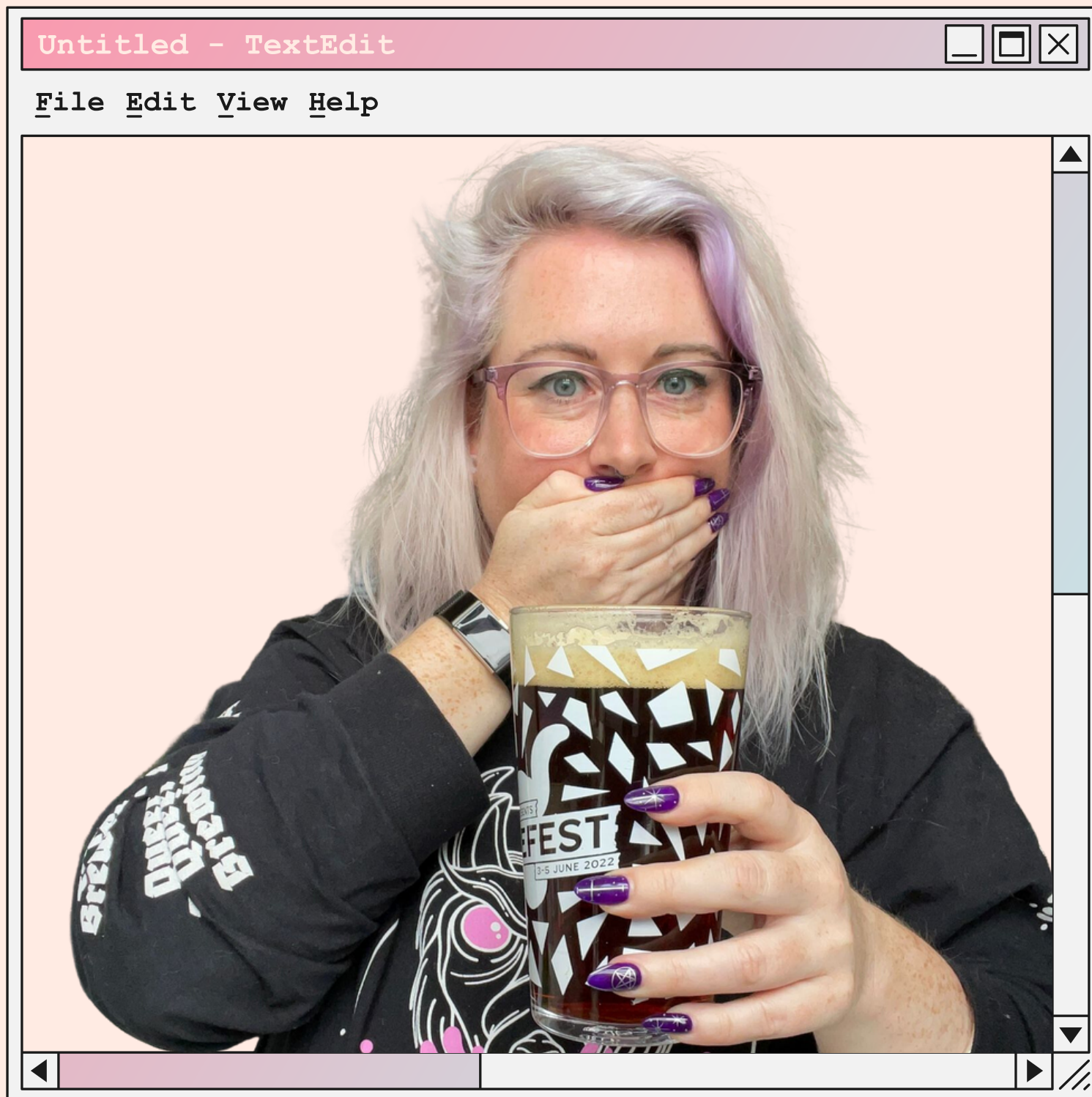
Never Wrestle With A Pig...

You just get dirty and the pig enjoys it..

I get it, it's so tempting to tell someone to get intimate with their mother when they're being unreasonable but take a deep breath.

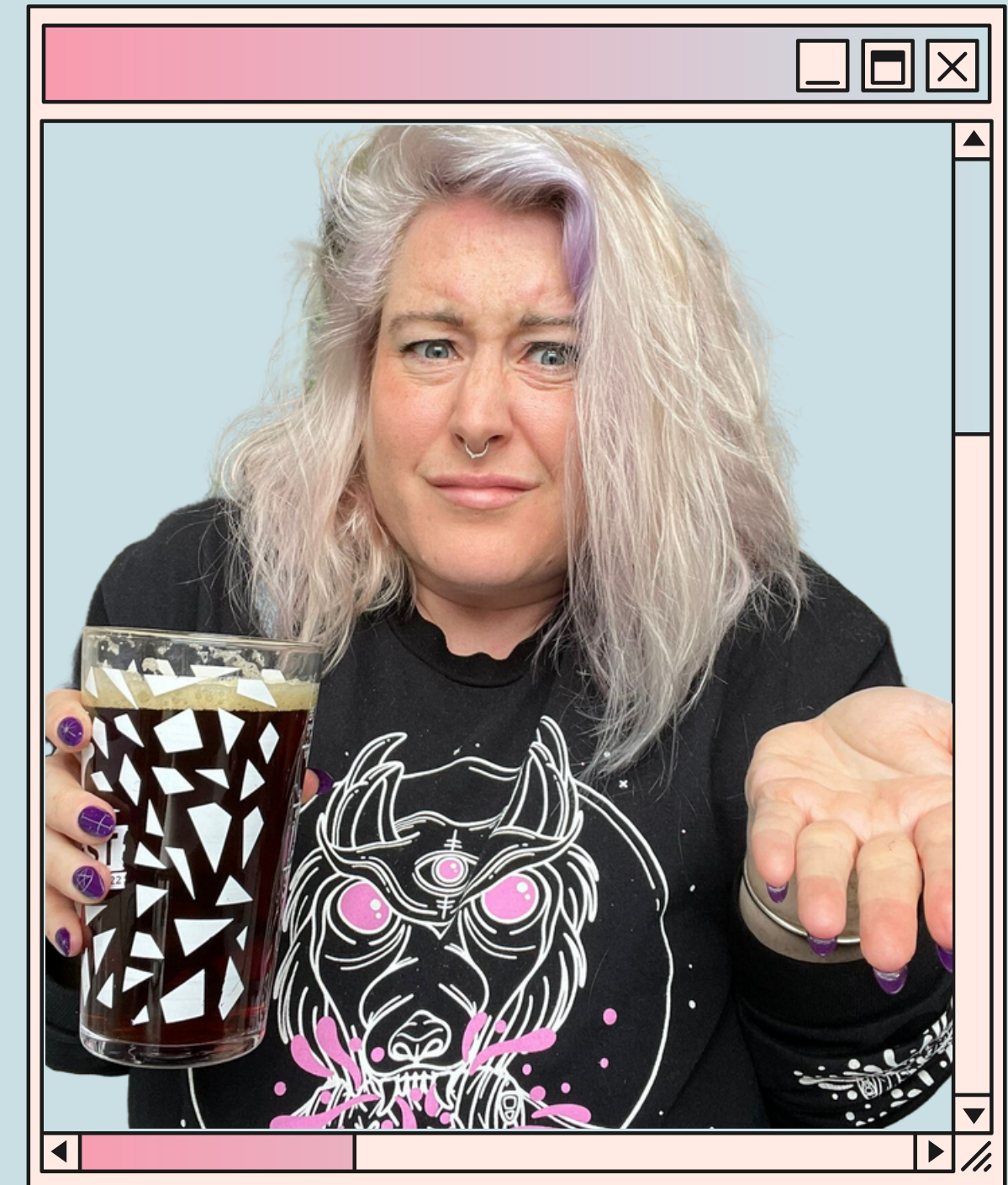
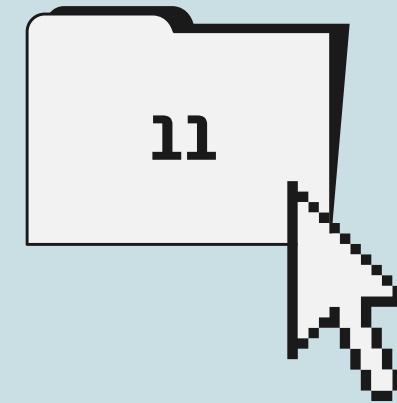
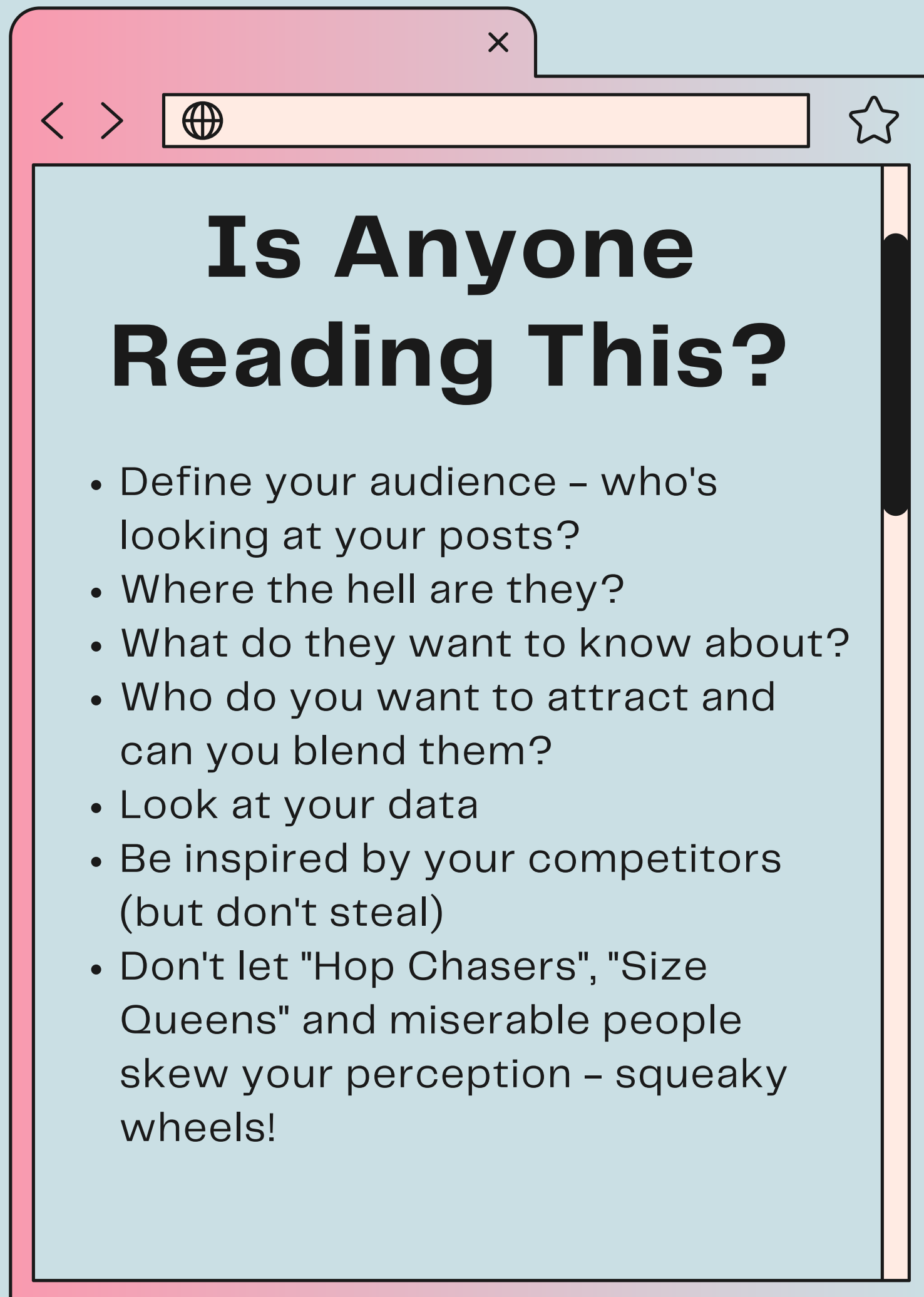
- Mute/delete/ignore them
- Publically explain
- Privately explain
- Take a deep breath and come back to it
- Make them sick with kindness and understanding
- Stalk them to decide the right course of action
 - is this a customer you can turn around or knobhead trying to get a rise from anyone who will listen?

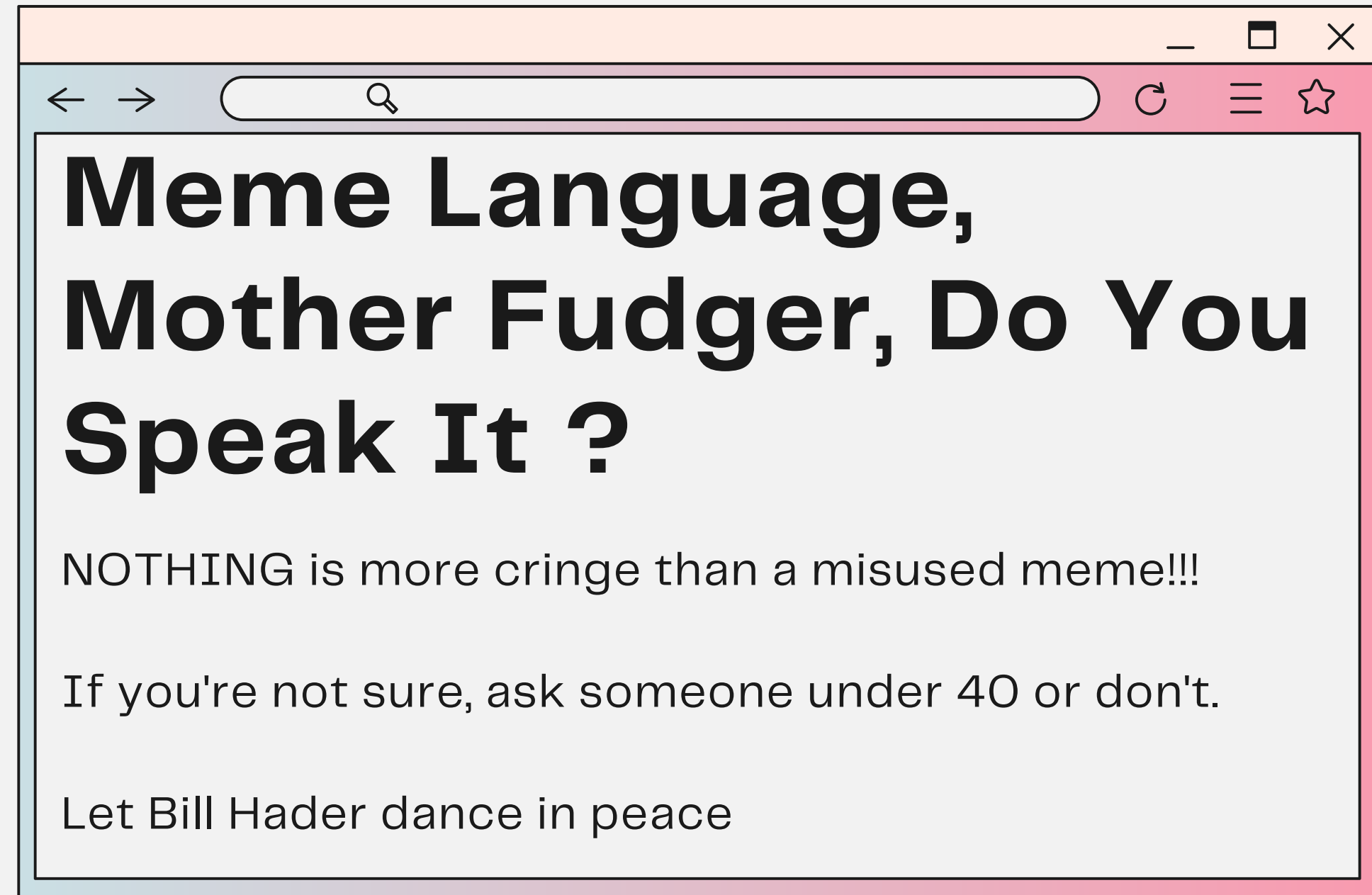
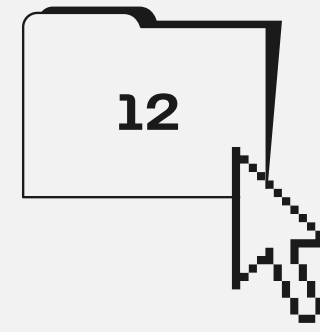
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WTF Is TOV

- Tone of voice, simply put, is "how the character of your business comes through in your words, both written and spoken" – simple right?
- DEYA – Neutral fun
- Queer Brewing – Fun, risque, proper gay
- Wiper & True
- How do you talk about your product? Are you naturally funny or enjoy educating people? Try some stuff out and see what your staff and customers think
- Don't force it, if you're not funny, pay someone to be
- Its just got to be consistent!





Thank You



**Bonne Vivante
Marketing**

SOCIAL MEDIA MANAGEMENT FOR INDIES

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