

# Social Media Platform Matchmaker



## Where Does Your Business Actually Belong?

Don't chase trends; chase your customers. Use this heatmap to identify which "Discovery Engine" fits your business model.

Business Type	Platform	Why
B2C Service Providers <ul style="list-style-type: none"><li>• Home Remodelers</li><li>• Landscapers</li><li>• Mechanics</li><li>• Pet Groomers/Trainers</li><li>• Real Estate Agents</li></ul>	Instagram Facebook	Local visual proof & Community Groups
Professional (B2B) <ul style="list-style-type: none"><li>• Lawyers</li><li>• SaaS</li><li>• Accountants/CPA's</li><li>• Marketing/Creative Agencies</li><li>• Business Coaches</li><li>• HR &amp; Recruitment Firms</li></ul>	Linked In	High Intent Networking & Thought Leadership
Lifestyle/Trend <ul style="list-style-type: none"><li>• Artists and Makers</li><li>• Boutique Fitness Studios</li><li>• Coffee Shops</li><li>• Local Eateries</li><li>• Salons</li><li>• Specialty Wellness</li></ul>	TikTok/Reels	Algorithm driven discovery for new audiences

# Social SEO Checklist



## Are You Searchable or Just Visible?

Check these off to ensure your profiles act as a "Front Porch" that converts.

✓	Item	To Be Searchable
	The Local Handle	Does your username include your city of service
	Keyword Bio	Does your first sentence state exactly what you do? (ie. Premier Eagan Roofer)
	The "One-Tap" CTA	Is your contact link clearly visible in the Bio
	Pinned Proof	Are your top 3 posts your best reviews or "behind the scenes" lo-fi videos
	Alt-Text for Images	Do you manually edit the Alt-Text on your posts for AI search and crawlers to see?
	Geo-Tag Consistency	Are you tagging your specific physical location or service area in each post?

# The Native Repurposing Blueprint



## One Idea – Five Social Media Wins

Stop creating from scratch. Take one core idea (like a blog post) and flip it for different audiences:

Social Post	Why It Works
Behind the Scenes Photos	Shows work in progress – great for storytelling <b>PRO TIP:</b> Don't worry about perfection. Authenticity is the new high definition.
Direct Q&A	Answer one common client question <b>PRO TIP:</b> Keep a question log on your phone. Every time a client asks you a question, turn the answer into a post.
Educational Carousel	5 slides of tips on a topic <b>PRO TIP:</b> Use the AIDA formula: Attention (Big Hook), Interest (problem), Desire (solution), and Action (next step)
The Lo-Fi Video	A 60-second informational summary <b>PRO TIP:</b> Captions are non-negotiable. 80% of social media users watch video with the sound off.
Conduct a Poll	Engage your local audience for their opinions and ideas. <b>PRO TIP:</b> Use "Low Friction" questions. Instead of "What should we do?", ask "A or B?"

# Your Posting Pulse



## Consistency Without the Burnout

Follow this "Pulse" to stay relevant without it becoming a full-time job.

Frequency	Activity
3x per week	<p><b>Main Feed Posts - focus on Social SEO and Authority</b></p> <p><b>PRO TIP:</b> Quality &gt; Frequency. If you can only do two high-quality posts that actually help your audience, do that instead of three "filler" posts. Google and Social AI now reward "Helpful Content" over spam.</p>
1 x per week	<p><b>Active Engagement - spend 15 minutes replying to local comments</b></p> <p><b>PRO TIP:</b> The "5-5-5 Rule." Spend 5 minutes replying to your comments, 5 minutes commenting on local partner pages, and 5 minutes engaging with your target hashtags. This "primes" the algorithm before you post.</p>
Daily (Optional)	<p><b>Add stories for "raw authenticity"</b></p> <p><b>PRO TIP:</b> Use the "Interactive Stickers" (Polls, Sliders, Questions). Stories are for building relationships, not just broadcasting. The more people interact with your Stories, the more your main feed posts will show up for them.</p>