

# Social Media on a (tight) Budget



*Fives ways to “ize” to gain more eyes and ayes.*

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# Are you in the right room?

In a tight economy how do I prioritize?

I cannot afford designers ...

I cannot advertise much, if at all

We are two people! Who writes all of this?

I feel like content is a treadmill!

**... a funny thing happened on the way here.**

**... a funny thing happened on the way here.  
oh, one more thing!**

The Frank Lloyd Wright esthetic of social, Curb  
appeal, Sweat equity, Community garden leaders,  
Return on investment

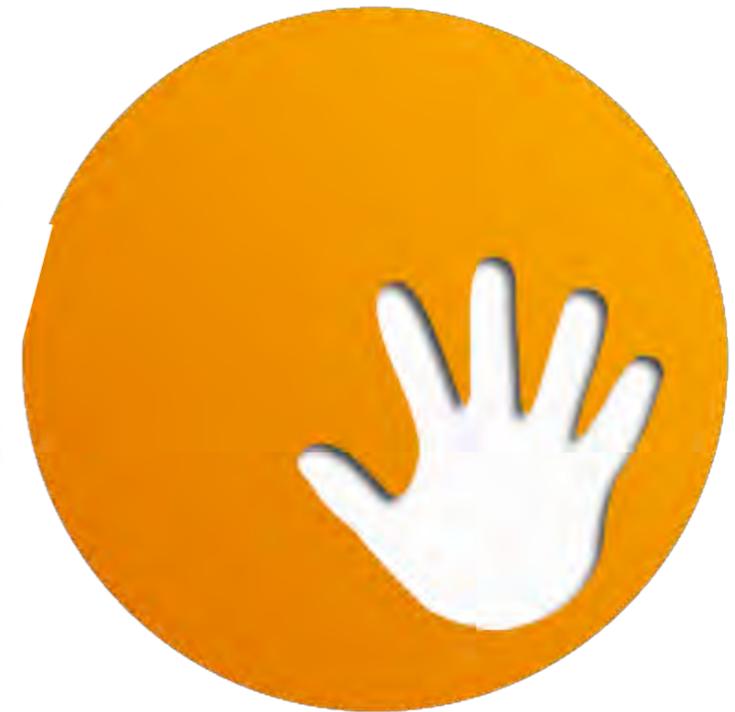
Optimize - Popularize - Incentivize -  
Deputize - Passivize

# The Frank Lloyd Wright discipline of social

qu $\alpha$ ntcast



bit.ly



Google Analytics

Optimize

# The Frank Lloyd Wright discipline of social

quxntcast

What content do **my targets** consume?

What **times do they** consume it?

On which types of **my content do they click**?

**Which clicks convert?**

Google Analytics

Optimize

# Curb appeal

PICASION.COM

MEME GENERATOR



BuzzFeed



Popularize

# Curb appeal

What display methods do my targets consume?

Popularize

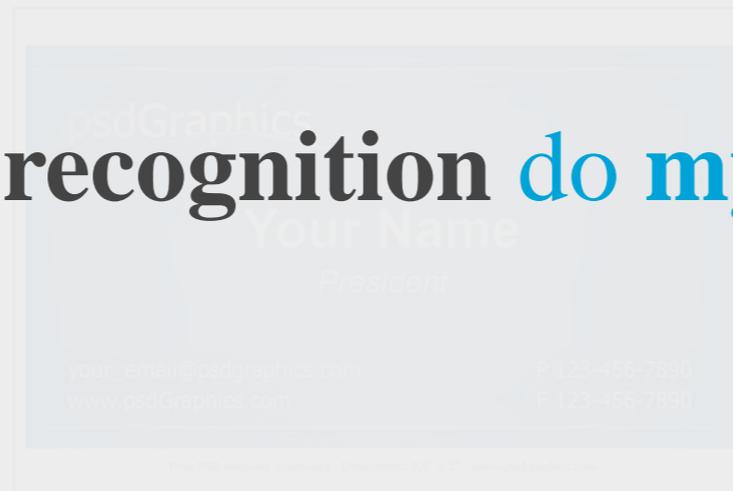
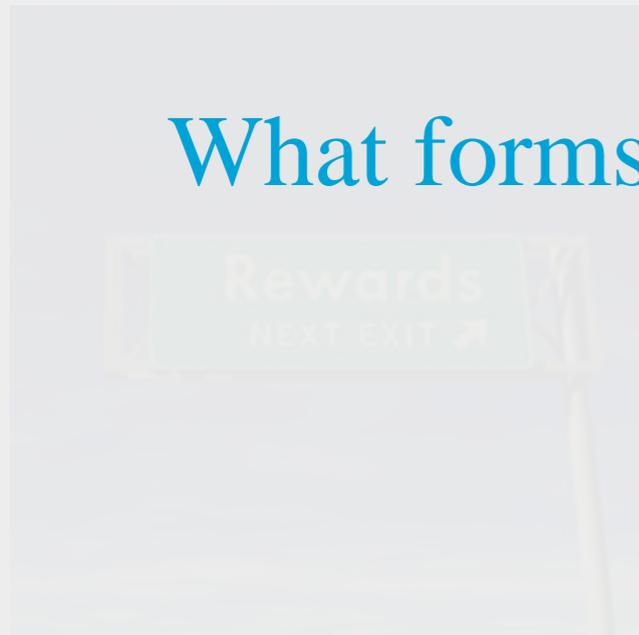
# Sweat equity



## Incentivize

# Sweat equity

What forms of recognition do my targets want?



## Incentivize

# Community garden leaders



Deputize

# Community garden leaders

**Who among my community can be trusted to reach my targets?**

Deputize

# Return on investment



Passivize

# Return on investment

**What types of my content do my targets always want, in what form?**

**Passivize**

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Google Analytics

Optimize

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