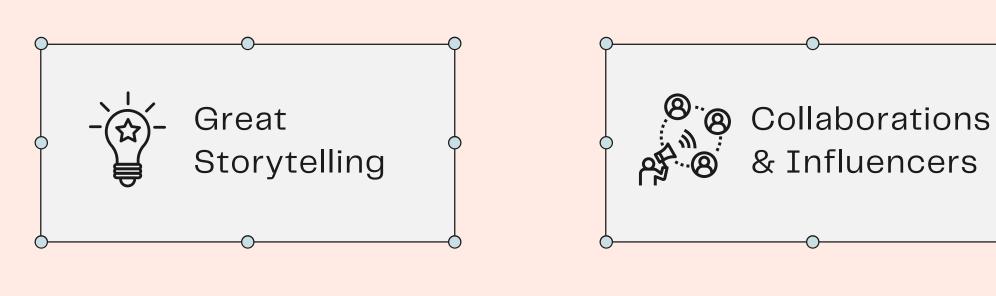


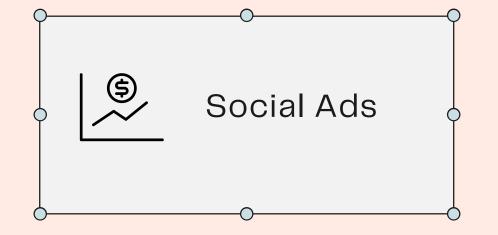


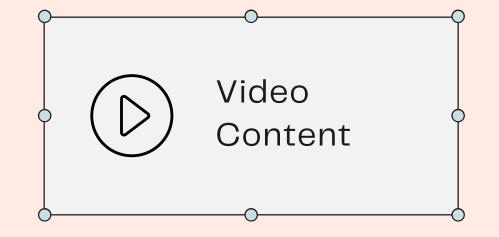


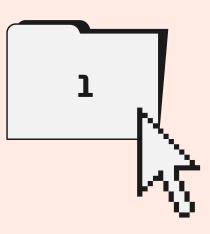
5 Tools for Good Social Media Strategy

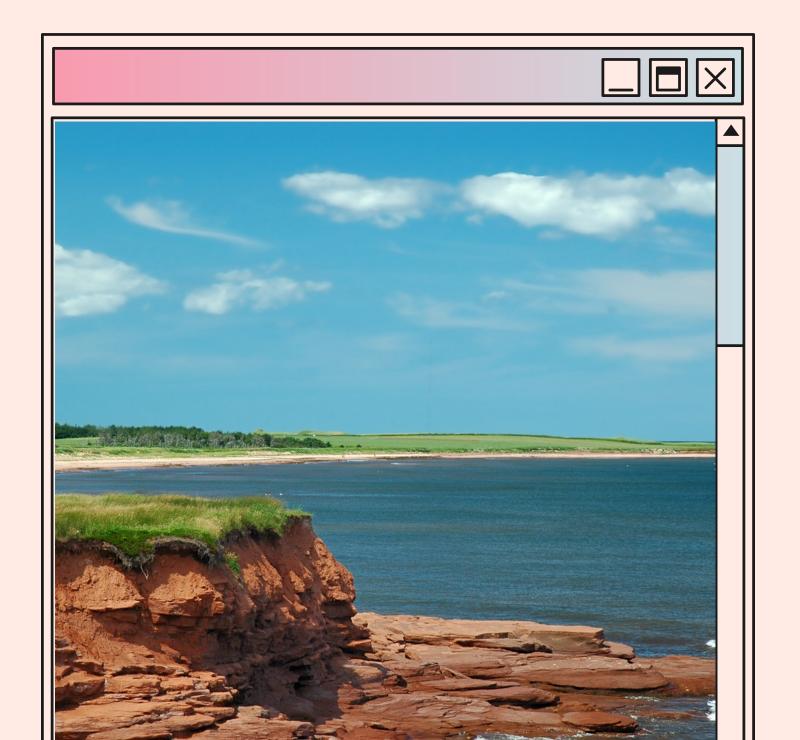














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Great Storytelling

Each bioscience business has a story and an opportunity to share and connect.

- Thoughtfully produced
- Teaches something new
- Relevant to their lives
- Makes you feel something



Collaborations

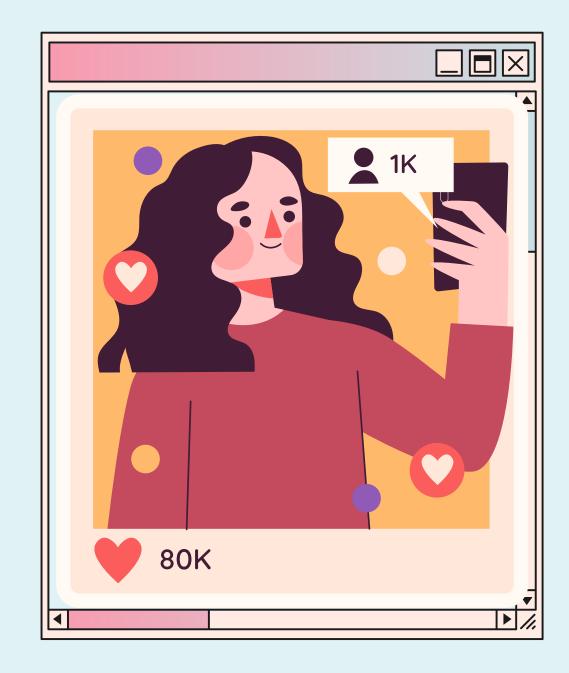
- Collaborate with peers in industry
- Complementary brands
- Similar audience to yours

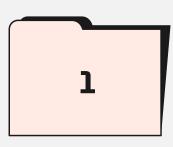
Working with Influencers

Influencer marketing is when a business and an influencer work together to promote, and create awareness around a specific brand, product, or service.

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Strengths & Weaknesses



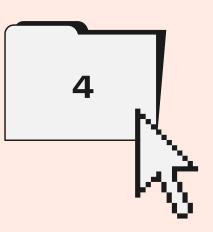
2

Social Media Channels 3

Website Content Review 4

Missed Opportunities 5

Return on Investment (CTA)







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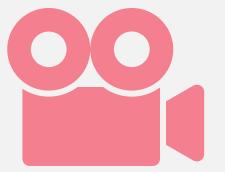
Ad Buying

Tips for ad buying:

- Paid search on google
- Using ad managers (instead of boosting)
- Use ads to build email list (lead generation campaign)
- User generated content for ads

tinyurl.com/foodspark







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Easy Tips for Producing Good Video

- Lighting
- Sound
- Stabilizer (Tripod or Gimble)
- Focus on pacing (speed up or slow down)
- Brightness
- Supers (Words on the screen)