

How To Get Your Business Booming With Social Media



Mike Morales, driven by a desire to bring more people to tequila sipping, began producing tequila shows in 2001. He became a regular contributor to Tequila Aficionado, recorded the original Sipping Off the Cuff series with Alex Perez and was an Executive Producer of Last Tequila Standing. He is now CEO of Tequila Aficionado and manages a crew of nine tequila tasters to produce Sipping Off the Cuff and the annual

Brands of Promise Awards.

Lisa Pietsch has been a passionate tequila enthusiast since 1989 and involved in online marketing since 1999. She began by building communities like Families.com from 20 to 20,000 members within 1 year's time, becoming a sought after community builder, social media manager, author, and speaker.



In 2012, Mike and Lisa joined forces to make Tequila Aficionado the best tequila website in the world. Since then, they have combined their passion, expertise, and vast experience to create Tequila PR and promote the best craft agave spirits in the world.

Tequila PR & Marketing

www.TequilaPR.com

Checklist

- Set your brand goals for the upcoming year including distribution, sales, events, etc.
- Create a Facebook Page for your brand with a complete about section and link to your website.
- Create a Twitter Account for your brand with a complete about section and link to your website.
- Create an Instagram Account for your brand with a complete about section and link to your website.
- Create a Pinterest for Business Account for your brand with a complete about section and link to your website.
- Create a LinkedIn Business Page for your brand with a complete about section and link to your website.
- Create a brand icon that represents your brand
- Add your icon to Facebook, Twitter, Instagram, Pinterest and LinkedIn.
- Create a branded header graphic modified to fit each network for consistent branding on all your networks
- Add your branded header to Facebook, Twitter, and LinkedIn.
- Set an annual social advertising budget for your brand.
- Determine which network will get the most bang for your advertising dollars
- Create an annual social & advertising strategy
- Break down your social and advertising strategy into monthly tasks
- Curate all of the positive posts available on the internet about your brand
- Frontload all of your networks with user generated posts as appropriate
- Post once daily to Facebook, Instagram, Twitter, Pinterest & LinkedIn
- Ask your Facebook friends to like your page
- Start engaging Facebook Pages in the industry
- Connect your Instagram to your Facebook account and ask all of your friends to like your Instagram

- ❑ Start posting memes, videos, cocktails and glamour shots of your brand and reposting those of industry related accounts
- ❑ Start following Twitter users in the industry and tequila lovers
- ❑ Engage your followers on all your networks in conversation daily
- ❑ Set up your Social Advertising Campaigns in accordance with your annual goals
- ❑ Consult with Mike Morales about your unique position in the agave spirits market
- ❑ Consult with Lisa Pietsch for an analysis of your social networks

Get your business booming with social media.

[Click here](#) to see how you can make that happen.

