

# AUSOMA

Your Chief Social Media Officer  
Social Media Marketing Services for Authors

## Social Media Audit Checklist

- Does your social media marketing need a facelift?
- Do you wonder what the benefits of social media marketing are?
- Do you have specific goals you'd like to achieve with social media marketing?

We can help! Just take these 3 easy steps:

1. Start with this easy review of a few benefits from social media marketing.
2. Then use the checklist to mark the goals you'd like to achieve.
3. Finally, contact Sue to schedule your in-depth Social Media Audit & Consultation or a free 15-minute phone consultation to see if the audit is the right fit

## Benefits of Social Media Marketing

**Expertise** - Distribute your own valuable content and share others' content to establish your expertise in your field.

**Reputation**- Manage your online reputation by monitoring and responding to issues brought up by clients, customers, readers.

**Network** - Find others in your industry, readers in your genre, and expand your network and circle of influence.

## Checklist of Goals You'd Like to Achieve with Social Media Marketing

- Manage online reputation
- Increase engagement with followers
- Increase website traffic
- Increase awareness - of your business and/or book
- Get media attention - interviews, links from bloggers, invitations to speak
- Develop strategic partnerships with influencers in your industry
- Grow your email list
- Some other goal not listed \_\_\_\_\_

Contact Sue Canfield by email or phone to schedule your in-depth Audit & Consultation  
Sue@Ausoma.com  
715.296.0347