

Social media is one of the best ways to get the word out about your business or service. However, even more than ever it can be more difficult to get any impressions or real clients when competing with the ever-changing algorithm and the other many businesses trying to vie for the same client.

The best way to utilize social media is not to make money, but to show your potential clients how you can help them without coming across as too salesy. **People don't like to be sold!! They want free tips, your expert advice that can help them in one way or another, and how your tips can help them solve a problem.**

The best plan for your social media is to keep these things in mind:

1. **People don't care about your accolades they care about how you can help them.** What problem can you help them solve? How can your tips help them do more in a day? What type of information can you give them to help them today?
2. **Content should always be geared towards your key audience.** If you don't know who you sell to, it's time you find out.
3. **Consistency is key.** Don't overdo it, but by posting at least once or twice a week you stay in the minds of your audience.
4. **Post at varying times** as many may not see your posts due to the thousands of other posts. You also want catchy topics that get their attention. Such as: "Nobody Told You This About Building a Membership Site." "3 Things You're Doing Wrong with Your Website Homepage." "If You're Struggling to Book Clients, Read This." Of course, this would be based on your audience and business.
5. **Don't be afraid to share your juiciest secrets, tips, and how-to's.** Not only do these show you as the expert in your field, but your audience will appreciate the fact that you are sharing key information that can help them.

"But I don't have the time to write the posts, make the videos, create the images, schedule them all out and run my business at the same time. So, what's the point?"

Good question, as this is what many business owners are grappling with. However, let's break down how you can do all of this and still have time to run your business.

1. **Writing Content – BIG SECRET HERE –** Utilize AI. ChatGPT, CoPilot, Gemini, etc. Simply write a short example of what you want to say and ask AI to write it for you, include the hashtags, emoji's, etc. Of course, it is still up to you to put your spin on it. But the more you use AI the better content you get back in return.
2. **Make Videos –** This can be done on your phone. NO, you don't need to be a videographer. All you are doing is sharing information via video. You may ask yourself, "What do I talk about?" Think about questions your clients have asked you over the years and make a video answering these questions. Talk about a challenge you came across and how you solved it. Give them easy tips and if they want more, to be sure and follow you.



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3. **Create Images** – You can do this very easily through **Canva** or simply asking AI to create an image for you. DONE.
4. **Schedule Out Your Posts** – There are several social media scheduling platforms that can help you plan out your social calendar for a month or year.

Okay, let's go into detail on all the social platforms you can use to make your life much easier.

These are just a few of our favorites:

- **Hootsuite** – Known for AI-enhanced content creation, broad automation, analytics, scheduling, and team collaboration. <https://www.hootsuite.com/>
- **SocialPilot** – Strong automation for agencies and small businesses—scheduling, analytics, and collaboration features. <https://www.socialpilot.co/>
- **Buffer** – A well-known scheduler with clean UI, automation, and multi-platform posting. <https://buffer.com/>
- **Sprout Social** – A robust enterprise-grade platform with scheduling, automation workflows, curation, collaboration, governance, and deep analytics. <https://sproutsocial.com/>
- **Schedpilot** – Strong AI assistant, cross-platform automation, smart queues, and automatic caption optimization. <https://schedpilot.com/>
- **SocialBee** – AI Copilot that can generate full strategies, schedules, and posts automatically. <https://socialbee.com/>
- **eClincher** – A full automation suite with publishing, scheduling, social inbox, auto-replies, queues, and multi-platform posting. <https://www.eclincher.com/>
- **Later** – A visually focused scheduler for Instagram, TikTok, Pinterest, and other platforms with automation features. <https://later.com/social-media-scheduler/>
- **CoSchedule** – A content marketing and social automation tool with calendar-based planning and scheduling. <https://coschedule.com/>
- **Sendible** – All-in-one tool: scheduling, automation, social inbox, reporting, monitoring, and brand listening. <https://www.sendible.com/>



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Here's Comparison Chart to help you choose

Platform	AI Features	Automation Level	Scheduling Tools	Analytics	Collaboration	Best For	Key Strength
Hootsuite https://www.hootsuite.com/	AI-enhanced content creation	Broad automation	Yes	Robust analytics	Strong team collaboration	Teams, agencies, enterprises	All-in-one suite with strong AI + collaboration
SocialPilot https://www.socialpilot.co/	Limited AI	Strong automation	Yes	Solid analytics	Good collaboration tools	Agencies & small businesses	Affordable + scalable automation
Buffer https://buffer.com/	Light AI (captions, ideas)	Basic-to-moderate automation	Yes	Basic analytics	Minimal	Small businesses & creators	Clean UI + easy multi-platform posting
Sprout Social https://sproutsocial.com/	Advanced AI workflows	Advanced enterprise automation	Yes	Deep analytics	Governance + high-end collaboration	Enterprises & large teams	Most robust analytics + workflow tools
Schedpilot https://schedpilot.com/	Strong AI assistant + smart optimization	High automation (smart queues, auto-captions)	Yes	Modern analytics	Moderate	Creators, solo business owners, growing brands	AI-first automation + platform-optimized posting
SocialBee https://socialbee.com/	AI Copilot for full strategies	High automation	Yes	Solid analytics	Moderate	Coaches, service providers, small teams	Automates entire social strategy from start to finish
eClincher https://www.eclincher.com/	Limited AI	Full automation suite	Yes	Strong analytics	Social inbox + team tools	Agencies, brands, social managers	Complete tool with inbox, queues, and multi-posting
Later https://later.com/social-media-scheduler/	Light AI	Moderate automation	Yes	Visual analytics	Minimal	Visual brands, IG/TikTok creators	Best for visually-driven platforms & content planning
CoSchedule https://coschedule.com/	Limited AI	Moderate automation	Yes, calendar-based	Marketing analytics	Team collaboration	Content teams, marketers	Best calendar-driven content + social planning in one
Sendible https://www.sendible.com/	Some AI features	Strong automation	Yes	Reporting + listening	Strong collaboration	Agencies	Social inbox + monitoring + automation in one



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Now that you have the platforms you can get started, but the key question many have is, “how do I get more leads, and more importantly, paying clients via social media?” Keep in mind that these are a few tips to help you get the most out of your social media. However, when it comes to social media **NOTHING IS GUARANEED**.

Below is a curated list of the strongest, research-backed strategies — **not fluff**, but what actually turns followers into buyers.

1. Show Up as an Authority (Position Yourself as the Expert)

When you educate your audience with trends, solutions, and industry insights, you build authority — which directly increases trust and conversions.

How to do this:

- ~ Post problem-solving content
- ~ Share case studies, before/after results
- ~ Use your opinions + frameworks
- ~ Break down industry misconceptions

2. Build Real Relationships (Not Just an Audience)

Moving from “broadcasting” to two-way conversation dramatically increases conversions. People buy from brands and humans they feel connected to. Post Authentic, Raw, Human Content

3. Users are fatigued by overly polished, AI looking posts.

Real, unfiltered, behind the scenes content performs significantly better.

Try:

- ~ Respond to every comment
- ~ DM new followers with value (not a pitch)
- ~ Engage with your ideal clients’ posts daily

3. Share Valuable Content That Directly Solves Pain Points

High-value, problem-solving content attracts the exact clients who will buy from you — especially when paired with targeted lead magnets (free reports, checklists, audits, etc.). Short videos are a great way of getting this point across, however, remember that short videos dominate across platforms and keep attention longer. Use strong hooks, captions, and clear CTAs – Call To Action.

4. Use Clear Lead Magnets + Gated Content to Capture Contact Info

Gated resources (PDFs, mini trainings, webinars) turn casual followers into actual leads.

Lead magnets that convert well:

- ~ Free audits
- ~ Templates
- ~ Industry reports
- ~ Mini trainings
- ~ Checklists

5. Pick the Right Platforms (Go Where Your Buyers Actually Are)

Success depends on choosing the platforms where your audience spends time — not trying to



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be everywhere. LinkedIn, for example, is 277% more effective for lead generation in B2B. Optimize Your Social Profiles with keywords* and metadata* to improve discoverability and engagement.

6. Use Paid Social Ads (Especially for Retargeting)

Paid ads help you scale leads and target warm audiences who already interact with your content.

7. Be Helpful, Human, and Consistent

The most effective strategies in 2026 focus on being **helpful, human, and consistent** rather than chasing trends. This approach builds trust with your audience.

8. Use Contests, Giveaways & Interactive Posts

These increase engagement and capture leads quickly when paired with email opt-ins.

9. Use Social Listening to Identify Buyers Ready to Purchase

Social listening helps you find people expressing needs, frustrations, or buying triggers — giving you real-time opportunities to connect. Understand what your audience cares about increases reactions, shares, and comments.

10. Combine Content + Conversation (The Winning Formula)

Social media lead generation is most effective when you combine:

- ~ **Content** → builds awareness
- ~ **Conversations** → build trust
- ~ **Lead magnets** → capture leads
- ~ **Follow-up systems** → convert leads into paying clients

11. Use Clear Calls-To-Action in Your Content

People will not take the next step unless you ask them.

Examples:

- ~ “Comment INFO for the guide”
- ~ “DM me ‘STRATEGY’ for a free audit”
- ~ “Click the link to book a consultation”

12. Don’t Just Rely on Posting — Nurture Your Leads

Post Consistently — With Quality First. Consistency matters, but high-quality posts aligned with audience behavior outperform high volume. Follow through with quality converts because it’s important you nurture your leads, so they don’t run dry. Your systems matter as much as your content. Engagement isn’t just posting — it’s responding to comments, DMs, and mentions. This builds loyalty and boosts algorithm signals.

Add:

- ~ Email sequences
- ~ DM follow-ups
- ~ Retargeting ads



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***Keywords** are the specific words or phrases people type into search engines (like Google) to find information. Example: website designer - web design services - membership site designer - membership site implementation - custom website design - WordPress website designer - funnel builder - website redesign services

***Metadata** is behind-the-scenes information about a webpage that helps search engines understand your page and helps users decide whether to click. Meta Title + Meta Description = Example: Meta Title - KG Website Designs | Custom Websites & Membership Site Implementation. Meta Description: KG Website Designs specializes in custom website design, membership site builds, and seamless tech implementation. Helping coaches, consultants, and small businesses create beautiful, automated online experiences.

After reading this you may be asking the same questions we spoke of at the beginning: **“But I don’t have the time to write the posts, make the videos, create the images, schedule them all out and run my business at the same time. So, what’s the point?”** Which is the real reason most business owners don’t even get started or follow-through with posting consistently. But keep these simple things in mind:

- **Find the right platform that can do much of the work for you.**
- **Rely on AI to help you either write the content and/or create the images to save you time.**
- **Be yourself. Essentially this is what social media is all about, being social.**

We certainly hope you found this resource helpful and know that we are always here to help.



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