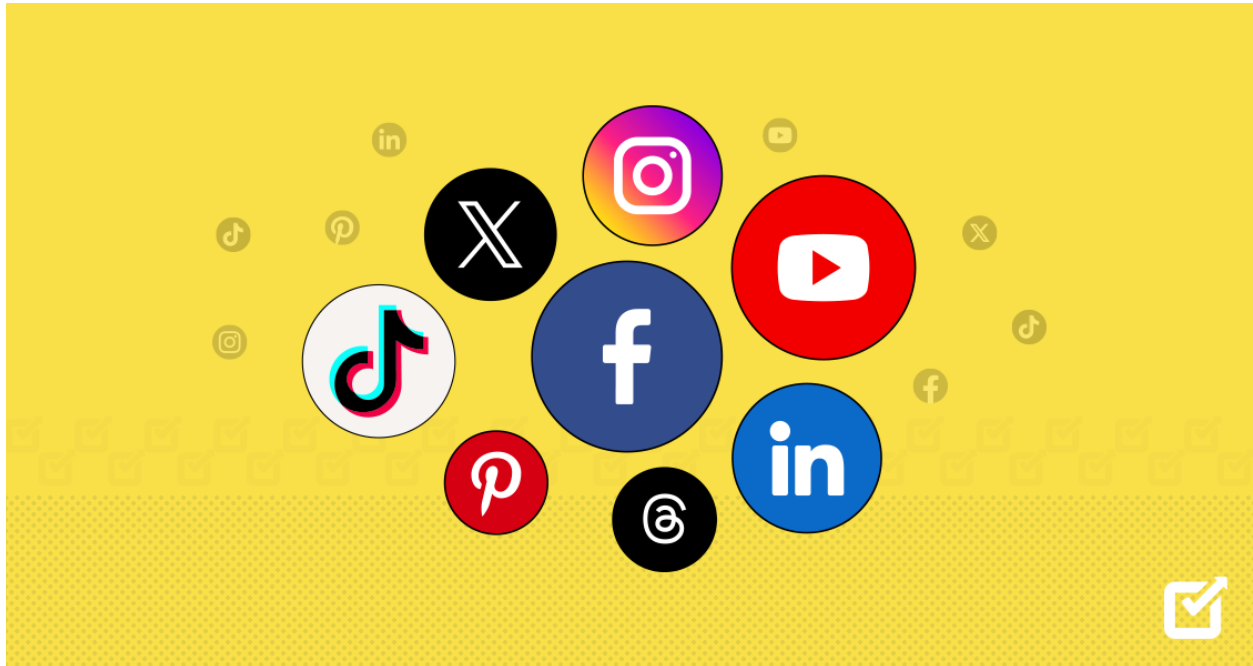




Social Media Strategies



Last night I had an interesting conversation with a group of business owners in Charlotte, and I think it is a good idea to start writing about it because it might be very helpful for some people to know what I did in the last 5 days.

What does success look like for a business today in this Knowledge Era?

I wrote an article explaining my [vision of personal success and business success](#) .



I hired a PR company to help me lay down the foundation described above. The first task is to work on credibility, creating information available on the Internet about you and your business. The reason is that people don't buy your products or services without investigating not only who you are but others' experience with your business products and services.

One example was when I needed an office chair. I found a couple of options and I started to look for reviews or comments from people that bought it before and the experience they had, good or bad. For my first option I read many complaints about various things. I do not pay attention when the review is negative because of other factors outside the product itself, sometimes people complain that it never arrived or was late. I am looking for information that will prevent me from having to open the box, assemble the product and then realize there is a big problem and I have to return it. I avoid this situation at all costs.

So I moved to the next option, and the reviews were very good. So I bought the chair, assembled it, and tested it, and I discovered it was the best chair I've ever had, with lumbar support filled with air, and reclining in a way you did not need to do anything.

Going back to my PR agency, they said they only work with LinkedIn as the most efficient way to reach a target audience globally.

I said ok, but I kept thinking of the other ten social apps. I had no knowledge of how this all works. But because I am curious as a cat, I



went ahead digging the settings of my websites to see how it all worked.

The first thing in the configuration pages to do is to connect the different apps into the website. Some were easy, you just need an account on each so that the website can connect to it and publish articles. Now, I discovered that the articles are NOT sent to people. The system will send a link, and the articles live on your website under a blog. That blog is like your own magazine containing the physical articles that AI will create. This way the system knows if someone read the article and is able to generate all kinds of statistics.

I had a not so fun time connecting some apps like Facebook and Instagram, which are owned by META, Facebook would not allow me to create a new account no matter what I did. And from the instagram button, it would take you to the facebook login. A little frustrated I went to bed and next morning I had an idea, I asked AI, and it told me to convert my Instagram account into business, and from there to connect to Facebook. It worked like a charm. I had Facebook, Instagram, X, Pinterest, Youtube (Manual), and Linkedin all successfully connected from my website. If you are wondering, I use [WIX.com](https://www.wix.com) for all my websites. I use it since I can remember, some people use WordPress, but I never wanted to go that route.

Then went ahead and used AI to create a whole marketing plan. When creating something new it will ask you if you want to create a story or an article based on a product you sell. As I have seven books on one of my websites, I selected each one for different articles. It



asks you if you want to include pictures, and some other basic questions. It then proceeds to read the book, and create a very polished article with a summary and key points including a link to the page where you can purchase the book directly.

It will ask if you want to publish now or schedule it for a certain day. Once it is finished creating everything it will send you an email for you to approve everything before sending. As always, check everything because AI can generate errors, and make mistakes. You kind of have to babysit sometimes.

To my surprise this whole process is very convenient as creating 7 articles would take me who knows how long of time. AI just makes things a lot faster.

That is one part of the puzzle, my brain kept thinking about the websites that have a different format where an article does not fit in. Like Tik Tok. So I asked AI what or where I should look to fill that gap? AI said to take a look at [canva.com](https://www.canva.com); I did not know you can create videos there. I used it for graphic design and it is the best app I've used in a long time. To my surprise, it does create mobile sized videos with AI voice and background sound in the simplest and easiest way possible. This is because I've used sophisticated video software before and it is a pain and a huge learning curve to master.

To give you an idea, I created 10 animated professionally looking videos in about 20 minutes. Cannot publish them from the computer, as it will tell you to download the video to your phone and post it from



there. This is a manual process but it is so quick I do not mind the minimal effort. One video posted on all four X, Threads, Instagram and Tiktok takes about 3 minutes. If you have a fast phone, it will be less than that. My phone is older, and not that quick.

Everything I create I save, you never know when you will need it again. The other bonus is that I can simply create a mobile video, and tell canva to open up as a link visible from everywhere, so I do not have to move large files back and forth. I just link to the public address of the video in canva.com and that's it.

The traffic to my two websites increased 8-10 fold in the last 5 days. Maybe it is not much but I can see the difference right away.

For Youtube postings, is a manual process from my website, because it is a video and the system just does not handle it automatically but you have the option. The other thing I activated was email. The system takes all emails from registered users on the websites, and sends them the articles. A friend confirmed it landed on his JUNK folder or spam. But it worked. You just need to know how to word the email so that it does not get flagged as spam or junk.

These strategies allow me to blanket the internet completely or in its majority. I am still learning about all of this and how it works. Please do not ask me how I did exactly the Meta portion because I did so many things I did not document all of it, so I do not remember now. But you get the idea.



Have a great day

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