
TIPS and TRICKS for Successful social Media Marketing.



Laci Tagge- Tagge's Famous Fruit & Veggies Farms

Tagge's Famous Fruit



WHAT'S A CALL-TO-ACTION & HOW TO USE IT

A call-to-action (CTA) is a button or link prompting email subscribers, website visitors, or social media followers to take an action.

CTAs are essential for driving traffic to your website, generating sales, and increasing your conversions. They can (and should) be used across all channels - web, social, mobile, and email.

- “shop now”
 - “Sign up now”
 - “Enter the giveaway”
 - “Read full story”
 - “Let’s start”
 - “Try this”
 - “Join free”
 - “Want more”
-

CTAS ON SOCIAL MEDIA

1. Send them where they need to go. If you call out “Click the Link in Bio” to shop from your Farm, that link needs to bring people directly to your store. There is nothing worse than clicking a link that leads you to a different page. Being clear about what to expect if a link is clicked will reduce the odds of visitors leaving your store.

2. Tie your CTA to Your Content- 3 E’s - Educate, Entertain, and E-commerce to create content.

3. Make the CTA pop. On social media, it’s harder to have your CTAs stand out because you don’t have flexible formatting options. Try using line breaks to separate the CTA from the rest of the text, or use an emoji next to the CTA so viewers can catch it immediately.

5 Tips

1. **Profile Picture**
 2. **Fill out your Bio**
 3. **Story Bubbles**
 4. **Be Social & Follow Along**
 5. **Know what works**
-

– 1. Profile Picture



VS.





440 Posts 6,999 Followers 1,095 Following

Tagge's Famous Fruit

Farm
We grow the freshest Fruits & Veggies in Utah
Straight from our farm to your table
[#buylocal](#)
Largest CSA farmers in Utah join us
www.taggesfruit.com

View shop

Edit Profile

Ad tools

Insights



Salsa & Jam



CSA Box



Farming



REVIEWS C...



New



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Followed by [doughladyslc](#), [glowycoc](#) and 81 others

Following

Message



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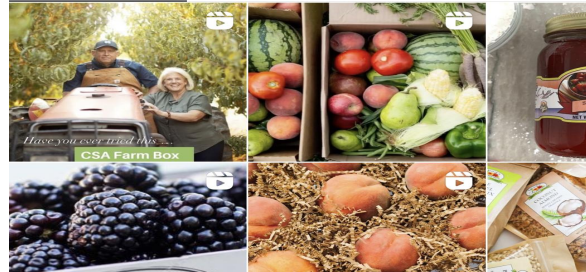
CSA Box



Farming



REVIEWS C...



— 2. Bio



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Edit Profile



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6,999 followers

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Farm

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— 3. Story Bubbles







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REVIEWS ...

— **4. Be social
and follow
along**

- Try a posting of 2 - 3 times per week. Any less and your followers will interpret your account as inactive, and they may stop following you.
 - Respond back to comments and DM's
 - Make Reels
 - Make different content
-

5. Know what works

- Check your insights and see what your audience likes.

