Solution

# 13. Social Media Updates

*Below is an example answer. Your solution may differ from the one provided – that’s okay! The goal is to think about how to put these marketing tips into practice.*

c. Both A & B. Rachel can make posts about a) employee retention tips and tricks and b) highly sought out skills in the workplace.

Rachel runs an employment agency, and needs to attract both candidates and companies. Rachel’s social media updates should be professional and relevant to these candidates and companies. Rachel can post about current events and topics that she knows will interest her ideal client, such as employee retention tips for companies, and highly sought after skills in the workplace for candidates.

Social media marketing can help benefit your business by keeping your brand top of mind with clients and keep them engaged with items of value. People can share your posts, broadening your reach and exposing new people to your message. Rachel needs to post consistently to keep people engaged, for example 3x a week or once a day, depending on how much content she has to share.