



REVITALIZE

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**YOUR SOCIAL MEDIA
PROFILE & PAGES**

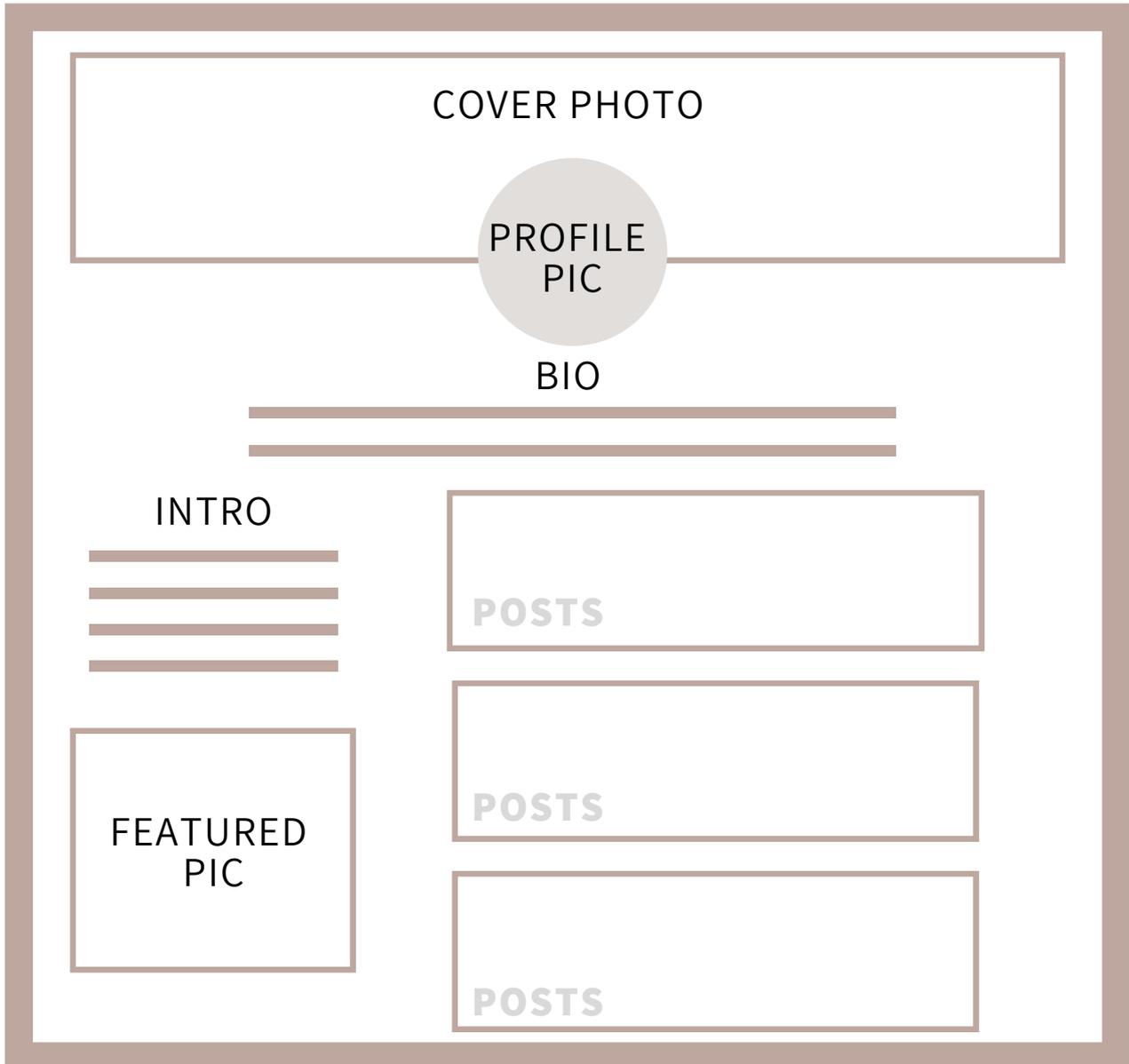
TO BRING IN LEADS!



REVITALIZE YOUR FACEBOOK PERSONAL PROFILE

Time to REvitalize your FB Personal Profile & your FB Business Page so that they will be primed to accept leads!

PERSONAL PROFILE



REVITALIZE YOUR FACEBOOK PERSONAL PROFILE

Time to REvitalize your FB Personal Profile & your FB Business Page so that they will be primed to accept leads!

SIMPLE TASKS:

Page parts to REvitalize on your PERSONAL PROFILE

PROFILE PICTURE

Making sure you have a profile picture that is clear to identify as it is pictured in a small circle.

COVER PHOTO

Cover photo on your desktop: 851 x 315 pixels. Display size on mobile: 640 x 360 pixels

**Both your profile picture and your cover photo need to include a short, intriguing description (caption) about how to contact you with a call-to-action in this section.

BIO SECTION (PERSONAL PROFILE)

Use this area for a short bio (101 characters or less) sharing more details about what you do. You can also add a link in this section.

INTRO SECTION (PERSONAL PROFILE)

Use this area to display website links, social media profiles and more. Don't have this area too cluttered.

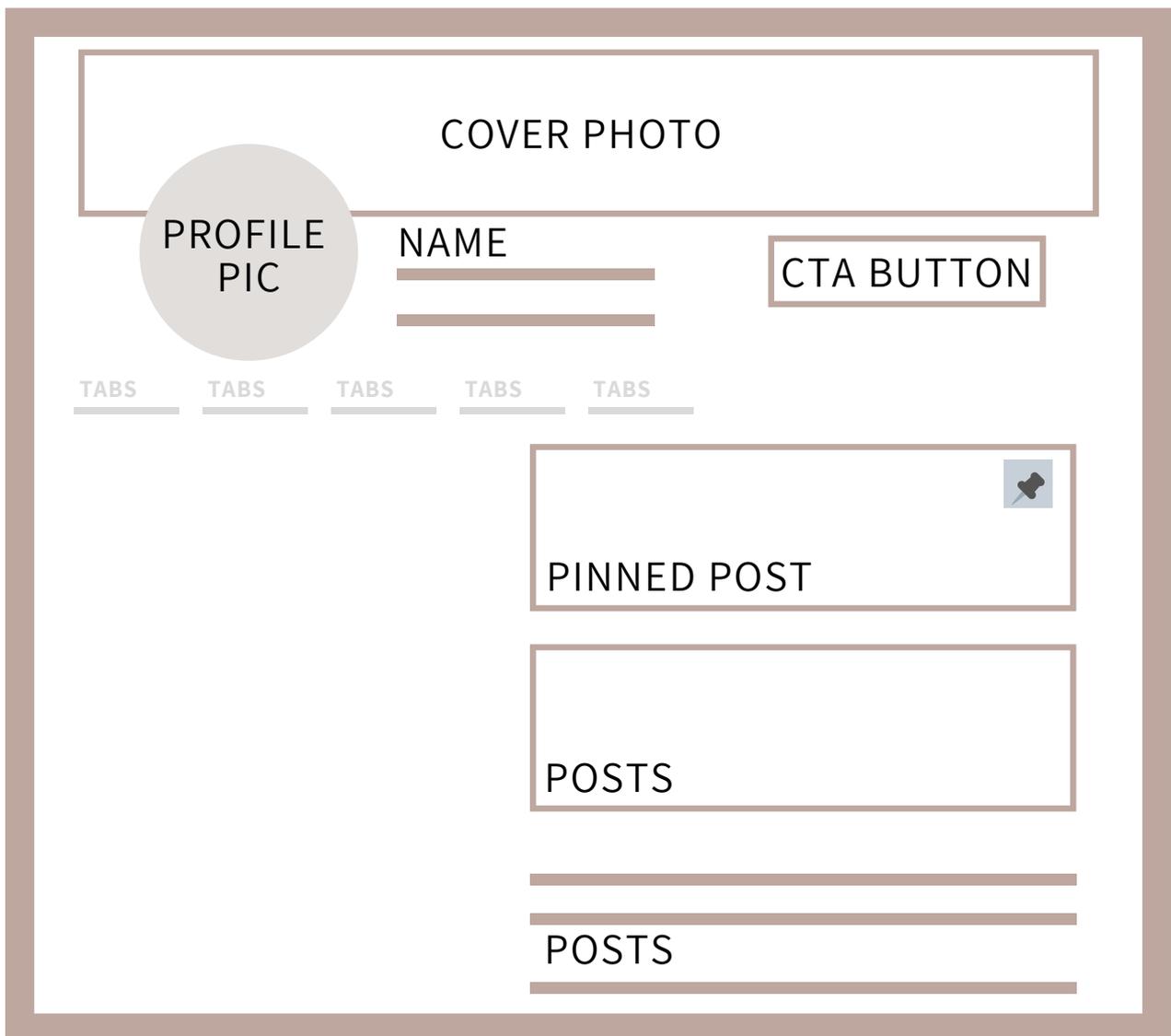
FEATURED PHOTO (PERSONAL PROFILE)

Upload an image (1080 X 1080 pixels) with a call-to-action. Add a small description (caption) when you click the edit button within your photo.

REVITALIZE YOUR FACEBOOK BUSINESS PAGE

Time to REvitalize your Personal Page & your Business Page! We are going to dive deep into optimizing both of your pages so that they will be primed to accept leads!

BUSINESS PAGE



REVITALIZE YOUR FACEBOOK BUSINESS PAGE

Time to REvitalize your FB Personal Profile & your FB Business Page so that they will be primed to accept leads!

SIMPLE TASKS:

Page parts to REvitalize on your **BUSINESS PAGE**

PROFILE PICTURE

Making sure you have a profile picture that is clear to identify as it is pictured in a small circle.

COVER PHOTO

Cover photo should be 820 x 320 pixels on desktop & 640 x 312 on mobile

**Both your profile picture and your cover photo need to include a short, intriguing description (caption) about how to contact you with a call-to-action in the description section.

CALL-TO-ACTION BLUE BUTTON

Edit this button to appropriately reflect what you want people to do next.

TABS

Choose the tabs you want to show and arrange the order from most important to not as important (left to right)

ABOUT SECTION (BUSINESS PAGE)

Making sure all relevant information is filled out and turned on.

POSTS

Make sure you have a pinned post at the top that you want your audience to see when it first comes to your page. Share 3-6 posts that you know your audience will find interesting and so it does not look like your page is a ghost town.

REVITALIZE YOUR INSTAGRAM ACCOUNT

BIO

- Clear profile pic of myself or my logo
- My @ name is related to my biz
- Bio explains what i do
- Clear call to action
- Relevant link (preferably to lead magnet/website)

POSTS

- Are the images clear?
- Captions start with a hook
- Are you using location tags?
- Have a CTA in every caption
- Use relevant #s on all posts

STORIES

- Am I consistent on stories?
- Show up on camera
- Use engagement stickers
- Geotag stories
- Tag others/businesses

STRATEGY

- Do I have a strategy?
- Posts are intentional
- Content is aligned with my goal
- Talk about my biz and what I do (20% of the time)
- Provide value (80% of the time)

OVERALL

- Am I engaging and posting consistently?
- Have a theme (brand colors/photos/overall aesthetic)
- Post on IGTV
- Post live videos/stories
- Post reels
- Share posts/IGTV/Reels to stories