

Ways & Places to Give Value & Expertise

Places to add value

Facebook Business Page
 Facebook Group (yours and others)
 Facebook Live on your page
 Facebook Live in a group
 Facebook live in someone else's group
 Get interviewed on fb live
 Podcasts
 Instagram Biz Page
 Instagram Stories
 Pinterest
 LinkedIn Article
 Blog Posts
 Blog post on someone else's blog
 Add with Orders Shipped
 Online Forums
 Email Campaign
 Create a Facebook Virtual Event
 Online Summit Expert
 You Tube
 Run a workshop or seminar
 Host an event
 Speak/present at someone else's event

Different Types of content/ value

Top 5 list
 Write an article
 Post an image gallery
 Post a poll on fb
 Behind the scenes pictures
 Tell your company story
 Interview someone that can add value to your audience (not direct competition)
 Tutorial Video
 GIFS, Memes, Jokes
 Custom Quote
 Post TIPS, HACKS, or HELP
 Webinar/ Online training
 Interview a client or employee
 Get interviewed
 Be a guest on a Podcast
 Video
 Client testimonials
 FAQs about your area of expertise
 Bite size content (recipe, worksheet, download)
 In-person speech or presentation
 Value based handout