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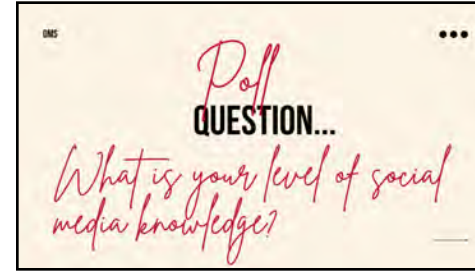
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OMS 2023

## GATHER DATA

**DEMOGRAPHICS**  
Age, gender, location, family status

**PSYCHOGRAPHICS**  
Interests, values, hobbies

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OMS 2023

## GATHER DATA

**DEMOGRAPHICS**  
Age, gender, location, family status

**PSYCHOGRAPHICS**  
Interests, values, hobbies

**BUYING BEHAVIOR**  
Purchase history, frequency, time of year, amount, insurance

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OMS 2023

## GATHER DATA

**DEMOGRAPHICS**  
Age, gender, location, family status

**PSYCHOGRAPHICS**  
Interests, values, hobbies

**BUYING BEHAVIOR**  
Purchase history, frequency, time of year, amount, insurance



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OMS 2023

## GATHER DATA

**DEMOGRAPHICS**  
Age, gender, location, family status

**PSYCHOGRAPHICS**  
Interests, values, hobbies

**BUYING BEHAVIOR**  
Purchase history, frequency, time of year, amount, insurance

## DIVIDE DATA



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OMS 2023

## GATHER DATA

**DEMOGRAPHICS**  
Age, gender, location, family status

**PSYCHOGRAPHICS**  
Interests, values, hobbies

**BUYING BEHAVIOR**  
Purchase history, frequency, time of year, amount, insurance

## DIVIDE DATA



**SIMILARITIES** **PATTERNS**

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OMS 2023

## GATHER DATA

**DEMOGRAPHICS**  
Age, gender, location, family status

**PSYCHOGRAPHICS**  
Interests, values, hobbies

**BUYING BEHAVIOR**  
Purchase history, frequency, time of year, amount, insurance

## DIVIDE DATA



**SIMILARITIES** **PATTERNS**

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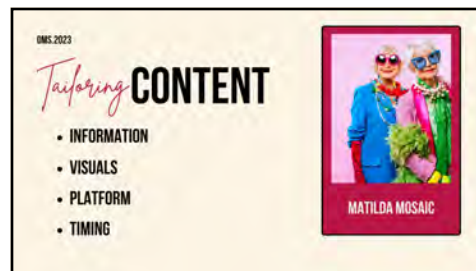




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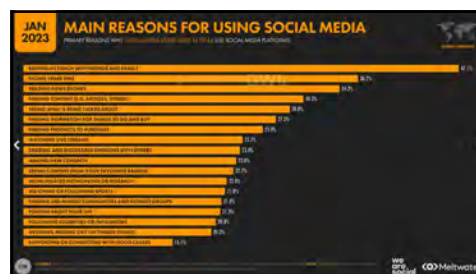
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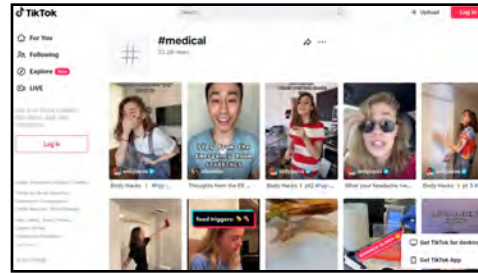
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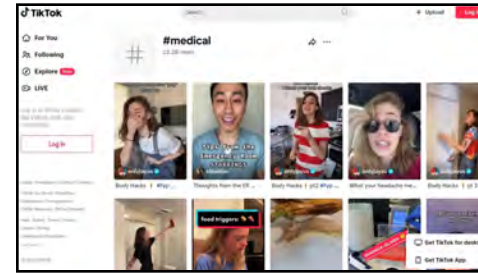
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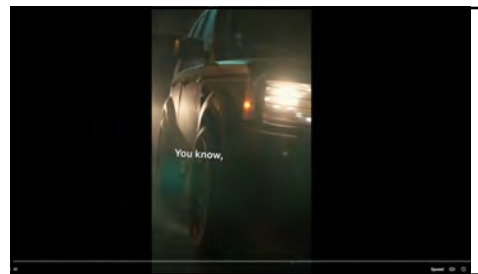
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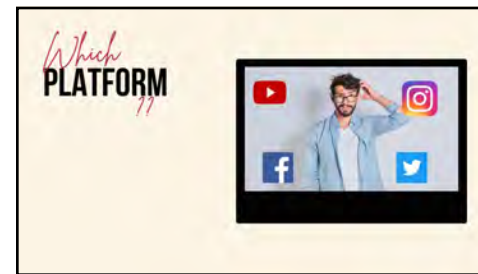
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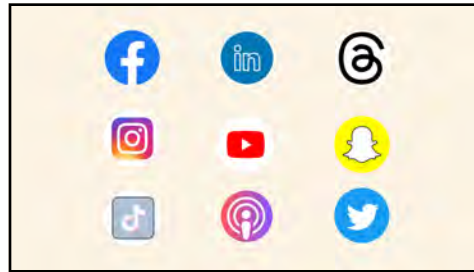
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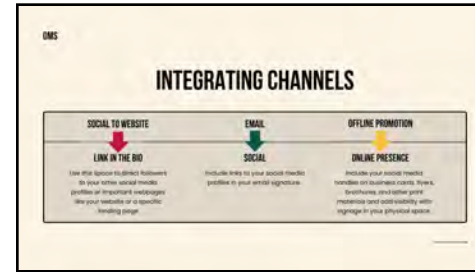
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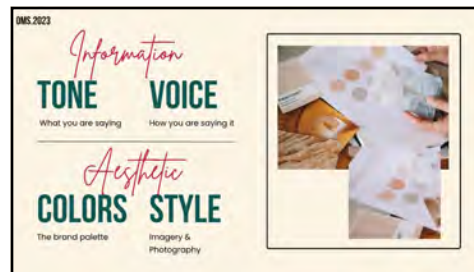
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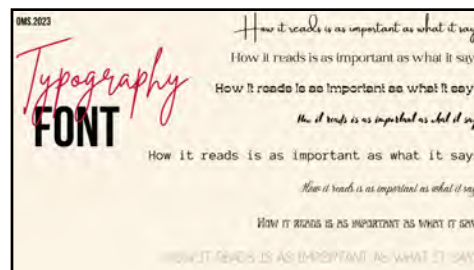
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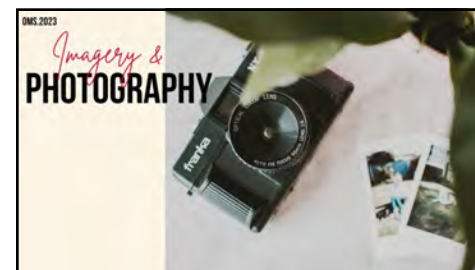
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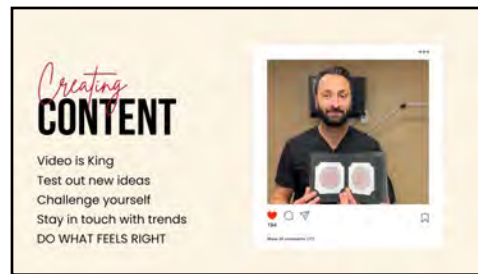
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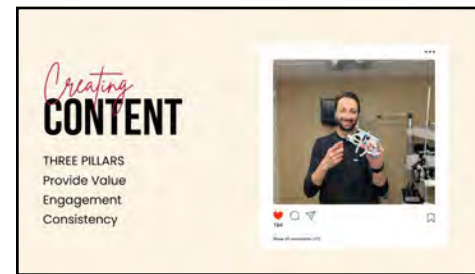
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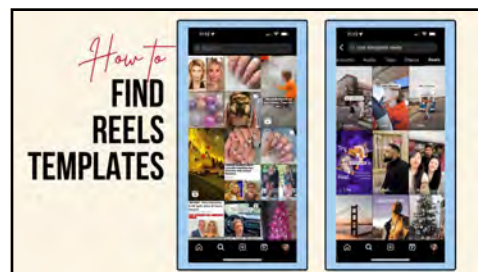
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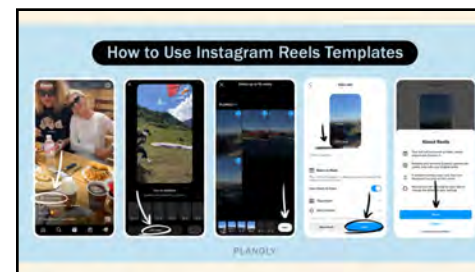
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**Social Media TRENDS**

Watch for relevant trends  
Use trending audio  
Stay authentic



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**Social Media TRENDS**


Watch for relevant trends  
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**Social Media TRENDS**

Watch for relevant trends  
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Stay authentic



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**SCHEDULING for success**

Meta Business Suite

Later



- Visually see your upcoming content
- Auto posting
- Analytics
- Multi-platform scheduling

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**Developing A CONTENT CALENDAR**

Mastering the mix

EDUCATION PROMOTION PRODUCTS

COMMUNITY PERSONALIZATION

53

**TAGGING**

**DO**

- Tag people who are in the picture
- Tag brands of clothing or accessories you are wearing or showcasing
- Tag the photographer
- Tag the business you're in
- Tag any partners related to the post

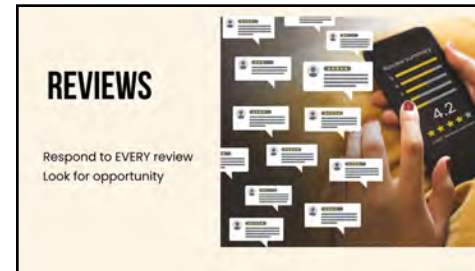
**DON'T**

- Tag people who are not related to the post
- Tag popular/famous people hoping they will see your post

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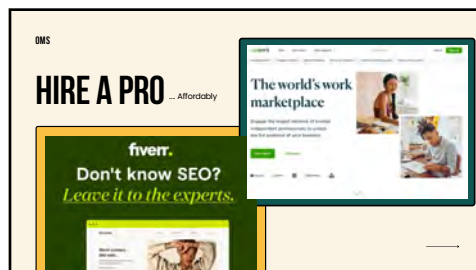
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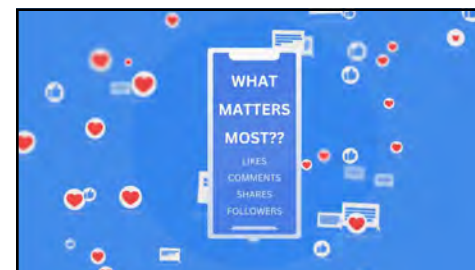
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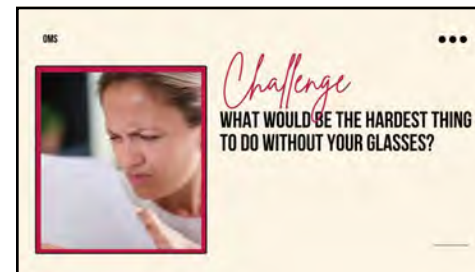
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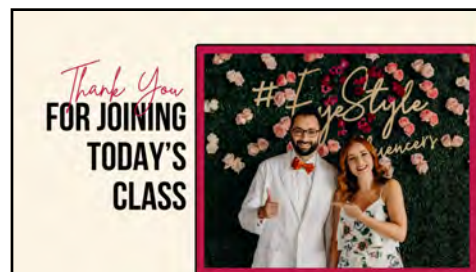
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