

VitalPBX Partner – Social Media Kit

"The 30-Day Growth Engine"

This kit is designed to help you maintain an active, professional presence on social media without needing a dedicated marketing team. We have provided the strategy, the copy, and the visual ideas.

What's Inside This Kit?

1. **social_media_post_library.pdf**: A collection of 15 high-impact posts (Copy & Paste ready).
2. **social_media_visuals_guide.pdf**: Instructions on how to create the images for these posts using AI tools (like ChatGPT/DALL-E or Midjourney).
3. **30_day_content_calendar.xls**: A suggested schedule to post 3-4 times a week for maximum engagement.

How to Use This Kit

Step 1: Choose Your Platform

- **LinkedIn**: Your primary focus. Best for B2B decision-makers (IT Directors, CEOs).
- **Facebook**: Good for reaching local small business owners.
- **X (Twitter)**: Good for quick updates and connecting with the tech community.

Step 2: Create Your Visuals

- Open **social_media_visuals_guide.pdf**.
- Copy the "AI Prompt" for the post you want to publish.
- Paste it into an AI image generator (like DALL-E 3 inside ChatGPT, Midjourney, or Bing Image Creator).
- *Alternative*: Use a stock photo site like Unsplash or Pexels using the "Visual Description" provided.

Step 3: Post & Engage

- Copy the text from **social_media_post_library.pdf**.
- Replace any [bracketed text] with your company info.
- Upload your image.
- **Hit Publish.**
- *Pro Tip*: Spend 5 minutes after posting commenting on other people's posts to boost your visibility.

The "4-1-1" Rule

We designed this kit based on the 4-1-1 rule of social media marketing:

- **4 Posts should be Educational/Entertaining** (Adding value, solving problems).
- **1 Post should be "Soft Sell"** (Inviting to a webinar or newsletter).
- **1 Post should be "Hard Sell"** (Booking a demo or getting a quote).

This keeps your audience engaged without feeling like they are constantly being sold to.