



Modern Day Entrepreneurs

“Work-Book”

To Business Growth

www.ThinkDigitalFirst.com

SOCIAL MEDIA STRATEGY TO GENERATE SALES

@WarrenKnight

#AskWK

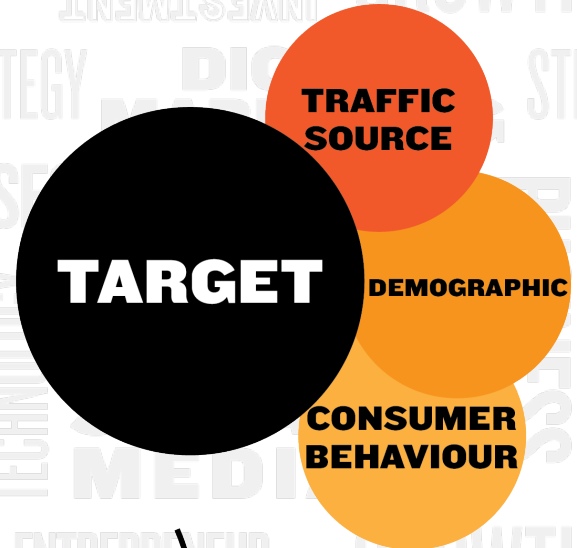
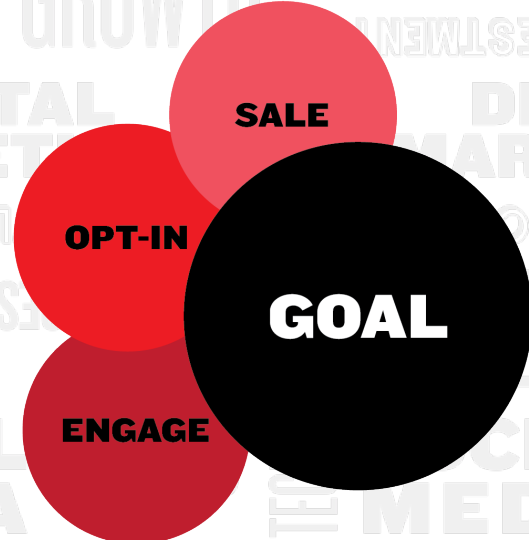
Twitter

Hashtag

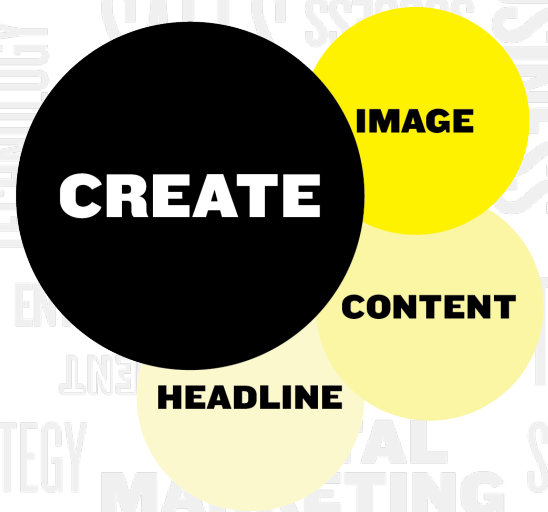
**“ STRATEGY TO GET
MORE LEADS**

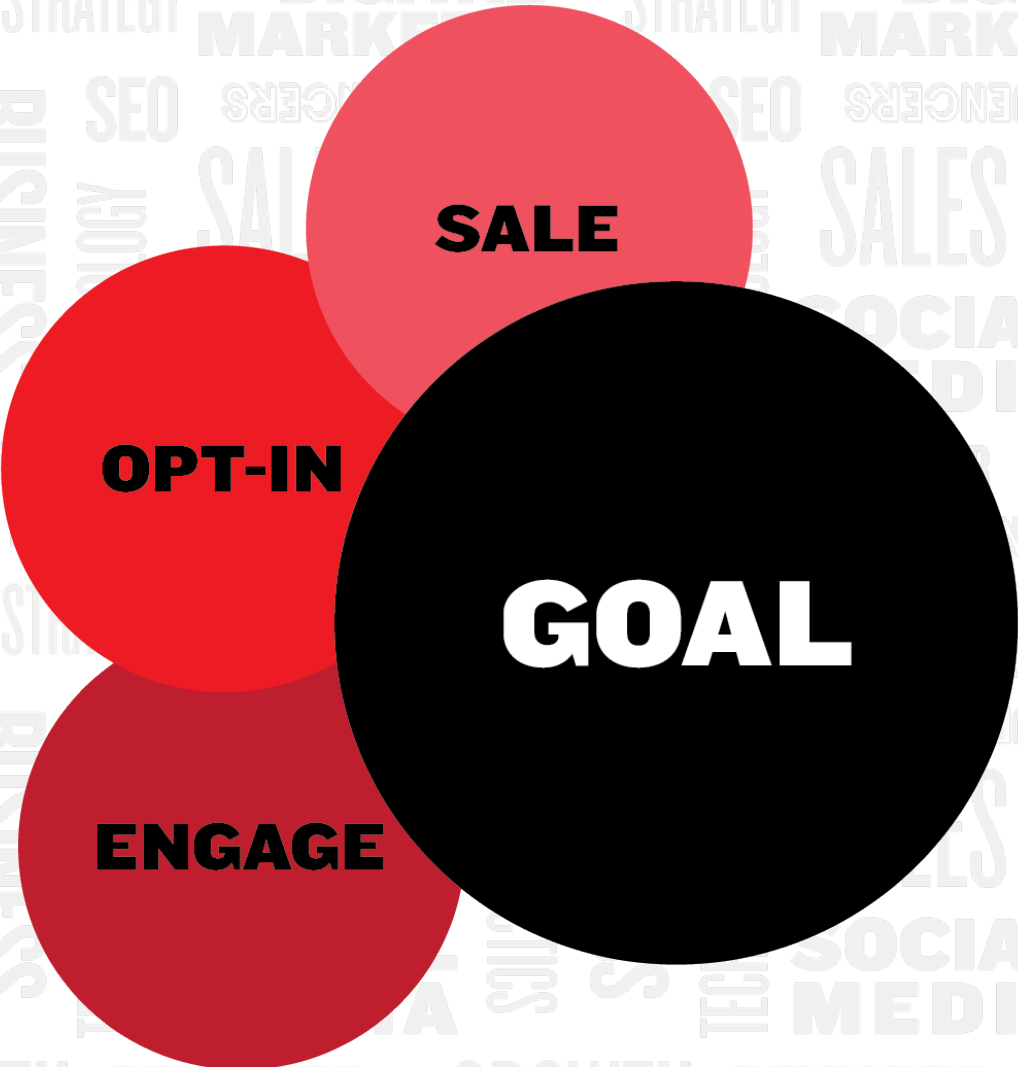
&

**CONVERT THEM
INTO SALES ”**



“SOCIAL SELLING ROADMAP”






**“SOCIAL MEDIA TURNS THE 1ST MEETING
FROM A HANDSHAKE INTO A HUG”**



**THINK
#DIGITAL
FIRST**

- WOMEN
- Features
- New Arrivals
- Best Selling Fits
- Stocking Jean
- White Chic
- Style Destructed
- Spring Shop
- Light Wash Denim
- High-Rise
- Spring Lookbook
- Shop by Category
- Tops & Shirts
- Tees & Tanks
- Sweaters
- Dresses & Skirts
- Blazers & Jackets
- Denim Jackets
- Shop by Fit - Bottoms
- Super Skinny/Legging



J BRAND

Don't miss out on the latest styles, private sales, and exclusive offers!
Sign up for our newsletters now.

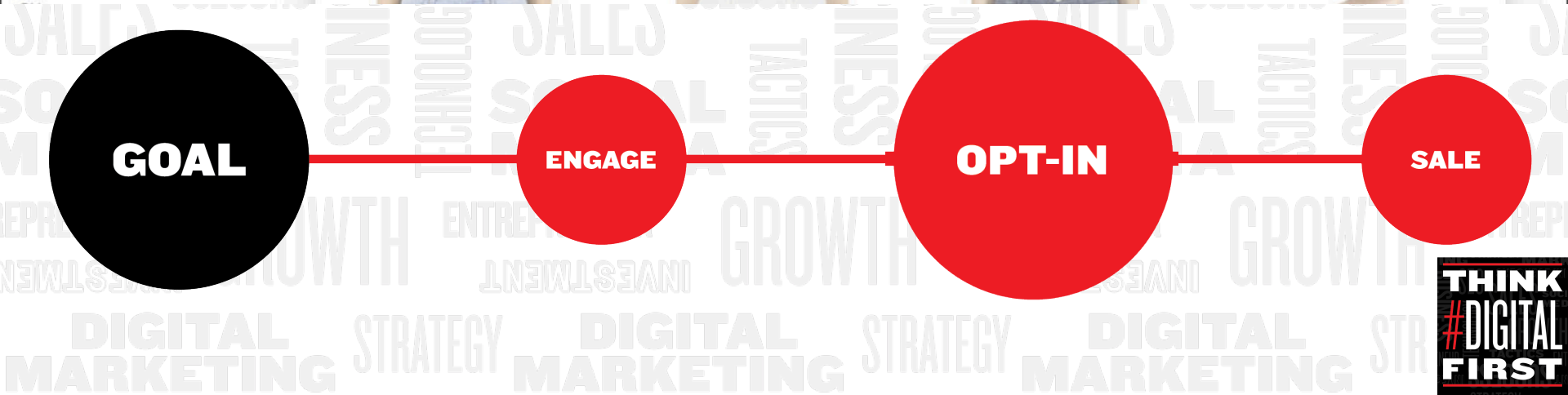
Enter Email

SUBMIT

[J Brand Privacy Policy](#)

Home / Women / Womens' Sale

1 2 3 ... 5... View All



**THINK
#DIGITAL
FIRST**



Simple Ways to Drive Traffic to Your Website and Increase Sales

Market Your Brand with this FREE Download!

50 Ways to Market Your Small Business

DOWNLOAD TODAY

Drive Organic Traffic to Your Website Through Lead Generation!

GOAL

ENGAGE

OPT-IN

SALE

**THINK
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FIRST**



"I LOVE YOUR PRODUCTS"



TARGET

**TRAFFIC
SOURCE**

DEMOGRAPHIC

**CONSUMER
BEHAVIOUR**



TARGET

TRAFFIC SOURCE

DEMOGRAPHIC

CONSUMER BEHAVIOUR

**THINK
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FIRST**



TARGET

TRAFFIC SOURCE

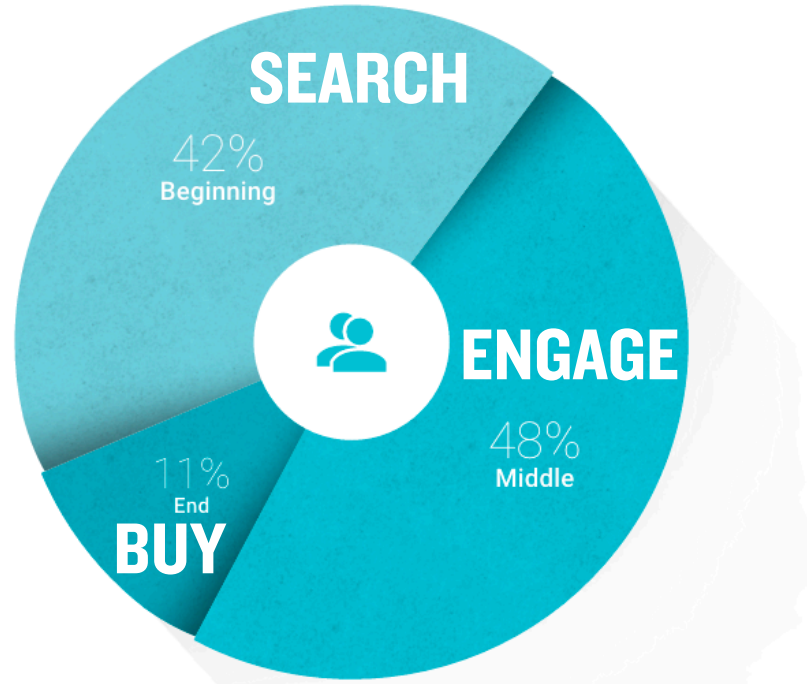
DEMOGRAPHIC

CONSUMER BEHAVIOUR

**THINK
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FIRST**

Channel Position on the Path to Purchase

INDUSTRY: Shopping
BUSINESS SIZE: Small
COUNTRY: The U.K.
CHANNEL: Social

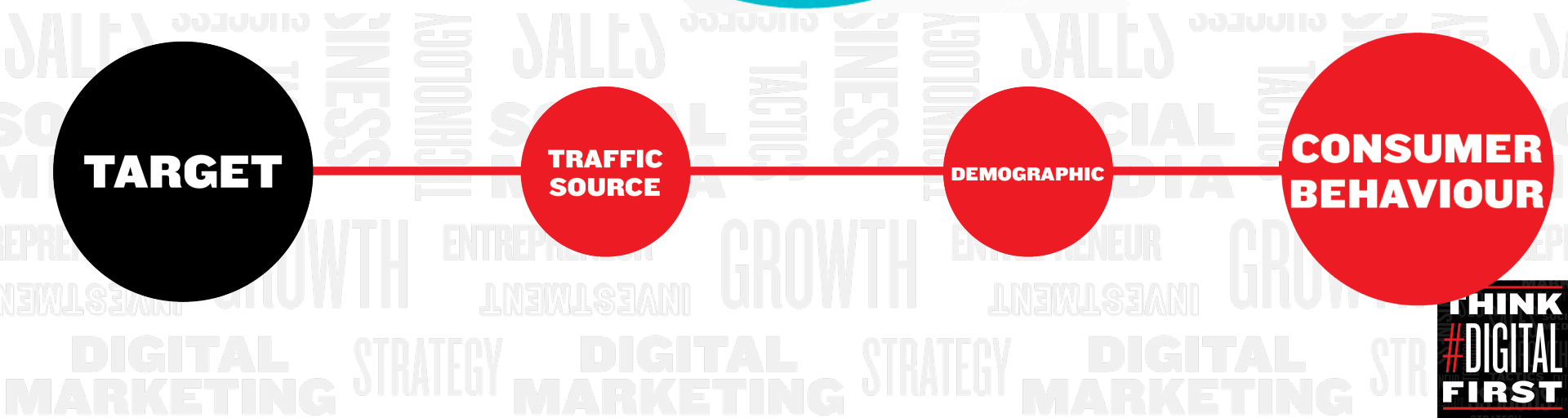


TARGET

TRAFFIC SOURCE

DEMOGRAPHIC

CONSUMER BEHAVIOUR



CREATE

IMAGE

CONTENT

HEADLINE

**“150% MORE RE-POSTS
89% MORE LIKES”**

- SEARCH
- LAYOUTS
- ELEMENTS
- TEXT

Search 1,000,000 images...

Click or drag to use your brand fonts:

Add heading

Add subheading

Add a little bit of body text

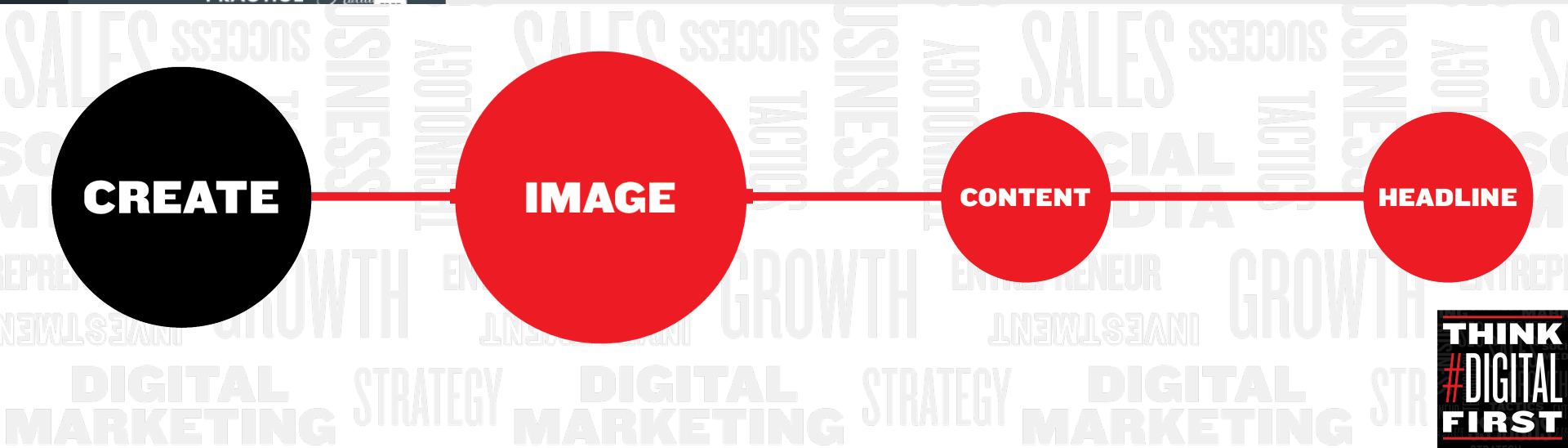


CREATE

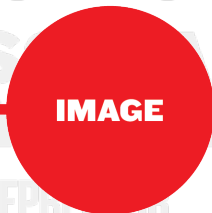
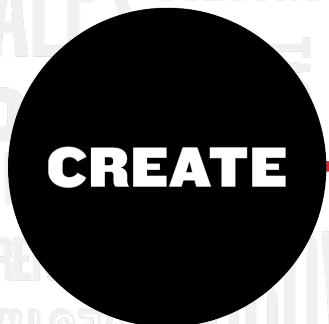
IMAGE

CONTENT

HEADLINE



Phrases	Keywords 1	Keyword 2	Keyword 3
Jewellery	Costume Jewellery	Jewellery Shops	Silver Jewellery
UK Jewellery	Jewellery UK	Jewellery Shops UK	Wholesale Jewellery UK
Designer Jewellery	Designer Silver Jewellery	Jewellers	Designer Jewellery Sale
Jewellery Design	Jewellery Designers	British Jewellery Designers	Independent Jewellery Designers
Jewellery Online	Silver Jewellery Online	Buy Jewellery Online	Gold Jewellery Online
Jewellery Store	Online Jewellery Stores	Jewellery Stores	Jewellers
Jewellery Website	Wedding Jewellery	Necklaces for Women	Necklaces
Jewellery Shops	Jewellery Shops London	Online Jewellery Shop	Designer Jewellery
Jewellery Rings	Costume Jewellery Rings	Eternity Rings	Unusual Engagement Rings
Buy Jewellery	Buy Jewellery Online	Silver Jewellery	Jewellery Sale
Jewellery Boutique	Jewellery Shops	Costume Jewellery	Jewellery Designers
London Jewellery	London Jewellery Designers	London Jewellery Shops	Jewellery London
Gold Jewellery	Gold Jewellery UK	Rose Gold Jewellery	Gold Jewellery Online
Jewellers	Jewellers	Jeweller	Jewellers UK
Designer Diamond	Eternity Ring	Designers Diamond Ring	Rings for Women
Charm Bracelets	Silver Charm Bracelet	Charms for Bracelets	Charm Bracelet
Earrings	Silver Earrings	White Gold Earrings	Silver Stud Earrings
Ring	Eternity Ring	Engagement Rings UK	Rings for Women
Rings	Fashion Rings	Silver Rings for Women	Ladies Rings
Bracelet	Silver Bracelets	Silver Charm Bracelet	Designer Bracelets
Yellow Gold Jewellery	Gold Jewellery	Yellow Gold Necklace	Rose Gold Jewellery
Bracelets for Women	Silver Bracelets for Women	Charm Bracelets for Women	Silver Bracelets
Charms	Silver Charms	Charms for Bracelets	Jewellery Charms



KEYWORDS SEO/SMO

1. URL
2. TITLE
3. ON-PAGE
4. META-DATA & ALT-TEXT
5. SOCIAL MEDIA POST

CREATE

IMAGE

CONTENT

HEADLINE

PORTENT'S Content Idea Generator

Strong verbs make for interesting sentences with rich backstories.

What TV Shows did your readers watch as kids? Reference them.

20 Myths

Uncovered

About

Life Coach

 Tweet This

One time, at band camp, I watched MythBusters for 17 hours straight...

Enter your Subject here:

life Coach



You had me at "blinded by scarlet fever."

Did the Content Idea Generator fail English? That's unpoSSible!

CREATE

IMAGE

CONTENT

HEADLINE

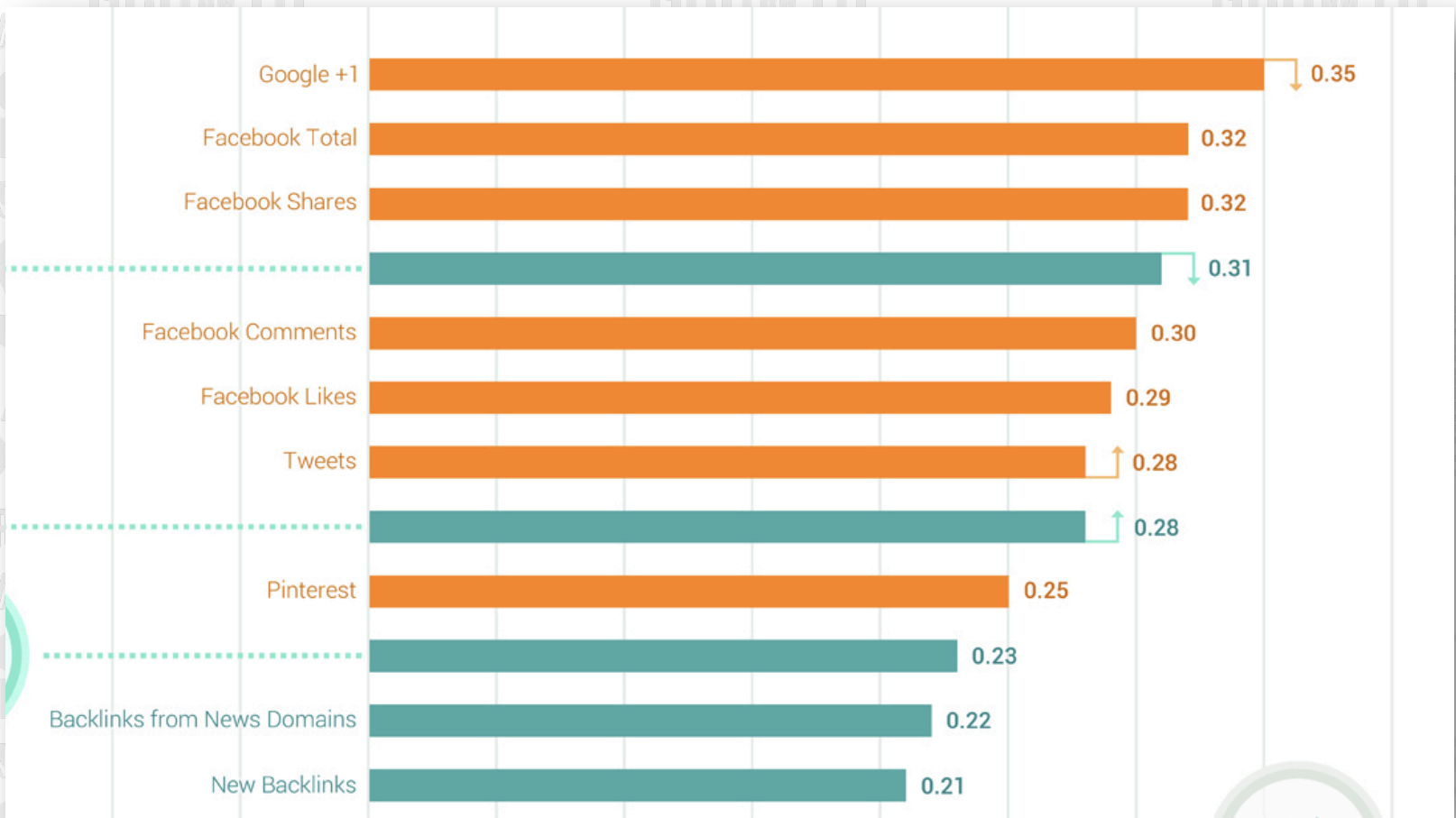
**THINK
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FIRST**

SALE

RELATIONSHIPS

COMMUNITY

OPTIMISE



OPTIMISE

COMMUNITY

RELATIONSHIPS

SALE

**THINK
#DIGITAL
FIRST**



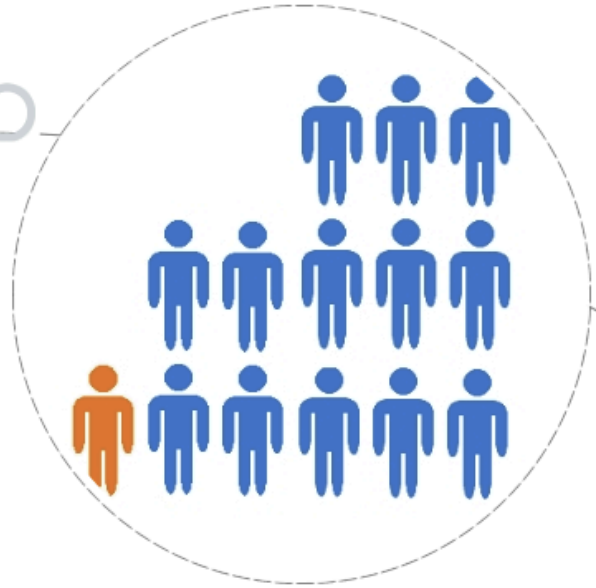
Customer Views



Customer Shares



Friends Discovers You



Your Business Grows

OPTIMISE

COMMUNITY

RELATIONSHIPS

SALE

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Send to... 0 Compose message...

WarrenKnight (Twitter) x Think_Digital1 (Twitter) x Warren Knight x Facebook Pages x Think #Digital First (Google+ Page) x Think #Digital First (Facebook Pages) x wrknight x +

+ Add Stream + Add Social Network

WarrenKnight Search WarrenKnight

WarrenKnight
5:02pm via Hootsuite
Grow Your Business with these 30 Grants & Funds [ow.ly/XexyN](#)

AListPhoto_UK
4:49pm via Twitter Web Client
@WarrenKnight Your are very welcome, please feel free to use any photos of your talk taken by #AListPhoto_UK

Show Conversation

tylerifielding
4:05pm via IFTTT
#WarrenKnight at #TopDrawerLondon, great talk and invaluable information on #SocialMediaMarketing for any business... [twitter.com/AListPhoto_UK/...](#)

1 like

WarrenKnight
3:45pm via SocialOomph
Seminar "Using #SocialMedia to Generate #Sales Leads" 17-19th

businessscene Search WarrenKnight

BusinessScene
5:00pm via Facebook
#Networking, Drinks & @warrencass at #Bournemouth next Tuesday free event [ow.ly/Xh1sX](#)

BusinessScene
5:00pm via Hootsuite
#Networking, Drinks & @warrencass at #Bournemouth next Tuesday free event [ow.ly/Xh3TC](#)


BusinessScene
2:00pm via TweetDeck
Get ROI from your Social Marketing with our Free Webinar tonight @6pm with @WarrenKnight [bit.ly/20bgvY2](#)

2 retweets 1 like

BusinessScene
10:46am via TweetDeck
Nail your 2016 Social Media Strategy with @WarrenKnight - Free Webinar tonight 6-7pm [bit.ly/20bgvY2](#)

Mentions WarrenKnight

natashajadeart
2:46pm via Twitter Web Client
Thanks @WarrenKnight for writing such an inspiring & informative book! Our studio are loving all the #digital tips



LucymDesign
2:45pm via Twitter Web Client
Great Social media talk @TopDrawerLondon from @WarrenKnight about social media sales and free book too!

SEMLondon
2:25pm via Buffer
How to Run a Poll in 5 Minutes on Twitter - [bit.ly/1ZxUrVm](#) by

Messages (Inbox) WarrenKnight

WeHeartKent
4:15pm
So We did it!
The We Love Kent App Launched on Jan 1st 2016.
What better way to launch but to get a whopping 3,000 users in 5 hours hours of Launch.
With more that 150 new businesses being added each ... [show more](#)

BellecreationUK
3:00pm
Thank you. Please follow us on Facebook: Bellecreation Instagram: BellecreationUK. Please RT our Elleffe products -via @crowdfire

VandCDesigns
1:53pm
Hey, thanks for the follow it's appreciated! If your into really great home decor, personalised gifts or have a business that understands the value of

OPTIMISE

COMMUNITY

RELATIONSHIPS

SALE

THINK
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“TRAFFIC x CONVERSION = PROFIT”

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COMMUNITY

RELATIONSHIPS

SALE

**THINK
#DIGITAL
FIRST**

**THANKS
FOR
BEING
SUCH
TROOPERS**

**TWEET ME
@WARRENKNIGHT**





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