

Sumarka Page Evaluation and Action Plan

Facebook

1. Build your audience and page.

- a. Boost content so that you reach customers outside of your page. (Only a small percentage of people see your posts that are your followers).
- b. Use detailed targeting and use United to States as your location, and use detailed targeting suggestions as hydro flask, water bottle, drinking water, vacuum flask, water quality, water, health and wellness. **You can go as far as targeting those who like your competitors, and this will show your ads to their customers.**
- c. Run ads monthly to keep your audience fresh and new while catering to your new followers.
- d. Create engaging posts.
 - i. I love that you're doing the importance of water in a fun way and sharing it with your followers, keep doing this. You can even do infographics and share articles talking about it.
 - ii. I also love the branded content you are sharing with the health tips. This is a great way to make yourself in authority in your market.
 - iii. Looking at your website, I see that you categorize yourself to consumers, fundraisers, teams. I would suggest creating a post for each of these.
 - iv. Talk about what makes your hydro flask stand out against others.
 - v. Show case your other products such as luggage tag, hats, etc. It shows you have variety.
 - vi. Do more giveaways esp. on FB, Instagram. You can use software to track winners, etc. (Kingsumo.com).
- e. If you support a charity, another reason to share it on social. People love to see socially conscious providers online.

2. About section on Facebook

- a. Make sure to add any other social to the about page.
- b. Your bio is good, but I would suggest to make it more personable i.e. Sumarka the custom, laser-engraved Hydro Flask for those with a unique taste! We help you brand your business!
- c. Great cover video and profile picture! It stands out and showcases the business.

Instagram

1. Build your audience and page.

- a. Create engaging posts, see above with Facebook plan on posts.
- b. Add video to Instagram, people love to see how things are made.
- c. Showcase it as a gift ideas for the holidays with video and images.
- d. Add testimonials with images, make a series of posts for this.

- e. Use a social connection service such as Linktree to connect all social as a one stop shop.
- f. Use popular Hashtags to be searchable and draw attention such as #waterbottle #water #bottle #hydration #stayhydrated #ecofriendly #waterbottles #drinkwater #fitness #health #hydrate #healthylifestyle #tumbler #botolminum #drinkingwater #gifts #love #reusable #drinkmorewater #coffee #bottles #handmade #bhfyp #purewater #plasticfree #healthy #zerowaste #drink #giftideas #hydroflask #custommade #luggage tags #truckerhats #tumblers #metalsigns #widemouthlids

Action Plan and Recommendations

1. Platforms to be on:

- a. **Facebook** – You need to advertise and have engaged content.
 - b. **Twitter** – It may be a great way to get a new platform and more exposure (Twitter shows up more often with Google).
 - c. **Instagram** – Start posting to this with images, video, and using hashtags.
 - i. Add this to your business page and convert this Instagram account to a business account. Then you can schedule and manage messages from Facebook through FB business suite.
 - ii. **Bio** - You can see my variation above if you want to make changes.
 - d. **Website** – You have a good website, my suggestion is to add the social icons the website to show to the top right and bottom right. If you want to compete with Yeti, I would look at their design and mimic it. It may involve a refresh of your website design.
2. **Marketing** – As a whole, marketing is 80% inspire and 20% sell. So, you have to bring the engagement and ideas to establish yourself and then you can sell your services.
3. **Posting** – You don't have to post every day, you can post 3 time as week if that's easier, but that way you keep the posts circulation as it helps your Google ranking.

Thanks for purchasing this gig! I hope this helps and if you have any questions, let me know! 😊