



# PATHOS MARKETING

By Michael Hernandez | *Where Psychology And Technology Converge*

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## Mike's Quick Start

### *Social Media*

#### **Core Objectives**

1. Promote Awareness
2. Promote Engagement
3. Promote Interaction

#### **Core Strategies**

1. Establish your presence where your target market is engaged – choose the right platforms
2. Grow a loyal following by regularly posting content tailored to your target audience
3. Leverage your following by guiding them to your offerings and to advocate your brand

#### **Core Plan**

##### *Phase 1: Strong Foundation*

Optimize your profile on the right platforms. You need to have a properly optimized profile and you need to be on the platforms where your target market is engaged.

##### *Phase 2: Early Wins*

Identify a niche interest that you can exploit. Are there seldom-explored topics or a novel perspective you can apply?

##### *Phase 3: Progressing Gains*

Establish expertise and gain loyal followers by regularly posting content of value. Mix in some fun posts to show your business's character for emotional connection.

##### *Phase 4: Realizing Returns*

Put your followers to work! Direct them towards your offerings as solutions to their problems and promote sales. Invite them to advocate for your brand and establish authority and goodwill.

## Social Media Checklist

### *Profiles*

- Consistent branding
- Consistent information
- Engaging profile pictures
- Include important links

### *Content*

- Establish a regular publication schedule
- Observe user response and see what works
- Share real pictures, not AI or stock photos
- Be genuine & authentic in what you post

### *Interaction*

- Use calls-to-action in posts appropriately
- Create opportunities for followers to interact with your business
- Invite followers to share their experiences
- Invite followers to advocate for your brand

## How To Generate Ideas For Content

### *Your Customers & Followers*

Don't overlook your current audience! Field common questions, topics of interest, or explore their needs in context of your offerings.

### *Your Experience & Teams*

Reflect on your direct or your team's interactions with customers; Identify topics to explore from these past experiences.

### *Your Competitors & Pop-Culture*

Do you need to set the record straight about a misconception or myth? Help your target audience navigate misleading information with your quality expertise as a guide.