

THE SOCIAL METHOD[®]
SUCCESS
Path

SOCIAL METHOD *Society*[®]

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THE SOCIAL METHOD SUCCESS

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SUCCESS PATH OVERVIEW

STAGE 1

SOCIAL GO-GETTER

You are new to Instagram (and you may or may not be in the early stages of business too). You're ready to get started with building your Instagram brand presence and sharing your message. It's time to craft your Instagram bio - one that is optimised and sets you up for success. If you're also in the early stages of starting your business, you'll be getting clear on the foundations too: your ideal customer, your WHY + your visual brand identity.

STAGE 2

SOCIAL STORYTELLER

Although you're now posting on Instagram, you're still very much in an experimental phase in terms of the content you post. As a result, you're learning a lot about your audience and Instagram's features. It's time to learn the basics of email marketing and content marketing. You're excited to get started but you also know there's a lot to learn. Sometimes it can feel like you're taking one step forward and two steps back. What's important is that you keep going because you're in a stage of testing and learning.

STAGE 3

SOCIAL STRATEGIST

You're seeing increased engagement from your perfect followers by leveraging Instagram Insights, hashtags and Instagram Stories. You are ready to start getting in front of new audiences through intentional and well-considered collaborations. You're starting to see how Instagram works as a large part of your overall online marketing strategy. As a result, you are experiencing an increase in website traffic and email subscribers. In this Stage it's easy to get caught up in validating yourself/business on how many followers you have and how many likes you get, but you're still in a stage of learning what content works best for your audience and your confidence is still developing. What's most important here is your courage to keep showing up with consistency.

STAGE 4

SOCIAL AUTHORITY

You have built yourself a credible brand presence, your engagement is increasing and you're much more consistent with using video in your marketing. You are beginning to market and sell with greater confidence, using intentional CTAs and crafting captions that speak to your target audience. It's natural to second guess your content and imposter syndrome can set in (the mean-girl voice in your head) but you're motivated to show up because you know that each time you do, you get a little bit better and you're showing up for your people! Even though fear may still be there, you are able to take yourself out of the equation and make it be about showing up for your audience.

STAGE 5

SOCIAL SELLER

You have built an audience of buyers. You're using all the features of Instagram and you're collaborating regularly. You're starting to see growth of your email list and growth in sales from Instagram traffic and it feels so good to finally see all the pieces of the puzzle click together like a beautiful marketing machine! You're excited to keep advancing your sales and marketing skills.

STAGE 6

SOCIAL SCALER

Instagram is one of your main traffic drivers for website traffic and list growth. You are seeing increased revenue on a consistent basis. You have seasonal/annual Instagram campaigns. Instagram is part of your online launch strategy and you're now using ads, brand reps, influencer marketing and other methods to scale your business further. You're now in a stage of taking all of your Social Method® marketing to mastery - going back to the earlier Stages and going deeper into those milestones.

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