

Using Facebook Marketing To Get Clients On Demand & Know What Your Customers Will Throw Money At – With Carissa Hill – Entrepreneur Since Age 16

The article highlights an insightful talk with Carissa Hill, a leading expert in Facebook marketing, focusing on the ideas of fixed and growth mindsets and their influence on marketing success.

Its importance lies in emphasizing human connection in marketing strategies, which can revolutionize how brands interact with their audience, leading to deeper engagement and improved outcomes.

Engaging with this workbook encourages the application of these principles to your own business, potentially transforming your marketing approach and achieving better results.

Quote to remember from the Interview

"You don't get five likes; those are five human beings." - Carissa Hill

What You'll Learn From the Activity

This workbook activity section is designed to help you delve deeper into the principles outlined in the interview. By reflecting and engaging with the concepts presented by Carissa Hill, you will gain a more profound understanding of the power of the growth mindset in marketing and how humanizing interactions on social media can boost your results.

Activity

Reflect on your current mindset: would you consider it more fixed or growth-oriented?

List three ways you feel a fixed mindset may be limiting your marketing success.

How could adopting a growth mindset improve your marketing approach?

How are you currently integrating human connection into your marketing strategy?

Write down two ways you could improve how you humanize your brand's marketing.

What does Carissa's "food court test" mean to you and how can you apply it to your marketing efforts?

Describe a situation when you saw a post on social media that you felt resonated strongly with its audience. Why did it work?

True or False: Every 'like' or 'comment' you receive on a post represents a human connection rather than being just a number.

If digital communication completely replaced phone sales in the future, how would that change your approach to client engagement?

How can you visualize your audience when crafting your posts?

Write a mock Facebook post for your brand that aims to connect on a human level. Would it pass the "food court test"?

Do you agree with Carissa's assertion: "It's not about Facebook. It's about creating a genuine human connection"? Explain why or why not.

List three key takeaways from Carissa Hill's interview that you can apply to your marketing strategy.

Which of Carissa's strategies do you find most helpful and why?

Imagine walking onto a stage in a food court. What message would you want to communicate to your audience there?

In what ways can you humanize your brand's social media interactions and engagements?

How might the concept of the "growth mindset" transform your marketing strategy?

Describe a recent own post that create genuine human connection.

Based on your current business strategies, where do you see room for growth or improvement?

How will you incorporate the principles of growth mindset and human connection in your future marketing strategies?

