

SOCIAL MEDIA TIP - MAY 2020

# BRAND INTRODUCTIONS

#WestColfax



**Make social the easiest access point for people new to your brand.**

Word of mouth through social is many peoples' first introduction to your brand.

They may not be ready to buy or subscribe, but they may be looking for information to help them make that decision.

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Container Collective YOGA

May 7 at 9:50 AM · 🌐

### OUR STORY

This community was started with this wagon and free yoga in the park.  
Then we rented space from a dance studio down the street.



Creating content that gives them a peek at what your brand can offer, stands for or believes in will make newcomers feel welcome to explore without pressure or obligation.

When they are ready to commit, that positive experience will be at the forefront of their minds.

# FIND US ONLINE

**@WESTCOLFAX**

**@40WESTARTS**

**#LAKEWOODCO**



**FACEBOOK**



**INSTAGRAM**



**TWITTER**

