

# Social Media Mastery: How To Attract High-Paying Clients Using Social Media



# By the end of this training...

- How to Optimize Your Profiles
- How to Write an Effective Bio
- How to Brand Your Social Media Pages
- How to Set Up an Online Booking Page
- What to Post
- How Often to Post

# Section 1: The Foundation

Our goal is to put your name out there.

The best way to do that today is through social media. Particularly, Instagram and Facebook.

If you don't already have pages for your mobile massage business, you can either create new ones, or if you have an older account, it is better to simply turn that into your brand's page since you won't have 0 followers.

# Section 1: Profile Optimization - Username

The first you need to make sure you do is pick a username and name that is as short as possible.

This can be challenging given a lot of usernames are going to be taken if your brand's name is a common word.

Don't use any symbol like . or \_ since they decrease the memorability of your username.

Even if you have to make it longer, **AVOID SYMBOLS.**

# Section 1: Profile Optimization - Settings

Make sure you switch your Instagram account from a private to a public account in settings and make sure to turn it into a Business account.

For your Facebook, make sure you have a Facebook Page and not a profile, they are different.

If you don't have a page but have an profile, you can create a new one very easily.

If you have trouble finding anything just search it up, you will find all the tutorials you need.

# Section 1: Profile Optimization - Bio

To attract high-grade clients you need a Bio that is simple, clear and directly describes what your business does.

Here is a structure you can follow:

\*Emoji\* \*Short Statement Signaling Mobile Massage Service\*

👉 Your \*special deal\* is one click away!

After you link your booking page, which we will create in the next section, the 👉 emoji will be pointing at it.

**Pro Tip:** If you created a new pages and have 0 followers you can insert “✨ New Account!” as the first section of your bio to make it look like you have been around for a while and that this is simply a new account.

# Section 1: Example Bio

✨ New Account!

👤 We bring message to you!

👉 Your SummerGLOW message is one click away!

## Section 2: Branding 101

Branding is essential for making your business appear premium and high-quality, which in turn attracts higher-paying clients.

To begin, you don't need anything more than brand colors, a logo and a font.

To create your branding you can use [Brandmark.io](https://brandmark.io) and get all the branding you need in literally under 20 seconds.

You don't have to purchase it, simply screenshot it and set it as your profile picture on your socials.



## Section 3: Set Up An Online Booking Page

In order to book appointments through social media, we need an online booking page.

To create one, we are going to use a free software called Setmore.

It has a very user-friendly interface and will allow your clients to book sessions, purchase packages, gift cards and everything else in seconds.

You can connect your payment processor like Paypal to it to take payments and deposits for sessions.

Here is a quick setup guide: <https://www.youtube.com/watch?v=fNI0xYnL82E>

Make sure you add the link of your booking page to the “website” section of your Instagram and Facebook Pages.

## Section 4: What to Post?

Your posts have to align with the overall aesthetic of your brand.

Your fonts and colors should be consistent with your branding.

The simpler the post, the higher quality it looks and gives your brand a premium feel.

In the next slides you will get all the types of posts you can take inspiration from that have proven to work really well.

To find images for your posts use Pinterest.

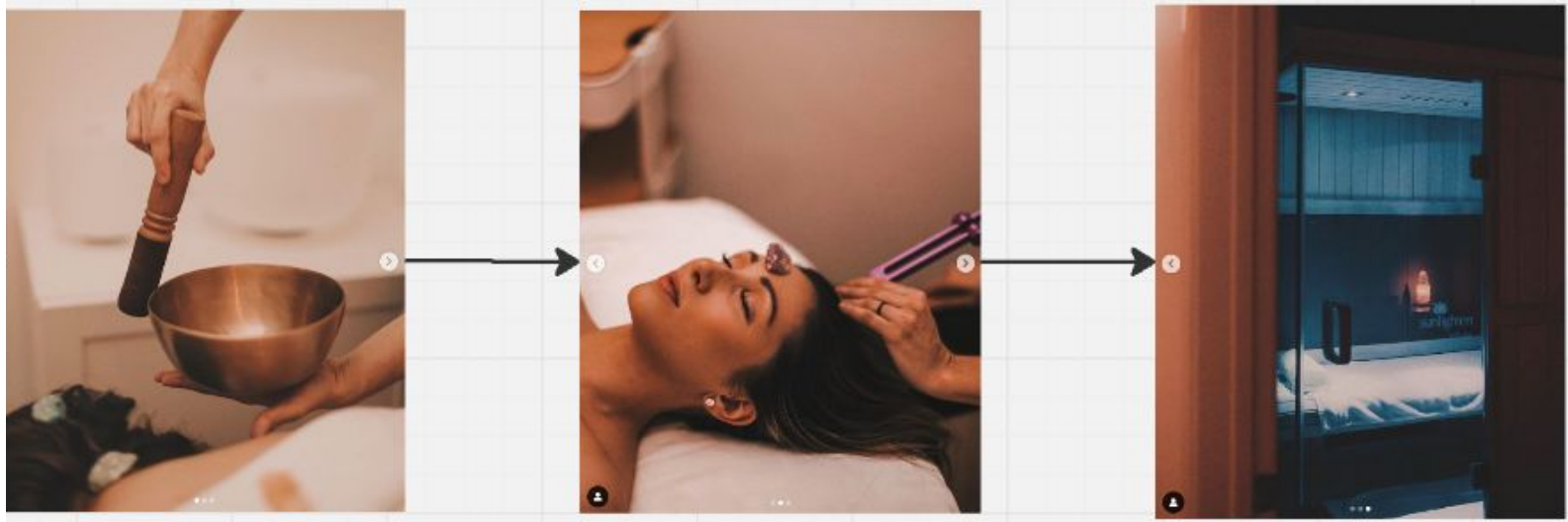
# Section 4: Post Type #1

Carousel with Main Image Being An Image From A Massage Session and Other Images Describing The Massage Taking Place and Its Benefits



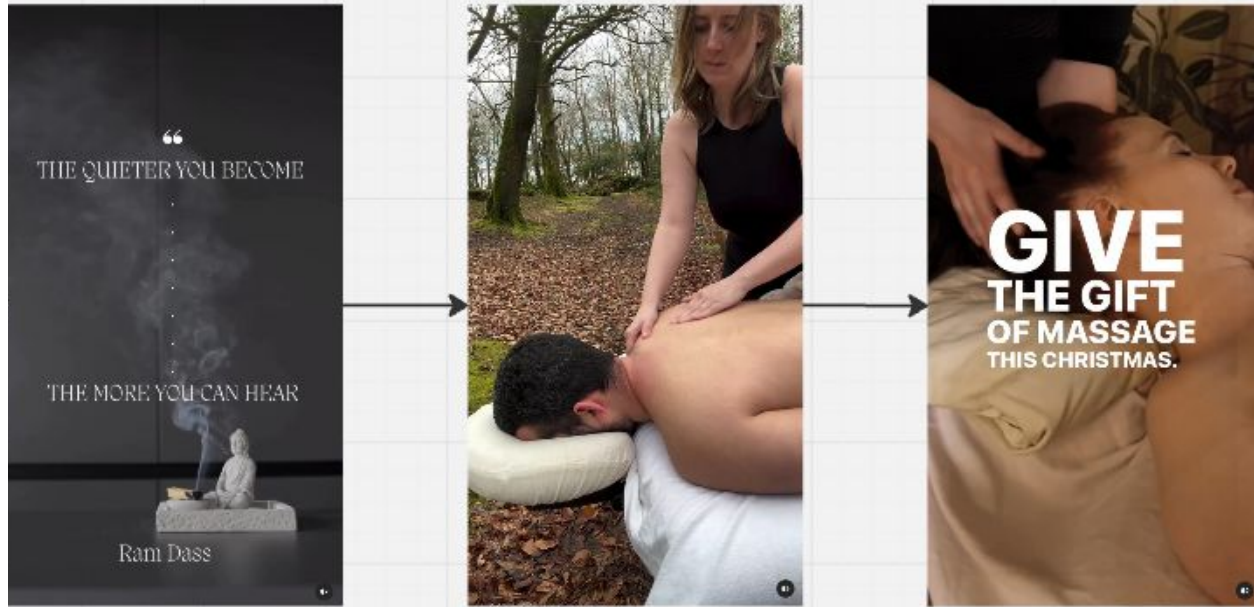
## Section 4: Post Type #2

Simple Aesthetic Massage Related Images Carousel



## Section 4: Post Type #3

Aesthetic and Calming Massage Session Or Spa Environment Reels



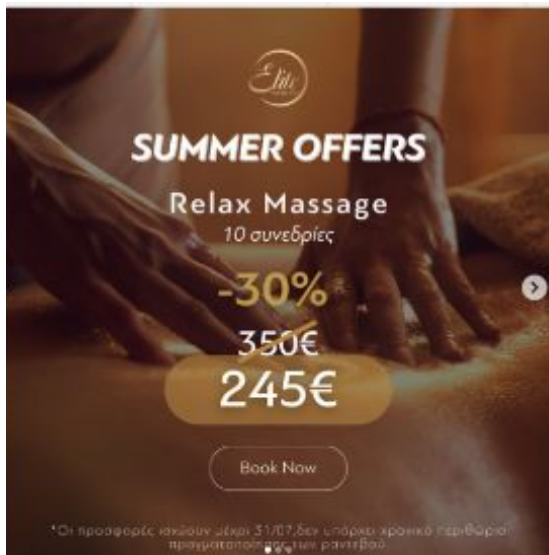
# Section 4: Post Type #4

## Client Testimonials



# Section 4: Post Type #5

## Special Deals



**Relax Massage**  
10 συνεδρίες

**-30%**  
350€  
**245€**

Book Now

\*Οι προφορές ισχύουν μέχρι 31/07, δεν υπάρχει χρονικό περιθώριο πραγματοποίησης των ραντβού.

The image shows a close-up of hands performing a massage on a person's back. The text is overlaid on the image, featuring the 'Lila' logo at the top. The offer is for a 'Relax Massage' consisting of 10 sessions. The original price is 350€, and the discounted price is 245€, representing a 30% discount. A 'Book Now' button is located at the bottom. A small disclaimer at the bottom states that the offer is valid until 31/07 and does not have a time limit for booking.



**Deep Tissue**  
10 συνεδρίες

**-30%**  
400€  
**280€**

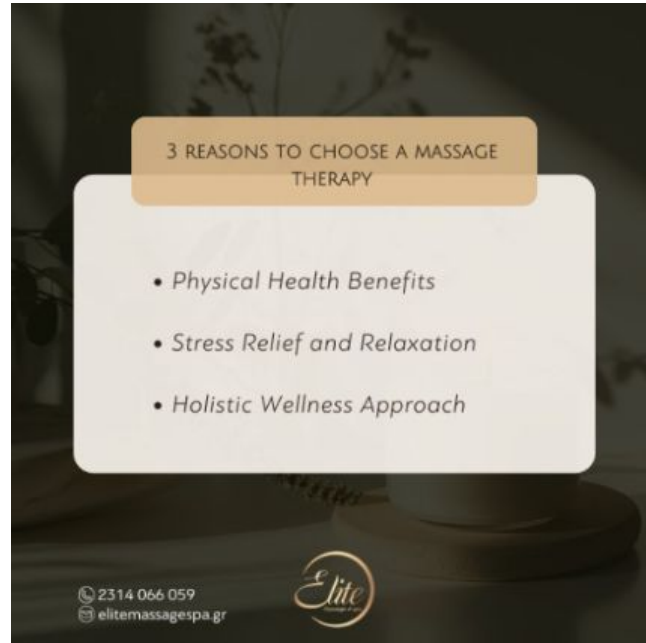
Book Now

\*Οι προφορές ισχύουν μέχρι 31/07, δεν υπάρχει χρονικό περιθώριο πραγματοποίησης των ραντβού.

The image shows a close-up of hands performing a deep tissue massage on a person's back. The text is overlaid on the image, featuring the 'Lila' logo at the top. The offer is for a 'Deep Tissue' massage consisting of 10 sessions. The original price is 400€, and the discounted price is 280€, representing a 30% discount. A 'Book Now' button is located at the bottom. A small disclaimer at the bottom states that the offer is valid until 31/07 and does not have a time limit for booking.

# Section 4: Post Type #6

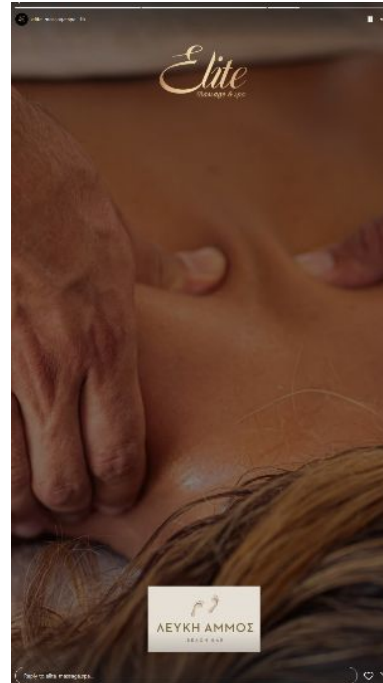
## Wellness Tips





## Section 4: Stories

Stories with Aesthetic Shots from Massage Sessions or Massage Related Items



## Section 4: Caption Ideas

You can use ChatGPT to come up with captions. Simply take a screenshot of your post and paste it into ChatGPT and ask it to create a caption.

Here are some caption ideas that we have seen work best:

- Description and Benefits of Massage Being Delivered
- Convenience of Mobile Massage
- Description and Importance of Item Captured
- Quotes Related to Relaxation
- Client Testimonial Quotes
- Questions
- Visualizations (Imagine, Picture this...)

## Section 4: Be Creative

While these are the types of posts, reels, and stories that we have seen work best in the past, the world is your oyster!

Experiment, be creative, be unique, test out different styles of posts and maybe you will discover another type that works best for you.

Key point is to keep the style of your posts similar in terms of color palettes and fonts.

Other than that, play around!

## Section 5: When to Post?

Posting schedules vary depending on the current state of your page.

If you have zero posts, it is advisable to begin posting at higher rate than usual to fill up your page.

Try to post about 3 posts, 1 reel, and about 2-3 stories every single day for around a week. The time of day you post doesn't generally matter.

After that, you can start posting less frequently.

General rule of thumb is 1 post and 2 stories per day, and 1 reel every other day.

By the way, you are reposting the same posts you make on your Instagram, to your Facebook. No need to create new posts for every platform.

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