

The Adelante Movement

A Master Class in Social Media
With Kathy Cano-Murillo aka “Crafty Chica”
and special guest, her daughter Maya



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SOCIAL MEDIA IS LIKE A HOT AIR BALLOON

1

Lifts your brand

2

Amplifies your message and business, whether you are large or small

3

Two-thirds of people in U. S. have smart phones

4

Social Media creates legs for your business



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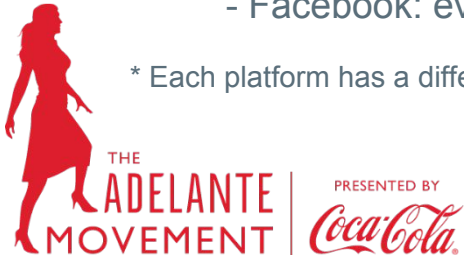
SOCIAL MEDIA IS A PARTY YOU DON'T WANT TO MISS

- 1 There is a different vibe for every platform
- 2 There's no 1 size fits all
- 3 Deliver the goods the way they want to hear it

Example

- Instagram: beautiful photos
- Periscope: live demos
- Facebook: event announcement

* Each platform has a different value and purpose

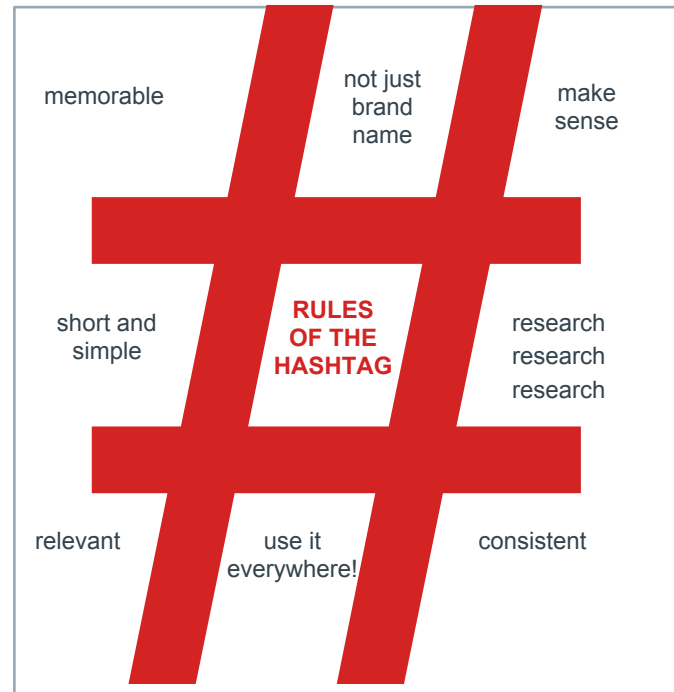


#HASHTAGS UNITE COMMUNITIES AND CONVERSATIONS



Social Media numbers and engagement

- Follower and subscriber numbers matter, but engagement matters more
- Get your followers to read, click, and leave comments



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SOCIAL MEDIA IS EGALITARIAN

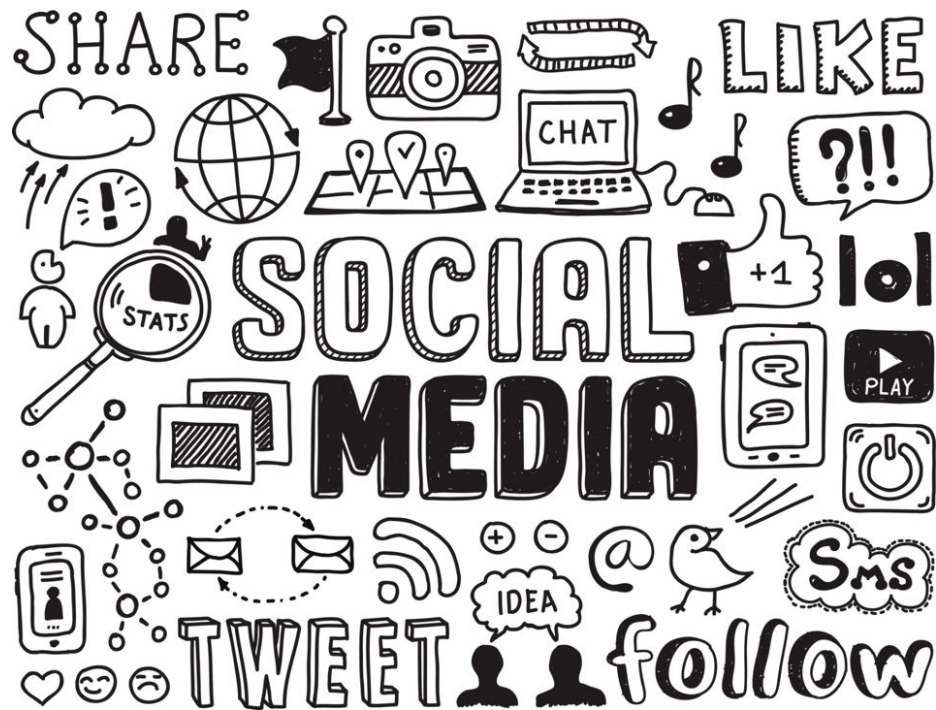
No barriers to entry

It's free

Everyone is watching

Put your best foot forward

Have a focus



SOCIAL MEDIA CAN GROW BRANDS



Try out all social media platforms



Stick with ones that are a good fit for your brand and time



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SOCIAL MEDIA REVENUE STREAMS



Your product
and service



Your followers are currency for brands



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BRANDED CONTENT: 3-WAY WIN



Brands have access to your followers



Followers get content and product info



You get additional revenue



Watch mayainthemoment's Vine "Big hurr and all, #OrgullosaDeSer #Murillo! Thanks Coca-Cola! #Spon"

Source: iReel: 15, 2015 8:28 pm



By CraftyChica.com

CRAFTY CHICA PRODUCES ORIGINAL ARTWORK



Products designed for craft stores:

- Iron-ons
- Markers
- Glitter
- Paper Crafting
- Stencils
- Mexi/Bo-ho



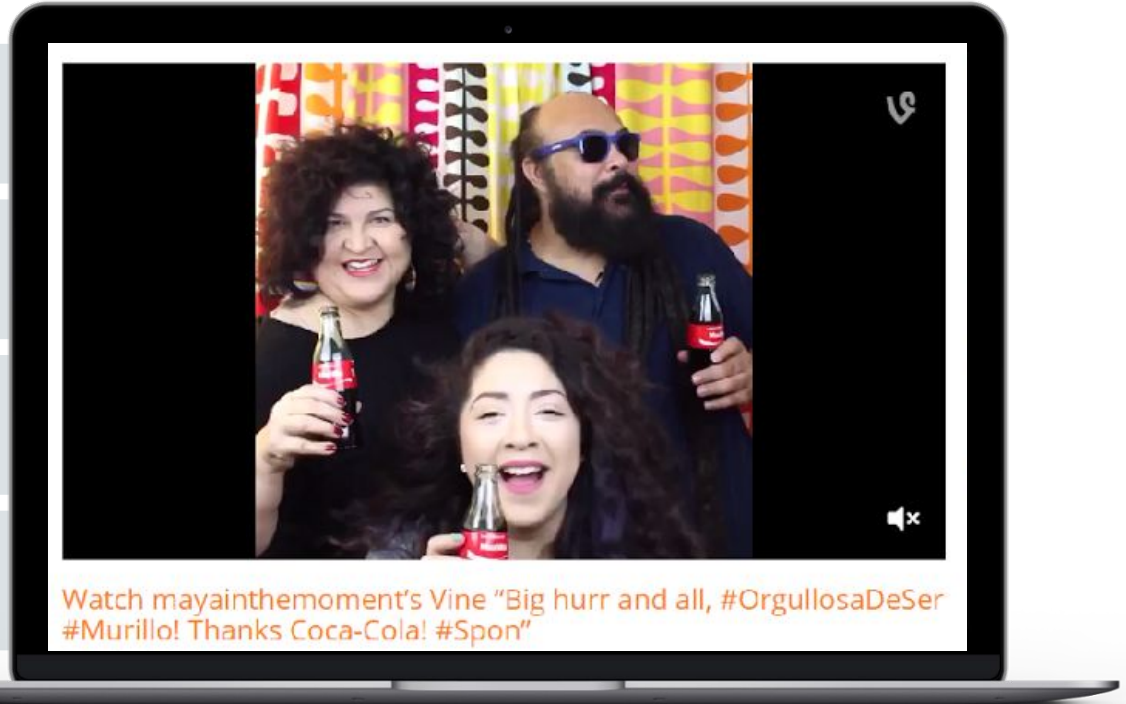
POWER OF SOCIAL MEDIA

Requires consistency

Showcases authentic personality

Participates in community engagement

Cross promotion is key



MAINTAIN SEVERAL AVENUES OF INCOME WHILE BUILDING YOUR BUSINESS



Workshops

Online e-courses

Online Printable products

Original Artwork

Speaking Engagements

Events, for example “Craft Cruise”



GETTING STARTED IS KEY

Be patient- It's not a grandiose overnight thing.



One hour a week gets you on the path to becoming self made.

Study other brands that inspire you and apply learnings to your brand

Get your kids involved with the family business

- Leverage their social media expertise
- Give them your business expertise and experience



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MAYA IN THE MOMENT



Maya started her business and brand at age 16 (while still attending high school and college).



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GETTING STARTED

- ✓ Pick the medium that suits you and represents your personality
- ✓ Have fun
- ✓ Check out social media platforms
- ✓ Watch tutorials
- ✓ Secure your brand name across all platforms



KNOW YOUR WHY



Be purposeful with every post

- Share content with established #hashtags
- Contests and promotions
- Sell products
- Grow followers

My MORNING ROUTINE w/ NEUTROGENA! #LETSSOLVEIT

MayaMuriillo / 08.2015 / Blog, Blog Feature / [Leave a Comment](#)



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This post is in partnership with Neutrogena. However, the words, experiences and opinions are my own! Hey guys! It's back to school season, which can be waaaaay stressful. Personally, I ALWAYS break out at this time. Which sucks, because I never know what I should use to treat my acne. Which adds MORE STRESSSSSS. (I know, first world problems lolol) ... [Read More](#)

SOCIAL MEDIA PLATFORMS AND THEIR PURPOSE



Good catch all for your business



Beautiful pictures



Mini personal reality show



Story telling, Tutorials



Inspiration, Vision Boards

- Your business and brand must be visible on social media platforms
- Customize content for each platform



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SOCIAL MEDIA MUST HAVES

➤ Facebook Business Page

➤ Use #hashtags

- #hashtags create a category for people to find your content and for you
- Align with an established or trending #hashtag
- Trending #hashtags puts you in the spotlight like water cooler conversation

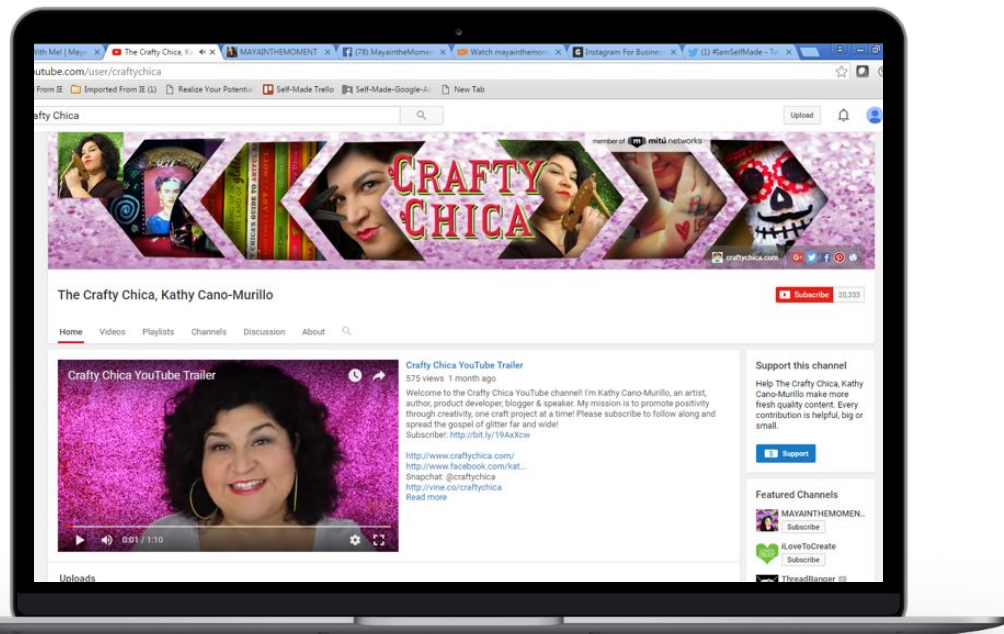


NOT EVERYONE HAS TO HAVE A WEBSITE FOR THEIR BUSINESS



Presence on social media is sufficient to establish your brand and business

- Videos on YouTube
- Micro blogging on Instagram



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BLOGGING IS A WAY TO DECLARE YOURSELF AS AND EXPERT

- What do you love to do?
- What do people ask you about?
- You can use a pseudonym
- Manage your social media posts ahead of time
 - Later.com
 - Buffer

MY ROAD TRIP TIPS!

Maya Murillo / 03.2016 / [Blog, Blog Feature](#) / [Leave a Comment](#)



HIDDEN MONEY ON SOCIAL MEDIA

- Affiliate accounts- content leads can generate commission on direct & indirect sales
- Branded Content Contests



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12 Days of Holidays Your Way
#FiestasMyWay Photo Challenge

Tag @Orgullosa and #FiestasMyWay on Instagram and Twitter for a chance to WIN over \$1,500 worth of prizes! For more information visit www.dimedia.net

- 12/1 Familia
- 12/2 Traditions
- 12/3 Something Red
- 12/4 Holiday Preparations
- 12/5 Memories
- 12/6 Warm & Cozy
- 12/7 Holiday Gifts
- 12/8 Selfie
- 12/9 Holiday Mani
- 12/10 Holiday Outfit of the Day
- 12/11 Something Sparkly
- 12/12 Decorated Home

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SOCIAL MEDIA, A MUST FOR BUSINESS



Get in the game

Find your lane, hashtag, category

Monetize your content

Suited for stay at home moms, students

Learn from tutorials online



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CraftyChica.com
MayaInTheMoment.com



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