



Coates Communications
RESULTS-ORIENTED MARKETING



Breaking Down the E.A.T. Philosophy



Overview

In this course, we will be breaking down the E.A.T Philosophy.





What is the E.A.T. Philosophy?

The E.A.T. Philosophy is a guideline for success on social media.

E.A.T. stands for engagement, authenticity, and thought leadership.

In this course, we will discuss each tier of this philosophy and how to start utilizing them on your own social media platforms today.

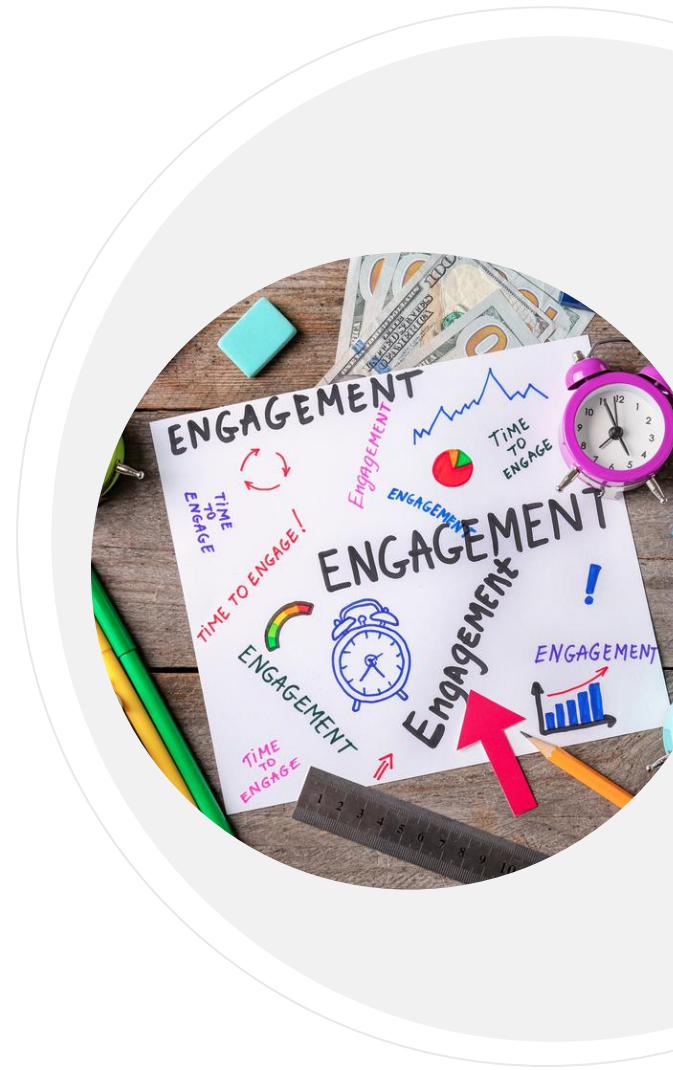
The image features a large white circle centered on a purple background. In the top-left corner, there is a series of overlapping circles: a dark grey circle with a white number '1' inside, followed by a medium grey circle, and then a white circle. In the bottom-right corner, there are several concentric white circles of varying sizes. The overall design is minimalist and modern.

1

Engagement

What Is Engagement?

Engagement is how you interact with your audience through direct messages, comments, likes, follows, and shares.



Why is Engagement Important?

Engaging with your audience helps you:

- Expand your reach
- Connect with your audience
- Build trust between you and your clients
- Place posts on community pages

The higher your engagement, the quicker your audience will grow.



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2

Authenticity

The Value In Being Authentic

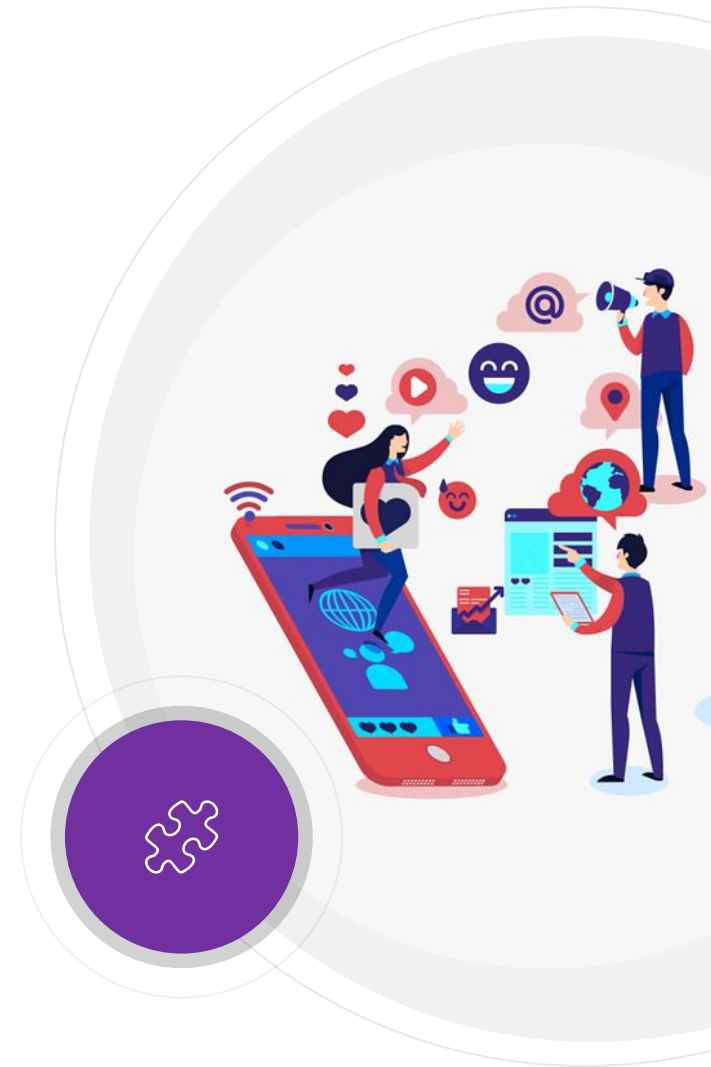
- Authenticity is key in building trust with future clients.
- Staying true to the mission of your brand will draw in more customers.
- Authenticity strengthens the relationship with existing clients and inspires relationships with new ones.



How to be Authentic on Social Media

Just be yourself!

- Stay true to the mission of your brand
- Be honest about yourself and your practices
- Don't copy your competitors- trust in your own unique ideas





3

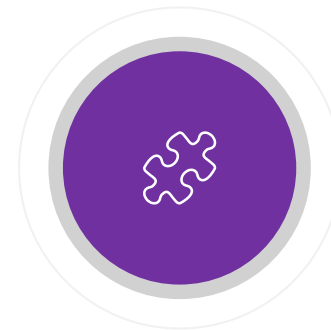
Thought Leadership



What is Thought Leadership?

Thought leadership is the ability to demonstrate deep knowledge and insight into the industry that you are in.

Being a thought leader means that you have the ability to answer company and client questions with a true understanding of the topic.



Why is Being a Thought Leader Important?

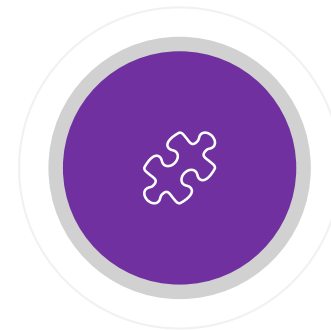
Thought leaders are able to consistently provide accurate and reliable information for their company.

Thought leadership allows a business to run more effectively and leads clients to trust in the information they receive from the company.



How to Become a Thought Leader

- Define your expertise and stick to it
- Dedicate yourself to learning about your expertise
- Answer the questions no one else is answering
- Surround yourself with people who help you grow



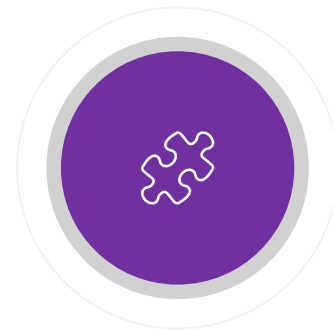


4

E.A.T Philosophy Quiz

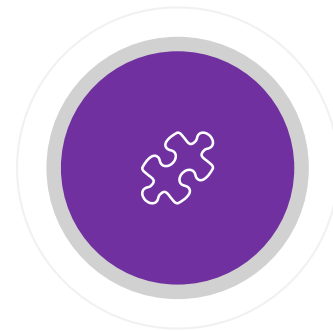
What is the number one tip for being authentic on social media?

Just be yourself!



How can you engage with your audience?

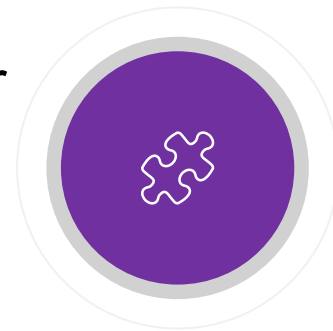
Through direct messages, comments, likes, follows, and shares.

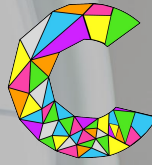




How is being a thought leader beneficial?

Thought leaders are able to consistently provide accurate and reliable information for their company.





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Thanks for Listening!

