



VIRTUAL
INGENUITY, LLC

The Art of Using Social Media for Your Business

Show Notes

In this episode of The Virtual Ingenuity Business Podcast, Claudine Land, Business Strategist of Virtual Ingenuity, LLC, and Tyler Lemmond of Creative Lab Designs discuss the social media platforms best suited for your business, how to decipher the social media algorithm, the science behind great content, and the art of storytelling.

Tyler Lemmond is a multi-talented individual with a passion for music, education, and social media management. With a Bachelor's degree in Music Education from Sam Houston State University, Tyler initially pursued a career in teaching at the high school level. However, he later decided to transition to a career in social media management and co-founded Creative Lab Designs, a design and social media agency.

As a social media manager, Tyler has established himself as an expert in the field, specializing in people, relationships, and data analytics. He is skilled at analyzing and interpreting data to develop effective social media strategies that engage audiences and drive results. Tyler's expertise in social media has enabled him to help businesses of all sizes to grow their online presence and increase brand awareness.

Tyler's passion for music remains a significant part of his life, and he continues to stay involved in the local music community. His experience as a music educator has taught him the value of discipline, hard work, and creativity, which he applies to his work as a social media manager.

In summary, Tyler Lemmond is a former high school teacher turned social media manager, co-founder of Creative Lab Designs, and a music enthusiast. With his passion for social media, data

analytics, and people, he has made a name for himself in the industry, helping businesses to grow and succeed online.

Social media is hard work and takes time. With a proper understanding of how the various platforms benefit your business and knowing the art of storytelling, you can learn to write captivating content to improve your business visibility.

Listen as we discuss:

- The best social media platforms for your specific type of business.
- The science behind great content and the art of storytelling.
- Key points to look for when hiring someone to create your social media.
- How to decipher the social media algorithm.
- The science behind niching down.

We close by asking Tyler if our listeners could have one take-a-way from what we talked about today, what is that one takeaway, and what is the one piece of advice he wished someone had given him when starting his business.

Learn more about Creative Lab Designs:

- Website: <https://creativelabdesigns.com/>
- Facebook: [Creative Lab Designs](#)
- Facebook Group: [Create the image](#)
- Instagram: [@CreativeLabDes](#)
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Thank you so much for listening!

Let's impact together! [Virtual Ingenuity, LLC](#)