

social media

MASTER SOCIAL MEDIA MARKETING

Facebook, Twitter, Youtube & Instagram

GRANT KENNEDY

Social Media:

*Master Social Media Marketing -
Facebook, Twitter, YouTube &
Instagram*

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Introduction

When it comes to marketing your products, brand and services, you have to be as innovative as possible to remain on top of your game; given the amount of competition that exists out there, you have to be the best to make it big. If you settle for something mediocre or choose a beaten path, then you and your company will probably go unnoticed.

Ask any marketing expert about it and they will point to how it all boils down to making smart choices with your marketing strategies and trying to beat out the competition by being as innovative as possible.

It is of course easier said than done and you have to put in the effort to make all the right choices for your company. Given the plethora of options out there, it is obvious that you will need a little help; especially if you are your company's own PR manager.

One of the best, and most preferred, ways to advertise your products, and reach out to millions of customers worldwide, is by making use of Social Media. As you know, the Internet plays host to billions of people worldwide and you can easily reach out to many of them just by tapping into the different social media avenues.

In this book, we will look at how you can do so with ease and make your presence felt on all the different social media platforms. We will look at the individual media platforms in detail and understand why they are great choices for you and your company.

The main goal will be to beat your competition and stay ahead of the herd.

I thank you for choosing this book and hope you enjoy reading it.

Chapter 1: What is Social Media? Why is it Useful?

For all those that are new to the concept of *social media*, we will look at its meaning and uses in detail.

What is social media?

Social media refers to various platforms that are available on the Internet, which provide users the chance to create their profiles and share and promote content. These social media platforms are all designed to help people and companies establish a social presence and let others know about their products and services.

The popularity of social media, as a marketing tool, rose in the last decade as more and more companies realized its true potential and began using it to their advantage. They understood that it is possible for them to reach out to millions of people, worldwide, and increase their customer base by several folds.

Social media is now part of every company's marketing strategy. Right from a small store in Japan to a multi-million dollar company in the US, everybody is using the power of the Internet to get noticed and improve their product's sales.

Through the course of this book, you will understand the real use of social media in terms of your marketing strategy and why it is extremely important for you to have a strong marketing plan in place in order to promote your products and services.

Let us now look at why social media is useful.

Understanding how social media marketing works

Many people, particularly small businesses and upcoming businesses seem to shy away from social media marketing. The reason being that it social media marketing is such a vast area and it is really difficult to know where they can start from, the area that should be targeted by them and their potential audience. In order to become successful b making use of social media marketing you really need to get yourself better acquainted with the complex hierarchy that exists and the workings of these platforms. Like it is the case with any online marketing strategy, even in the case of social media marketing it will all have to start with you and your website. Your website will act as the foundation, the base on which you can start building your campaign. Blogs have been gaining a lot of publicity, if your website has one then that's good and if it doesn't then perhaps it's time that you have added one. Blogs will enable you to provide regular steams of content that will help you grab and then hold on to the attention of your audience and in order to increase the number of people who are subscribing to your website, increase the number of followers you have got on any social media platforms and for also giving your business a sound online presence, a blog will really come in handy.

You probably would have come across the term RSS feeds and you might have even used them. If you haven't done so, then you probably should. RSS stands for Really Short Simple Syndication. RSS is really a great tool that can help you sort your content out in a way that provides you with the option of personalization. The benefit of personalization is that you can sort your content according to different sectors and areas of interest of your audience. People can always subscribe to your website and they can always agree to receive the RSS feed that will let them view the content as well as let them know of any updates. When you can personalize the information available you can filter it depending upon the requirements of your target audience.

Then there is the option of bookmarking as well as social sharing. This can be thought of as the process that lets you tag people and also keys you share certain elements of the content you have got on various social networking sites such as Facebook, Twitter and even Google+ or even on social bookmark sites such as Delicious, Digg or even StumbleUpon. If you really want this to work, then you will have to ensure that the content that you are wanting to post is of high quality

and is relevant to the audience. It really won't work if you are just sharing silly memes or GIFs. If your audience doesn't think the content that you are posting is relevant then it is highly likely that they will stop following you.

Social search tools will also be really helpful. Google Places, Foursquare, Yelp and even Bing Places are some of the popular directories that are available online and you can get yourself listed on these sites. So that when anyone is searching for your name then your listed address would come up on the search.

This will help you draw more attention to yourself and will help you in strengthening your online presence which is really crucial for your business. Social search tools are highly recommended by me and this will help in acting as a catalyst for improving the publicity for your business.

The top social media platforms to make use of

There are very few people who wouldn't have heard of Facebook or Twitter, but these aren't your only options there are a variety of social media platforms that you can make use of. If you can make use of it in the right way then your marketing campaign will be successful.

It is a unanimous opinion that **Facebook** is the most popular social media platform. There are more than 1.2 billion active users on Facebook. This platform provides you with an opportunity to advertise about different kinds of businesses it can be paid or free advertising. It also provides you with the option of creating pages dedicated solely to your business and this can help you engage your potential customers. Facebook ads work according to PPC model that allows you to target certain ads and specific audiences. You can also share your content and communicate with your audience on a personal level.

Twitter is all about Microblogging and it is a networking platform where there are more than 200 million active users. This is considered to be a very popular platform for businesses, celebrities and entrepreneurs alike. Twitter users can post updates and these are known as tweets. A tweet cannot be more than 140 characters long and this condition gives twitter the feel of an SMS system. You can create your business stage and you can make use of this for attracting your customers as well as getting updates to your audience without much trouble. You can also make use of the promoted tweets feature that gives you access to paid advertising and you can reach a much wider audience by making use of this.

Google+ has more than 540 million active accounts and this is considered to be the second largest social media site in this world. It is fully integrated with a lot of other services that Google offers and it is a really good option for businesses as well as individuals who are looking for a platform for their soul a media marketing strategy. This is a professional platform and it aims at businesses by allowing them to form relationships with their customers, investors and other interested parties. Your profile on Google+ will be linked to all other Google services that you make use of such as Google places.

LinkedIn has more than 270 million active users and this is aimed for

businesses alone. This is an incredible platform for anyone who is associated with the business world. Unlike all the other social media networking sites that cater to both businesses as well as individual users, LinkedIn solely caters to different businesses. Using this platform you can create a Company Page and this gives you the opportunity to showcase how well your company is doing and it also gives you a means of reaching out to your potential customers. This really should be your go to website if you want to develop your business connections, especially if you are involved in Business-to-Business marketing. This will allow you to find as well as hire employees or even search for any business leads by going through different profiles of likeminded people or people with similar interests.

Pinterest is not just a website where people get to pin photos. It is so much more than that. This is a unique platform it is not like any other social media sites and also social media marketing. This has around 70 million active users at present, making it a relative teenager in terms of its popularity but that number has been increasing at a steady pace. This is the place for both business users as well as individuals particularly those who make use of a lot of visual media. This would be for businesses that are related to the fashion industry like jewelry designers, photographers, any designers or basically any business that heavily relies on visual media. Pinterest also offers business accounts that come with added features that will let you analyze your pins and also help in promoting particular pins. Your business profile can also be easily synced with your accounts on other sites such as Facebook or even Twitter.

Instagram is another popular social media site that is aimed at social media; it can be either in the form of photographs or even videos. This site has over 150 million active users and it has become the latest fad irrespective of their age. This is a perfect option for all those businesses that rely heavily on visual media like fashion businesses, food, design, and travel and so on. Businesses can opt for either posting photos or videos of their products on Instagram and they can organize different photo or video contests for spreading publicity about their business. You can link your Instagram account to a business website but you can mention the same in any of your posts on other social media sites as well. You can make use of Instagram for generating web traffic for your website and thereby generate more interest.

In a strict sense YouTube really isn't a social media site but then it is the most visited video sharing site in the world and also the third most frequently visited site as well. **YouTub**e combines a lot of features that make this site a vital tool to make use of in your social media marketing strategy. This is a free platform that anyone can access and you can make use of this site for publishing any videos that are related to your business or area of interest. You can also make use of the feature of paid advertising for promoting your products or services and this means that your ads would show up on videos that are posted by other users as well.

Why is social media useful for marketing?

As you know, social media holds a lot of potential and will help in increasing your customer base. You will see how easy it is for you to reach out to different customers that are based all over the world. Let us now look at some of its real uses to companies.

Reach

The first and most important use is the reach that this platform provides to its users. You will see that it is possible for you to reach out to more people just by making your presence felt on these sites. When you add one person, you will automatically end up adding another 10. This is not possible when you advertise in the traditional way. You will hardly be able to reach a few hundred there whereas here, you can easily reach millions just by clicking a few buttons and uploading pictures of your products and services.

Recognition

Your brand recognition will grow in leaps and bounds. Imagine having a small shop in a remote island and trying to reach out to the world. It will seem like a herculean task. But now, you can easily reach out and have our brand successfully recognized by million just by setting up an account on a social media platform. It is like getting to set up free billboards on every street in the world. Your brand is sure to be recognized by millions around the world and you will see that it is possible for you to become a global image by establishing your presence on social media.

Costs

The costs of marketing can be considerably reduced when you take up online marketing. When you market in the traditional way, you end up spending a lot of money. Right from paying the advertising company to paying for the different promotional campaigns, there are many costs that will keep accumulating. You have to set up a big fund for it and only then will you be able to afford the traditional method of marketing. However, with social media, all of that can be reduced to a bare minimum. You will see that it is possible for you to promote your products and services with a very small to no budget at all! Imagine the kind of money you can save on just by adopting social media for your marketing needs.

Interaction

Through social media platforms, you can interact with many people including

your customers and potential business partners. You can bring everyone under the same roof and allow them to interact with each other. You will see that it is easy for you to answer any queries that these people have towards your company, products or services and make it an interactive session. This type of setting will go a long way in helping you establish a good connection with your customer base.

Conversion

Through social media, you can easily convert people into your customers. Now say for example 500 visit your page on a daily basis. Out of those, maybe 200 are your existing customers and the rest are new people. If even half of them, meaning 150 people convert into customers then you will now have 200+150 customers for your products. That is a great number for you to work with, especially when you are just starting out. That number will only grow over time and before you know it, you will have a big audience base following you.

Loyalty

You can establish customer loyalty by being online. You can be in touch with the best customers and get them to be your repeat customers. Social media helps in establishing a strong customer base and also strengthen your hold over them. Remember that your current customers are extremely valuable as they are who will bring new customers and also give you consistent business. So it is extremely important for you to hold on to your loyal customers and get them to help increase your business.

SEO

You can make use of SEO when you set up an online account. SEO stands for search engine optimization, which will help you get noticed. You can use it to your advantage and turn up as the first search result online. That will ensure that your page gets visited more often, which will mean more customers for your business.

These form just some of the benefits of using social media for marketing but are not limited to just these. As and when you start using social media you will be acquainted with the other benefits. Following are the likely benefits and the reasons why you should start making use of social media marketing right now.

Helps in improving your brand authority:

You shouldn't forget the basic of marketing just because you are making use of social media. You will have to keep interacting with your customers on a regular

basis and when you do this it shows good faith towards not just your existing customers but your potential customers as well. With the advent of technology people these days like to brag or even criticize about a particular service or product on various social media platforms. And when they do happen to post about a particular brand online, they are in fact introducing this brand to several others on an indirect manner and this expands your audience base. As the number of people who are talking about your brand starts to increase then the publicity of your brand will increase too and it will be perceived as being more valuable. You can always tie up with individuals who are quite popular on social networking sites for the promotion of your product. This will help in increasing the publicity of your product manifold.

The inbound traffic increases:

Your inbound traffic is generally restricted only to your existing customers and all those users who would have searched for the keywords that currently work for your product or brand. But social media can really help you turn things around. Every profile that you manage to add on social media will help you create a path that will directly lead to your website and every piece of content that you have managed to acquire is an opportunity for attracting new customers. When the quality of the content that you make use of or publish on social media starts improving then it will also help in increasing the chance of generating conversions will also improve.

Reduction in the marketing costs:

According to an online report published by Hubpost, approximately 84% of all the marketers had to put in just around six hours every week and they had managed to generate a noticeable increase in their web traffic. Six hours is comparatively a very small price to pay for the more than proportional increase in your brand recognition. A little bit of effort can help you reap the benefits of social media marketing. Even if you are able to spend maybe an hour everyday for developing your content as well as designing the strategy for marketing, you will be able to see results in no time. The option of paid advertising can always be opted for, but whether or not you want to make use of it solely depends upon your goals. You needn't worry about started out small, it needn't be on a large scale and you needn't exceed your predefined budget. Once you have acquired an understanding of how social media marketing works, you can slowly start increasing your budget according to your needs and you will definitely be able to

improve your conversion rate.

Better search engine rankings as well:

SEO can be thought of as one of the best and simplest manner in which you will be able to capture traffic that is relevant to your content and then direct such traffic towards your website. The requirements of this mode keep on changing constantly. It is not just about regularly updated the content on your blog, the optimization of the titles used and the distribution of such links that all lead back to your website. Most of the search engines tend to make use of social media presence for calculating their rankings and most of the established brands also tend to make use of social media in one form or the other. Just being active on social media is sufficient to send a signal of credibility to the search engines regarding your brand. To put it in a nutshell, if you really want your brand rankings to go up then you will need to have a really strong presence on various social networking platforms.

Better customer experience:

Social marketing is a channel of communication that really isn't much different from the traditional channels of communication such as phone calls or even emails. Every interaction that you might have with a customer on social media should be considered as an opportunity for you to promote your brand and you can do this by projecting a good customer service experience and it also facilitates in helping you to enrich the existing customer relationship. If at all a situation arises wherein a customer has taken to Twitter to express their grievance about any particular product then you should be able to take an immediate action and rectify the problem as well as apologize to them in the same public forum. But not all of your experiences are going to be negative. If any customer expresses their satisfaction and happiness with your product then you can express your gratitude to them and you can also provide them with a list of additional products that you would recommend. You should make use of social media for improving personal communication with your customers thereby providing them a personalized experience.

Improvement in customer insights:

Social media can prove to be really helpful because it also provides you with an opportunity to understand how the customers behave and this can be done through something that is referred to as social listening. You can do this by opting to monitor the comments that your customers might post; this would give you an insight into their personality and what they think of your business. Another thing you can do is opting to segment the syndicated content and this will let you understand the content that has been able to generate the most interest and according to this you will be able to post further related content. Not just this but you can also measure your rate of conversion depending upon the different promotions that you managed to post on different social networking platforms. Being able to determine the most used social media by your customers will let you understand the media channel that you should actually make use of. You can really make a move to improve your revenue if you know what exactly your customer wants.

The above-mentioned are the benefits that you can derive by making use of social media marketing. But if you really aren't fully convinced even now about making use of it; then here are some other things that you should really consider before writing it off.

Your competitors are already involved:

You need to understand that your competitors might already be engaged on various social networking platforms and they are making the most of social media. So, you really wouldn't want to miss out on any social media traffic. You should also realize that since your competitors are already involved in social media, your potential conversions are being poached by them. You should also get going and not remain like an idle bystander anymore while your competitors are enjoying all the benefits of social media marketing. Leveling your playing field must be reason enough for you to give social media marketing a whirl.

The sooner the better:

The foundation on which social media marketing is based is relationship building and you can always do this by trying to expand your followers. This will help you attract more and more customers. The sooner you start the greater

will be the number of audience whom you can attract.

Needn't worry about potential losses:

If you really think about it, then you will realize that there really won't be any losses that you will be incurring. The amount of time and money that you will be spending will be an insignificant fragment when compared to the potential profits that you can make. You don't necessarily have much to lose by making use of this but you do have a lot to gain. All you need to do is put in a few hours of work and spend a couple of hundred of dollars for getting started. This is all the investment that you need to make and you will definitely be able to reap way more than you will have to invest.

You really shouldn't be waiting any longer and should get started as soon as you can. The more you wait the higher are your chances of losing out on potential business. Social media marketing can really come in handy and help you attract a lot of customers and it can also help in improving your conversion rate. So, all you need to do is get started. Take the first step and jump onto the bandwagon, because whatever the cynics might say, social media marketing is here to stay.

Chapter 2: Getting Started with Social Media

It is important that you get started with social media by doing all the right things. In this chapter; we will look at the different steps that you must adopt to start with social media on the right foot.

Research

The very first thing to do is conduct a timely research on the topic. You have to seek information on the topic of social media marketing and remain as educated and informed about it as possible. This book will act as your one true guide and give you enough information on the topic. You will be able to start with your online account by the time you are done reading this book. But you must also turn to online sites for information and other books from good publications. As long as the information is genuine, it will help you in a big way, and assist in getting started.

Features

The next step is to understand the different features of each of the social media platforms. Each one will have a different feature to offer which you must understand in order to pick it. You will see that it will be an easy process for you to pick the right platform once you understand what each of them has on offer for you. We will look at it in detail in future chapters of this book and it will help you make your choice.

Choosing platform

The next step is to choose the best platform that you can use to set up your online presence. It is a good idea to pick all, as that will help you connect with a larger audience. There are four main types of social media platforms namely Facebook, twitter, YouTube and Instagram and all of these will help you in their individual way. But if you wish to dominate in just any one then you must pick the best one. That, you will be able to do, only after you go through all the features of these platforms!

Setting up

The next step of the process is to set up your social media platform. You have to work on your profile, your display picture, upload pictures of your products, write descriptions *etc.* All of these will help you set up the best profile for your products and services and help your audience connect with your brand. You have to take your time when you indulge in this step. Don't be in a hurry to set it up and be done with it. Regard this as one of the most important steps of the process and pay keen attention to all the small details of the step.

Target audience

The next step is to understand who your target audience is. You have to cater to them if you wish to increase your sales. You have to make the effort to find out who your target audience is. It can be just a few or many depending on how many products and services you have on offer at your company. Your target audience should be grouped in certain groups so that it is easy for you to cater to them individually.

Promotion ideas

The next step is to have your promotional ideas in place. These ideas will help you reach out to a lot of people and get them to like your products and services. You have to think up unique things that are not what most of the other companies are adopting. Try to keep it simple yet intriguing. Everything should be appealing and capture your customers' imagination. With time, your promotions will start getting better and your audience will start buying more and more of your products. You have to learn to back link all your products with your website so that people can visit the website and buy the products.

Market research

The next step is market research. You have to conduct timely research on your products and services and how they are perceived by your audience. You have to see if they like your promotional activities and if it is getting across the desired message. You should ask them questions and get them to answer them to the best of their knowledge about your products and services. Once they give you the feedback you can make the changes in your marketing strategies and satisfy your customers' needs.

Timing

It is always important for you to time your entry into the market and also your promotions. You should see when it is a good time for you to promote a certain type of product. You have to look at when your competition releases a product and time yours accordingly. In fact, you should promote it well in advance and release it slightly before they release theirs.

Goals

The next step is for you to set goals for yourself. Ensure that they are reasonable and gettable goals that you can easily attain. Try to set a new goal each time a previous one is attained. You have to write down your goals and tick them off one by one.

These form the different steps that you must follow when you wish to set up a social media presence. These have been mentioned in a stepwise manner and you must follow the same if you wish to see quick results. But if you have a plan of your own in mind then you can follow it by using this as a guideline.

Chapter 3: Master Facebook

Facebook is the world's biggest social networking website with more than 1 billion users that login on a daily basis! Not just that, it also invites a billion likes a day and millions of comments on the different posts. So it would be a no-brainer for you to have a Facebook account in lieu of your company if you wish to reach out to billions.

Facebook is an easy to use website that is also fun to navigate. All it takes is a few minutes for you to register and you will be lead to your home page. There, you can customize your profile and make it as attractive as possible. It is important that you personify your company and make it look like your company is operating the page.

Once you get started, you must send the link of the page to all your contacts so that you can add them in your friend's list. You have to inform that the page belongs to the company and ask them to contribute to its growth.

Rest assured, you will be able to amass quite an audience within no time at all. After all, the odds will be in your favor when you are working with numbers that run into billions. Within no time will you start to see that there are hundreds that are adding you and liking whatever you are posting on your homepage.

It is extremely easy for you to reach out to your target audience through Facebook. You can club them together into the same groups and send out-group messages to them.

You have to keep it as interesting for your audience as possible. Try to use all the best quality pictures and give a proper description of whatever you are uploading. All of it will go a long way in helping you amass a large audience. You have to be as transparent to them as possible and keep them informed about everything that is ongoing in your company.

Don't keep it to just pictures and text; you also have to add in videos and gifs to make it interesting for your audience. They have to feel attracted to your page in order to visit and use it.

Once you set up a Facebook profile for your company, you have to move to the next step, which is to create a page for it. Let us look at that aspect in detail.

Facebook Pages

Facebook gives you the option of creating a separate *Page* for your company. This means that you can create a page and send the links out to people to like and follow. This is unlike a regular profile that you create, as there is no adding of people. You can create a page to use as a platform to tell your customers about your products, schemes and promotions.

Here is a step-by-step guide for you to get started with it.

Step 1

The very first step of the process is to visit this [Page](#). There, you will be able to create the page for your company.

Step 2

It is important that you fill all of the fields there and not leave anything out. That is what will make the difference between a good page and a mediocre one. If you leave something for later then it will never get done. Add in all the important keywords in and ensure that your page is easily found by people looking for it.

Step 3

Choose the correct category for your business in order to make it easy for the people to look for it. You should look at the categories that are mentioned and choose the right one. That will make it quite easy for anyone to find you.

Step 4

The next step is for you to customize your URL such that it tells the reader whose page it is. Your company name should be present in the URL so that people immediately know where they are being redirected to. You have to put in efforts to make it as easy for your readers as possible if you wish to make the most of your Facebook page.

Step 5

Start posting all that you wish to. If you are a bakery then you should upload the menu, post pictures of your products, inform them about any customization that you will do, tell them about your special menu *etc.*

Step 6

Now, don't be in a hurry to invite people to like you. Ideally, you must wait a day to fill everything out and see if you have to make any changes. You must also ask a few friends and family members to look at the page and suggest any changes that you might have to make in it. Once everything is sorted out and you have made the changes, you can start sending out invites to people.

Step 7

The next step is to add a *Like us on Facebook* button on your website. This is important, as you have to tell your audience that you exist on Facebook. Once done, you have copy and paste your URL in all your other social networking sites if you are already active. You should also place a link as your email signature so that people will know to click on it.

Step 8

After some time has passed, you have to introduce interesting content to keep people's enthusiasm going. If you started with pictures then you should start adding in videos to educate the people and also some demonstration videos for them to see and enjoy.

Step 9

Employ a Facebook specific team that will look into keeping your Facebook updated. This team should comprise of people that know exactly what they are doing. Try to employ those that have relevant experience in this field. After all, they have to promote your business and help it reach heights. So there is no point in compromising on this step and you have to employ the best. You have to instruct them to post new content at the exact same time. Even if it is posted on alternate days, they should get the timing right. That will create a sense of responsibility in them and your audience will know exactly when to check your Facebook page out. You should also instruct them to limit the size of the posts to 250 to 350 words only as research has shown how that is the best length for Facebook posts. Get them to patiently reply to all your audience's queries and remain as interactive as possible. The whole point is to be interactive and tell them things that they don't already know about your company and products. Satisfy their need for information and your company will do really well.

Step 10

You have to strive to increase your traffic. This you can do by posting

interesting content that your visitors really want to read. When they will see what they like on the search engine, they will definitely visit your page. For that, you have to think from your customers' point of view. That will tell you what to use as an advertisement to attract your viewers.

Step 11

You have to join as many diverse groups as possible in order to promote your own page. When you like another group then you can educate them about your page and get many people from there to like you back.

Step 12

There is the option of having paid ads on your page if you wish to garner traffic. This is only if your page is not doing as well as you want it to. The paid ads are a great way to generate traffic on your page. It is a powerful strategy that many companies use to have their pages liked by many people or simply generate unique hits.

These form the different steps that you must adopt in order to set up your Facebook page. Remember that updating the page from time to time is vital and you have to give your audience something new to look at every single time.

Chapter 4: Master Twitter

The next best social media platform that you should master is Twitter. Twitter is the second most visited social networking site in the world and has millions of users worldwide.

Here is how you can get started with it.

Step 1

The first step is to visit this [Page](#), and get started with creating a profile for your company. There, you have to personify your company and fill in all the fields correctly. Try to use a sensible handle and it is best that you mention your company name as the handle. The idea is to make it as easy for your audience as possible to reach you and access your twitter account and website. You have to make your profile as interesting and engaging as possible if you wish to get more and more people to like and follow you.

Step 2

You have to post your posts and also your pictures. Here, you have to again keep it really interesting for your audience. They should understand all your schemes and the products and services that you have on offer for them. This step will be a little different from Facebook as the descriptions that you add to each post will be limited to 140 characters. It is best that you draw out the gist of the topic and then post the tweets. It is not such a good idea to post a string of tweets on the same product or promotion as your audience will begin to lose interest in.

Step 3

The next step is to check if everything that you have added in is correct and in its place. You should share the link with a few friends and family members or staff members and ask them to suggest any changes that you might have to make to make the page look any better.

Step 4

The next step is for you to send invites to people to follow you. You should also add a *Follow us on twitter* button on your website in order to get people to follow you. Try placing this button next to the *Facebook page* button on your

website and write “and also” in between so that you ask them to like you at both the place.

Step 5

You should follow people and businesses that you think will leverage your own company’s account. You have to identify these key people and start following them. You should also retweet what they are tweeting in order to draw your own audience’s attention to it and remain in the good books of those whose tweets you are retweeting.

Step 6

Just like with Facebook pages, you have to employ a team that is specifically dedicated towards maintaining your twitter account. You have to find those that are adept at knowing what the latest topics are and can easily update the page. Here, they might have to engage in a little trial and error to find the best time when they can update the tweets. They have to post the promotions during different times of the day and find the best time when most traffic occurs on the website.

Step 7

It is important for people to look at the products that you are promoting and for that, you have to upload high quality pictures. You can also place a link to your Instagram account in order to inform people about the products. You can also add in links to your YouTube account in order to get people to see the videos of your products.

Step 8

Learn to use the hashtags in order to participate in any of the trending topics. You have to know when to use the hashtag to use to your advantage. As you know, the hashtag needs to be used to signify a topic on which you are voicing your opinion. Now say for example you are a T-shirt company and wish to sell your Christmas T-shirts. You have to promote the products by ending your posts with a #merrychristmas or #christmasgoodies or whatever the trending topic is. This will help you remain on top of all the different search engines and can in fact start a viral post if you have enough people reposting it for you.

Step 9

You have to try and have tie-ups with influencers. These are companies or people that have a lot of followers. If you get them to promote your company then it will only work to your advantage. Even if they are charging you a small sum for it, it will be well worth the effort as you can considerably increase the number of followers that you have. Besides, it will be a one-time payment but the audience that you will get to garner will be for a lifetime.

Step 10

Try to be a news breaker. It does not really matter what the news is about. Everybody likes to retweet something that they think they saw first. So if you quickly tweet something that you know will attract an audience then you can successfully get many to retweet you and garner an audience for your company and products.

Step 11

You can follow in the steps of many of the big brands out there and immediately follow the people that are following you. That way, you can impress them and get them to be your loyal customers for a long time.

These are the different steps that you need to adopt in order to get your twitter account to get your message across to your audience.

Chapter 5: Master Instagram

Instagram is a social media platform that allows you to share your pictures with the rest of the world. Let us look at the different things that you can do to increase your Instagram following. Instagram has over 2 million users, which makes it a great platform for you.

Step 1

Start by visiting this [Page](#). There you should set up your profile. Again, use your company's name in the account.

Step 2

Start adding the pictures. They need to be high quality pictures that have been taken with a good quality camera. The pictures should speak a thousand words. You have to be creative about it. You can get a photographer to come and take high-resolution pictures for you and then upload them. You have to make use of all the different features that Instagram has on offer for the users to use and enhance their pictures. This enhancement will make your pictures look good.

Step 3

You should invite people to follow you and can add your Instagram links to all your different social networking sites. You have to link all of your sites for easy access. Don't think just because you have a lot of followers on your Facebook page, you will end up having a lot of followers on your Instagram page. Unless you tell them that you are present there you will not be able to get them to come over.

Step 4

You can organize competitions to keep your audience interested in you. You can ask them to take creative pictures of your products and then share it on your page. Similarly, you have to share any of their pictures and make them the star. Doing so will help you amass a bigger audience.

Step 5

You can get influencers to promote your pictures. You can ask them to embed your pictures in their blog or repost your pictures in theirs to help you increase

your audience base. You might have to pay them a fee, which will be a one-time investment but a great one, as it will help you remain with a big audience.

Step 6

You have to give clear call to action for your audiences to visit your website and buy the products. If you are not clear about it then your audience will not know where to go and what to buy. It is your choice to make it obvious for your customers or subtly suggest it to them. But you have to tell them what to do.

Step 7

You have to use hashtags to promote certain products. It is the same rules that apply to twitter. You have to know when and how to use the different hashtags. You should also remain extremely interactive with your customers. You have to listen to what they have to say and see if they are asking you to do something. Maybe it is to do with the visual style, maybe they want you to edit the pictures out before posting it *etc.* You have to pay attention to all of it and do as they ask you to.

Step 8

Remember that this is a photo-sharing site and so, you will not have too much space to add in lengthy captions and paragraphs. You have to only add in small paragraphs that will fit in the space provided. Make it concise and to the point. You don't want to add in lengthy unnecessary captions that are beside the point.

Step 9

You should add your Instagram link to your email signature in order to promote it and get others to like your page.

Step 10

You have to choose a specific time when you will post your pictures. If you want you can tell your audience that you will be posting next at a said time in order to get them to visit you at the same time. But remember to not over do anything. You cannot keep posting it every now and then or several times a day. Many will miss out on older pictures if you do so. Go about it as a consistent yet calculated speed.

These form the different steps that you should take to set up a killer profile and increase your audience base by using Instagram.

Chapter 6: Master YouTube

YouTube is a great platform that you can use to promote your company, products and services. In this chapter, we will look at the different things that you can do to attract a large audience to your YouTube page.

Step 1

Start by visiting this [Page](#). Here, you should start creating your YouTube channel. Fill in all the fields and the name of your channel should be your company's name. Try to keep it simple and avoid using any special characters, as that will confuse your audience. Write the name of your company clearly. You have to use a clear and attractive thumbnail image to represent your channel. You can use your company's logo if you like, as it will make it easy for people to identify your channel. You can also add in something interesting like a fun picture that will immediately attract people to your channel.

Step 2

You should then link any of your other social media sites to YouTube. You have to try and link everything so that your audience finds it easy to connect with you everywhere. You can also add the *Find us on YouTube* button on your website. You must also add the link of your channel to your email signature to get people to click on it and visit your channel.

Step 3

Next, start posting your videos on your channel. You have to post high quality videos that clearly show the product to the audience. Remember that it is important for you to shoot the video in such a way that it keeps the audience glued to it and are able to enjoy it. Make use of a high quality camera for the purpose and shoot the products. You have to choose the HD format, as that is what is mostly used these days. Once the videos are up, you should get your friends and families to look at it and give you a feedback for it.

Step 4

You have the choice to upload advertisements, demonstrations, product descriptions, recipes using your products *etc.* There are just so many different things that you can do on YouTube. You should use some good and soothing

background music in your videos to help people have a fun time while viewing your videos. But make sure that you have the rights to use the music lest you get into trouble for it.

Step 5

You can upload other videos as well, if it is interesting. This can be getting someone else to use your products and add reviews. Similarly, you can capitalize on the power of your fans and get them to submit videos to you, which you can upload on your channel. The idea is to be as unique as possible and keep it interesting.

Step 6

Organize your videos. You can create a playlist so that the videos can play one after another in your channel. That way, your customer does not have to navigate through your videos to watch them. The power of suggestion always works and you will see that your audience has taken a liking to the list of videos that you have put up.

Step 7

You have to fill in the Meta data of all your videos in a way that it helps them rise to the top spot. This extends to all of your social media promotions. The number 1 spot is extremely coveted and you have to strive to reach it. You have to get your description tabs right to make progress.

Step 8

You have to have a set timing to upload the videos on your channel. Your audience should know to expect the next video on your channel. Once you establish a set pattern, your audience will start visiting you regularly to check out the new videos. The new videos should be much interesting and what your audience wants to watch. It is a good idea for you to upload something that is educative. Better known as edutainment, you have to give your audience something that they can watch and get information from. This information need not only be in regard to your company and products and can be about anything interesting.

Step 9

It is important for you to read all the comments that your channel and videos

garner. The important thing is to remain as interactive as possible. Don't make the mistake of falling into the trap of some annoying users whose main aim is to annoy you and evoke a reaction from you. You have to develop a thick skin, as you cannot get stuck with the mean comments. You have to focus only on those that are your loyal customers and are contributing towards your company's growth. You have to answer the questions that they will ask and give them information about the products and services.

Step 10

You have to tie up with some of the other bloggers from time to time. This will help you generate a lot of leads. Look for people who are quite popular in your particular field and get them to guest blog for you and upload videos of it. You can also subscribe to other channels that will help promote your channel. Try to tie up with those that will genuinely bring in a bigger audience for your company. Some might charge you a small fee but that is fine.

Step 11

Ensure that you provide your customers with a clear call to action option. Tell them what you want them to do at the end of the video. You can also add in the message in the middle of the video to make it easy for your audience to do what you want them to. Be clear about it and straightforward. There is no point in making it cryptic. You have to tell them to subscribe to you or visit your website and place an order for the product. You have to literally spoon-feed it to them.

Step 12

If you are able to generate a big traffic for your YouTube channel then you can monetize it. You can sign up with AdSense and adwords and you will get paid for it. AdSense will start playing an ad that will advertise a product relevant to your video. Every time one of your customers clicks on the ad, you will be paid a certain amount. But the rules might be different for some users where they will be paid only if the clicker buys the product after going to the site by clicking on the ad. Once you reach \$100, the money will be added to your account that you would have registered.

These form the different things that you can do to promote your YouTube channel.

Chapter 7: General Tips on Using Social Media for Marketing

Here are a few general tips on the subject for you to follow.

Reaching customers

You have to establish a direct line of control over your customers if you wish to keep them interested in you for a long time. You have send and receive mails and keep track of what they are up to on their social media websites. It should go beyond mere birthday wishes and you should make the effort to congratulate them for their various achievements in life.

The 80/20 analysis

The 80/20 analysis is one where you perform a statistical analysis to see what is working well for you and what is not. For this, you should start by looking at the numbers. The numbers here refer to the number of followers that you have for your company on each of your social networking sites. Write down the numbers individually next to the names of the sites and then total all to see the final number. Now divide each of the numbers individually with the final number to see what they put out. The one that puts out the lowest number here is your best site. That is the site you have to pursue if you wish to make the most of your marketing strategies.

Organize events

It is important for you to organize certain promotional strategies and events to bring together your existing customers and also educate new ones about it. These events should aim at increasing the reach of your social media strategies. The event should be organized at a venue that is close to a majority of your loyal customers. You have to invite them well in advance and tell them what to expect at the event. You can organize food and drink as well. There, you have to ask them to educate their friends and family members about your social media strategies. You have to inform them about any upcoming deals and schemes that will interest them. Before they leave, you should ask them to leave behind a feedback asking about their opinion and also if they will be interested in attending anymore such events.

Social media only offers

You have to offer your customers a social media specific offer. This means that you give them the chance to make the most of their social media presence and be thankful for it. You can give them *social media only* discounts or *social media only* giveaways. Just ensure that it is a big amount so that they remain motivated to keep buying from you. You can also offer them combined benefits by tying up with another company. Those that like your Facebook page or retweet one of your tweets can be given a discount coupon for another brand. This will help you expand your customer base in a big way.

Apart from the four different social media sites that were mentioned in this book, there are some others like linked in and Google+ that you should exploit and use to your advantage. The more presence that you have on the Internet, the bigger your audience will get. So try to sign up with all the different platforms and use all of them to your company's advantage.

Chapter 8: The Dos and Don'ts of Social Media Marketing

In this chapter, we will look at the different dos and don'ts of social media in this chapter.

Dos of social media marketing

Repurpose

The first do of any social media-marketing scheme is repurposing the content. This will ensure that you save on both time and effort. You must know what to repurpose and how you can use it again. Go through all the content that you have used before and if it is possible for you to repurpose and use it. You have to modify it in a way that makes it look like brand new content and then use it to your advantage. But avoid simply copying and pasting as that will not work well for you.

SEO

You have to know to use SEO to your advantage. You need to look into the different aspects of it and know how to be discovered by many people. You have to know how to use the key words, Meta data, Meta description, the different headlines *etc.* All of these will count when you wish to reach out to a large audience. If you are not able to do this on your own then you can also take the help of a friend or expert in the field who can do it for you. Don't take this step lightly as it will be extremely important for you to be noticed by people if you wish to increase your sales.

Customer Involvement

You have to have customer involvement if you wish to become a popular brand. You have to get them to promote your brand and make them your brand ambassador. You can promote your products by using their pictures and get them to advertise for you. Your other customers will also be quite impressed with your ways and start to contribute towards it. You have to conduct competitions in order to get the customers to get involved in your business and visit your pages on a regular basis.

Back up plans

You have to always have a backup plan in place. In case something goes wrong, you will have a second plan in place that will spring into action. You should always remain calm and composed no matter how bad a situation goes. Maybe your promotional scheme will completely flop or a certain section will take offence to it and make you take it down. All of this will impact your promotional strategy negatively. So, you have to be prepared for the worst and have a plan in place that will allow you to quickly take action and save the day.

Unique

Remember to always be unique. Don't make the mistake of copying someone or trying to look like something else. You have to adopt a promotional strategy that is unique to you and use it to your advantage. You will see that it is working in your favor and helping you avail many customers. You will also see that you have unique customers and not the same repeat ones. You have to try and re-invent yourself from time to time and give your audience something new to experience.

If you do all of these then rest assured, your company would do well in the social media-marketing field.

Don'ts of social media marketing

Do too much

It is extremely important for you to know where to draw the line. You have to know when and where to stop when it comes to interacting with your audience and getting involved in their life. You cannot do too much and start stalking them or start romancing them. That is not part of your plan and should not be pursued. You have to try and remain as professional as possible and put your promotional ambitions ahead of everything else. You will see that it is possible for you to connect with your audience in a better way if you keep it professional.

Not tap into potential

You have to exploit all the potential that your social media platform offers to you. Explore all of its features and make sure that you are using everything to your advantage. Many times, we will either be less informed or too lazy to exploit a certain feature. That has to be sorted out first and only then can you make the most of what the social media has on offer to you. Take the help of a programmer if you are not sure of how everything can be used.

Repeat the same

Do not make the mistake of repeating the same content on all your different platforms. You have to keep the same tone but present the products in a different way. You have to bear in mind the type of group that exists on the particular platform. You must change the layout of the promotion, the over look and feel of the presentation *etc.* All of it will go a long way in helping your audience remain interested.

Not understand needs

You have to understand all your customers' needs and cater to them individually. There is a difference between pretending like you care about them and really caring for them. You have to take keen interest in understanding what they want and whether or not they are satisfied with what you have on offer for them. If they are voicing their opinion then encourage them and do, as they want. You have to employ someone to answer all the questions that these people post. Answering them will help you connect with the audience better.

Updating

You have to update your account from time to time. Again, employ someone who will do it for you. You have to choose someone who is in sync with your

thinking and know exactly what to say. You should keep your audience up to date with what you have on offer for them. Try to keep it interesting and intriguing so that your audience is forced to look at what you are promoting. These form the different don'ts of social media marketing that you need to bear in mind if you wish to make the most of it.

Chapter 9: Social Media Marketing Success Stories

Social media marketing has managed to take the world by storm. Social media giants like Facebook, Twitter, Pinterest and LinkedIn are still the go to social media platforms for most of the digital marketers today. But with the arrival of an increasing number of social networking applications, the digital marketers have an opportunity to look for different ways in which they will be able to expand their brand into different social networking platforms, increase their awareness and also broaden their scope of marketing. Of late it seems like brands are more than willing to turn towards newer social networking sites and are much open to try and experiment with their campaigns by making them more edgy, funny and something that is different from their usual campaigns. Brands are trying to break free of their preconceived image and offer something more to their customers. Some of the companies that have managed to create quite an impression on Instagram are Nordstrom, GoPro and Spotify, some of the unlikely names such as Hilary Clinton and even Taco Bell have managed to garner publicity by making use of Snapchat. In this chapter, let us take a look at some stories that have managed to turn some of their craziest ideas into successful campaigns.

GoPro is an adventure camera manufacturer and they had come up with a really unique marketing campaign on Instagram that featured videos of felines that were skateboarding from Australia. Their campaign had managed to create a lot of buzz for their brand. The reason was that who wouldn't want to watch a video that manages to capture our cute furry friends engaged in human activities? They had managed to make a video go viral by combining the obsession of web viewers with cats doing goofy things with the genuineness of a consumer made video.

Expedia is a travel site and it had come up with a campaign that made use of the social networking platform Instagram. In this campaign Expedia was offering a free trip to South Africa to those who participated in this campaign. The reason why this worked was because they had made use of a social networking vehicle that has got millions of people hooked across the globe. The promise of an exotic holiday is too good to resist for anyone and that's why they had managed to stir up the interest of the masses. For instance, a single photo of Rio de Janeiro that was posted as a part of the campaign had managed to get around 499 likes

and more than 500 comments within no time.

TOMS is an e-Commerce vendor and they had set a goal that for every pair of shoes they would manage to sell, they would donate a pair of shoes to the destitute and needy children. This philanthropic campaign of TOMS was showcased on Instagram. TOMS mission was quite noble. Whenever someone would post a picture of their bare feet with the hash tag #withoutshoes, TOMS would donate a pair of shoes to the needy. They wanted to demonstrate the dedication their company had towards the cause they had committed to. They had managed to donate 296,243 pairs of shoes altogether.

Taco Bell has been targeting millennials by making use of a platform that happens to be quite popular in their demographic, Snapchat. Taco Bell had decided to make the most of this platform and it proved to be a smart decision. Taco Bell had launched this campaign for launching new items on their menu and held a contest of uploading snaps to its Snapchat story on the app. They had over 200,000 followers and their snapstories started generating a lot of hype and created quite a buzz.

Nordstrom had decided that they would announce their biggest annual sale by posting about it on Instagram. The company had written a post on Instagram that announced that their biggest sale of the year deserved an equally big message on Instagram. This upscale retailer had managed to create a gigantic art installation that was around 13,398sq. feet high and it also had a 25 feet long dress, this was installed on the roof of their flagship store in Seattle. The related post on Instagram turned out to be a huge success and they had received more than 16,000 likes. The sheer size of the installation showcased in the video represented the size of their annual sale and this managed to grab the attention of all the eager shoppers.

The famous international beauty brand L'Oreal Paris had set up a really elaborate digital hub in New York in their studio. This included eight of the prominent style influencers from the fashion industry and several models as well. The team would focus on recreating the looks that were sported by the celebrities who walked the red carpet during the Golden Globes in the year 2015. Once these videos had been shot they would be turned into GIFs that were shared on various social networking sites such as Tumblr, Twitter and Instagram

along with the links to their e-commerce site. These GIFs were of high quality and their innovative idea did help them gain quite a fan following.

Spotify had recently launched a new tool that would scan the playlist of the user and their history as well and inform them of the artists that they had been the early listeners of who had later on become quite popular. Spotify had decided to take this tool to Instagram, a social media platform for its promotion and had started using the hashtag #foundthemfirst. This campaign for the promotion of their online tool was successful because Spotify had decided to keep it simple and didn't unnecessarily over think it. Making the user data available that the company had with it was a really good marketing tactic. Spotify is all about connecting fans to the music that they appreciate and also giving them the inside details of this world.

HP (Hewlett Packard) is not really known for their prowess on social media and the social media campaign strategy that they had designed for the promotion of their HP PavillionX360 convertible laptop had changed the viewer's perception of HP. Their campaign on Vine was titled as #bendtherules. Instead of simply buying social ads, they had made use of paid social influencers on this network. So, they gave the product they were intending to promote to these social influencers who in turn helped in creating awareness about this product on their Vines. One of the popular Vine videos that had garnered a lot of attention was that made by a popular Viner named Robby Ayala. In the video that was posted, Ayala tries bending the competitor's laptop that resulted in quite a comic video and had managed to get over 250,000 likes and more than 7,000 comments!

Critics have often written off Hillary Clinton as being too cold, calculating and controlled. The PR team behind the Clinton campaign decided to change this general perception of the public by making use of a social networking platform and they chose Snapchat for this purpose. The Snapstories that were posted by Hillary were successful because they managed to humanize her ill-conceived character and made her seem more relatable than all those speeches that she had ever made.

Burberry, the British fashion house in a move to promote their clothing line had decided to make use of Periscope for streaming live their menswear fashion show and they also made use of Snapchat for providing a fleeting photographic

update of the event. This helped the iconic brand receive the best digital engagement that they had probably ever received. A month after this the fashion house had decided to stream live their fashion show that was held in Los Angeles on Snapchat and this helped them create over 100 million impressions.

This proves that if you know what your target base is then making use of social media marketing will prove to be really beneficial. If you just know this one thing, then you can make use of the best resources available and create a marketing campaign that is beautifully strategized. Such a well-designed campaign will provide you with amazing results.

Chapter 10: Ten Things to Be Kept in Mind

Social media marketing seems to be the “in” thing these days, but there are some important things that you need to keep in your mind while you are making use of this in your marketing strategies. You need to come up with a mental checklist that will let you ensure that all the efforts that you are putting into this campaign are not just goal oriented but also capable of being measured, while proving to be successful. In this chapter we will take a look at ten things that you need to keep in your mind while you are developing your social media marketing strategies.

This is not just an additional platform

The broadcast marketers might make you believe that these social networking platforms are nothing more than an additional platform that will let you distribute your message to the masses. Well, this really isn't true. All the different companies and organizations that solely focus on their press releases and also keep talking about themselves will definitely end up as social media road kill. You don't want this, do you? Social media happens to be an important platform where you can engage with your existing customers and attract potential customers, so put in some effort and develop an engaging campaign.

Beware of social media experts

Beware of these so-called social media experts; they are simply sprouting up out of nowhere. Everyone and anyone claims to be a social media expert these days. They all can talk the talk but not many of them can walk the walk. Simply having the knowledge about how to tweet doesn't make anyone an authority on this subject. If any of these so called experts can manage to show that they have had years of productivity, have a good reputation, come with good and genuine references and have managed to produce results that can be quantified. Only such a person can be genuinely called as an expert. So, you needn't worry and you don't need a social media expert, as long as you know what you are doing and how to do it you will be fine. Be wary of anyone who claims to be a social media expert.

Some things never really change

The world of marketing has had a complete makeover; the way it is being approached and looked at has also changed. But there are some things that never really change even after the advent of all the technology. The good ol' rules relating to communication, public relations and marketing still hold good. These old fashioned rules can be thought of as the basic ethics and they will never go out of fashion. It is crucial to know about the dynamics of your target audience, the value that your organization can add to their lives and also your ability to develop and offer such products and services that can satisfy their needs and wants are the areas that you really need to concentrate on. And this information can prove to be very valuable for your marketing campaign. So, do not stray away from these concepts just because you have opted for social media marketing.

Social media marketing isn't restricted to just Facebook, LinkedIn or Twitter

Yes, Facebook, LinkedIn and Twitter are really popular social media sites but these aren't the only social networking platforms. In fact, they just form a tiny fragment of the social media ecosystem. Web forums, email lists, podcasts, social bookmarking sites, different video and photo sharing services and niche online communities all form a part of the world of social media. You need to keep in mind that you haven't restricted your campaign to just one platform. You will need to make an effort and understand the different platforms that your customers are making use of and start getting involved on those platforms to attract more customers.

It's all about creating and maintaining relationships

At the end of the day, marketing is all about creating and building relationships. And social media provides you with all the necessary tools and likely platforms for you to get this job done. But this does not mean that you should ignore the basics things such as one on one personal communication, because this helps in building a good rapport with your customers. You can't build a relationship overnight, it takes a while. It is not just about the technology that we make use of; it's about the human beings.

Don't get carried away

Social media is a powerful tool, but you need to realize that it can help you do a lot of things but not everything. Considerable time and effort should be dedicated towards developing a marketing strategy that would actually work. You will always have to do your bit if you want to achieve your goals. Social media marketing will work only if you have a good marketing strategy. So, put some effort into it.

It is not just confined to one thing

There are different elements that you will need to combine in a harmonious manner if you really want your campaign to work. Social media would be just one element; you will have to ensure that all the other elements of the campaign would also go hand in hand with this. You cannot completely ignore the traditional methods of marketing and should develop a marketing campaign that would strategically involve both the new and the old methods. You should give equal importance to all the other elements as well, instead of just solely depending upon social media.

Building your brand

Some of the organizations these days are slowly moving away from destination websites and are instead shifting their focus on various community building strategies. If you really want to build your brand, then you will have to concentrate on various other things as well. It is a really good move to have established your brand on major platforms such as LinkedIn, Facebook, Twitter or even Instagram, but what you need to remember is that these aren't your only options. You need to understand that your existing customers as well as potential and likely customers might be active on various other platforms and affinity groups that aren't a part of the above mentioned popular platforms. You will need to broaden your horizons.

It isn't just about return on relationship

You should be able to measure your success by making use of a mix of qualitative as well as quantitative metrics. But apart from it, you should also concentrate on different aspects such as brand recognition, reputation of the brand in the market and the public's awareness. But you should also pay equal attention to metrics such as the money that has been raised, any increase in the number of attendees and subscribers, also any increase in the widgets that are sold and so on. All these things will give you an idea about whether or not your business is doing well. You will have to be able to track the changes that have been produced by using social media marketing, if and only when you are able to obtain this data you will be able to know whether or not your social media strategy has worked.

You need to be sociable

You need to remember that at the end of the day there is one thing that is very important. You just need to be sociable, after all social media is all about being sociable. No one and I mean no one would be keen on being associated with someone who is antisocial, not sociable or just keeps broadcasting. You will need to come up with a strategy that will make your brand seem more socially appealing to your potential customers. It is about creating a good reputation for your brand.

Chapter 11: Social Media Tools

There are various social media tools that you can make use of and it might be overwhelming to decide which of these tools you should make use of. To help solve this problem, in this chapter we will take a look at some of the best social media tools that are really helpful.

Mention: This is a lot like Google alerts, but instead it is designed for social media. Like the name suggests this tool can help you to monitor your web presence on the Internet in an effective fashion. Mention also comes with a few features that allow you to respond to all the mentions made to your brand and it also lets you share any news that you have come across with the rest of the industry.

Buffer: this is an analytical tool that incorporates social media publishing within it. Buffer is a really handy social media tool and this helps in sending your updates across to the titans of social networking platforms such as LinkedIn, Facebook, Twitter, Google+ and so on. It comes with an inbuilt analytical system that not only helps you understand the reason why certain posts seem to be working better than the other posts as well as helping you figure out the best time for posting any particular publication according to the needs of your target audience. The features offered by Buffer do not end here, it also lets you to work collaboratively with your team and keep updating the account with fresh content on a regular basis.

Feedly: This is a content discovery tool and it is really helpful for finding content. It not only helps you find good content but it also lets you share whatever you have found with the right audience without any difficulty. You also get to subscribe to the RSS feed so that you can stay in sync with all the recent updates on various blogs related to the industry as well as upcoming sites. If you happen to be interested in one particular topic, then you can make use of Feedly for tracking content related to your area of interest.

Twitter Counter: The name is self-explanatory. This online tool lets you keep a track of all the changes related to your followers and it also helps you in making a prediction relating to the growth of your followers over a period of time. After

a point of time, it gets really hard to keep a track of the growth of your Twitter account. This free service really does come in handy. It can help you to understand the rate of growth of your followers and it makes use of this information to help you decide upon the content that should be sharing with your audience. Not just this but it also helps you decide if there is any older content that you should probably share once again so that they new users also get a chance to view it.

Zapier: This social media tool acts as a platform where you can connect with all the various services that you make use of and it also lets you synchronize them all thereby making your work much simpler. Your team might usually make use of HipChat for communicating with each other, and then you can make use of Zapier to set up an option that would enable automatic notifications in the HipChat chat rooms for any latest updates. You will also be able to connect all the different apps that you use on a single platform and this definitely simplifies your work.

Bottlenose: This comes with a brand new feature that has an inbuilt real time search engine that helps you consolidate all your work from social networking sites and various other groups and then it displays the resultant data in an order or according to algorithmic importance. The end result is the content you obtain that has been arranged according to its importance in descending order. When you have all the information that has been arranged according to your needs then your job does get a whole lot easier and you also get to share the results you have obtained. Another feature is that you can also opt to integrate Buffer with Bottlenose and this allows you to add any additional content as well as resources to it so that you can make use of it on a later date if you don't want to overwhelm your followers with a lot of information.

Followerwonk: You can always make use of an analysis tool like Twitter Counter for instance for keeping a track of changes in the number of your followers, but then again there might be some cases wherein you might have wanted to go little deeper and analyze your followers a little more carefully. In such a case Followerwonk can be used, even this is an analysis tool for Twitter. This tool provides you an analysis of the followers by simply segregating them according to different demographics and this lets you get a better understanding of your followers. Perhaps the noteworthy feature of Followerwonk would be its ability to give you the specific time at which your followers are online and this

helps you decide the time at which you should probably tweet to ensure a wider reach to your audience. This tool also helps you know the time at which the people whom you follow are online as well. This really comes in handy when you have been meaning to start a conversation with someone you are following.

Quintly: This really is a very powerful tool and this can be used for obtaining a detailed analytical report of social media and it also helps you keep track of your business on various social media platforms like Facebook, Instagram, Twitter, YouTube, Google+ and so on. Not just this but Quintly also lets you benchmark those features that can help you compare your performance against that of your competitors as well as against that of the industry as a whole. The Quintly dashboard lets you customize the tool according to your convenience.

Chapter 12: 25 Tips to Social Media Marketing Success

Social media marketing might seem very confusing and it is really easy to lose focus while making use of these tools. There are different platforms that you can make use of depending upon your conveniences, but before you zero in on any particular platform you need to realize that each of these platforms has got a definite format and particular rules that you will need to learn about, only then will you be able to use it for your advantage. There will be plenty of time to expand your knowledge of these things later on, but before that you will need to get acquainted with the ones that you have opted to make use of.

If you have decided that social media marketing is indeed the way to go for you, then the 25 tips mentioned in this chapter will definitely prove to be really useful for you.

Make use of only those platforms that are suitable for your business needs:

Just because you have decided to make use of social media in your marketing strategy does not necessarily mean that you will have to make use of every single platform of social media that is available. You need to realize that it takes a considerable amount of time for understanding and learning about every one of these platforms before you can implement your plan. Not even the most seasoned of the marketers will be able to handle more than a few of these accounts at a time, therefore you will need to spend a considerable amount of time and take a closer look at them all, look what are the benefits it would provide for your business and also whether or not it is suitable for your business before you get started. Twitter and Facebook might have the largest number of subscribers and active participants, but this does not necessarily mean that these are the only choices you have got. You can also look at the different smaller platforms; you never know which of these might prove to be the best option for you.

You will have to evaluate everything:

The only way in which you will be able to determine whether or not the efforts that you have put in are working effectively and in the manner that they are supposed to work in can only be done by evaluating the data. There are some social media platforms that have built in tools that will help you do this, if not you can always make use of the third party social media tools to for the purpose of analyzing your data. You can make use of these tools for understanding which part of your content seems to be getting maximum responses or even perhaps the content that isn't able to attract more users and so on. In this manner you will be able to come up with a strategy that is suitable for your business needs.

Make sure that you are posting the right thing at the right time:

It is not just about what you are posting that will have an effect on the number of views that you can generate, but it also depends upon the number of people who are sharing and interacting as well. The timing of your posts is of utmost important, most B2B business just stick to the ordinary working hours for posting, but even with the given uniformity in posting, there will definitely be some days wherein you will be able to get a much better response or vice versa. You will need to put in some considerable efforts and figure out who your target audience are and the likely time they would be online, depending on this you can make a decision.

Start building your connections:

One of the most common mistakes that a lot of social media marketers seem to be making is that they are talking at their audience instead of talking to them. You will need to engage with them on a personal level, interact with them and start building your connections. Your followers would rather associate themselves with a human being than with an automated machine. You can build your connections by asking them to share their thoughts and then responding to what they have shared. If they send you any messages, then you should respond to them as soon as you can and if you start ignoring them, you can forget about any future potential conversions.

Going visual might help:

People are often put off by too much of text; a large block of text wouldn't be able to generate as much interest as a video would. Start making use of images, videos and even infographs, these are visually more appealing and also contain the information that you want your users to see. When you are making use of any visual content then you will have to make sure that it is appealing, relevant and makes sense as well.

Make each one of your chosen platforms unique:

There are various tools that you can make use of for sharing your content across various platforms, this usually works when you have to share information that is really important, but then if you keep doing the same for every piece of information that you are sharing, then all the platforms that you have chosen will seem to be the same. You need to realize that the people who are following you on one platform are likely to follow you on different platforms; they wouldn't want to keep seeing the same content over and over again. You will have to make each of your accounts different and unique, they should all be equally engaging and appealing, this will help you gain the interest of potential customers.

Make it worthwhile for your followers:

When someone starts following you on any social media platform, they would want to feel appreciated for doing so. To make it worthwhile for your users you can offer rewards for subscribing or even following you, this can be in the form of a small discount or even an entry to a lucky draw for a prize. An incentive will be sufficient motive for an individual to start following and this will definitely grab their attention.

You will need to be a personable person:

Yes, it is true that social media is more relaxed than ordinary marketing strategies of a business but you will still have to maintain some professionalism about the way you do things. You should give out some personal details that will provide a human character to your business but this does not mean that you start giving out your personal opinions about different things on the official page of the business. If you start posting your personal views on topics related to politics or start talking about the latest celebrity gossip, it is very likely that your r followers will stop following you.

You need a social media manager:

This might not seem like a real job to you, but the results of having a proper social media manager will be really helpful in generating outstanding results. Not everyone is really good at managing social media, and if this does not happen to be your area of proficiency then you really should engage the services of someone who can get the job done and is good at it as well. In this manner, if you have someone helping you out with these things, then you can get back to running your business smoothly without having to divide your time and attention towards the marketing campaign. All that is required of you will be supervision.

If something doesn't work, then let go of it:

Not everything you select will work for you; if something doesn't work for you then it is smart to just drop it. It really doesn't matter how much time you have spent analyzing it, the number of team members who are working on it, there will always be that one platform that simply isn't the right fit for your business. Instead of wasting further of your valuable resources on trying to make something that clearly isn't working work, you should just let go of it. There are more opportunities out there that are waiting for you.

Start building relationships with different businesses:

If there happen to be any businesses that are in the same sector or industry that you are in then you can friend them and start following them, provided they aren't your immediate competition. You can always refer customers to each other and share followers and while doing this you might also be able to pick up on some tips. This might really come as a pleasant surprise the amount of things that you can learn from each other. But this does not mean that you start following everyone; show some discretion and chose wisely.

Learn to face the trolls:

As your success and popularity starts increasing the amount of attention that you will receive on social media will also increase. And this means that you should also be prepared to deal with some abuse from other people. If you notice that you have haters then you should be really careful in the manner that you reply to them and you can also block them if it starts getting too much. But don't block individuals just because they don't like your company or brand, this does not send the right message across to the other users.

You should always leave your work at work:

Especially when you are starting out, it is really tempting to be there 24/7 and keep a watchful eye over how things are going on, but you need to realize that this really isn't possible. Mobile technology has indeed made it possible for you to check your performance on social media from the comfort of your own home, but it really won't do you any good to keep replying to comments and queries in the middle of the night. The best thing to do is not to download any of the applications that are related to your work on your phone. You shouldn't be carrying your work home even after the business hours. Once the working hours are over you should remember that your work for the day is over as well unless and until it is a really pressing matter.

You don't have to keep on selling:

This might be the reason why you are in business, but it really isn't a good idea to keep selling, this is considered to be a huge sin on social media. Your followers wouldn't want to keep getting bombarded with sales pitches after every ten minutes. You should understand that they aren't on social media to do you a favor; instead they are there to enjoy themselves and to learn probably. All they are looking for is a way in which they will be able to build relationships and social media is for their entertainment. When they want to buy something, they will invariable come and find you, it might be on social media or it might be on your website or any other means.

Make sure that your business profile is complete:

All the social media platforms will provide you with sufficient space in your profile to give some information about yourself. You should make sure that your profile isn't incomplete and also keep updating it regularly. Your followers would definitely want to know about you and leaving blank spaces will not make you more appealing to them. They really wouldn't want to follow someone whose profile isn't even complete.

You should make social media a part of your plan:

Think of social media as a part of your business, an area where you should direct some of your focus. Just like with any other area of business for you, you will need to make sure that you have set suitable goals and objectives to ensure that you will have a business plan to follow. And also when you have set goals you will be able to measure your performance in a much better way.

Make your followers eager to see your updates:

The goal of any good marketing strategy would be to get your followers to be eager to read the content that you post. Your followers should be hanging out to every word that you write, they should be eager to read your next post and they should be enthusiastic about it as well. You would want them to keep checking constantly to see whether or not you have posted anything new. The only way in which you can get your followers this excited about your profile would only be by posting content that is of high quality, it is relevant and interesting to read.

Your content should be easy to share:

Technology has managed to simplify a lot of things for us. You can derive the most of anything by putting in a little bit of effort. And the same is true for social media marketing. But if you really want your content to be shared then you will have to do a little bit of work. You should be able to package your content in a manner that is easy to share and also give people the buttons that would allow them to share the content with their friends or followers through their own social media pages. You should make it really easy for your content to be shared that people will not be able to resist not sharing it. When the content you post keeps getting shared then your potential customers keeps increasing and the conversion rate will also go up.

If you share something, then make sure that you comment on it:

It is not just about clicking the share option that lets you share something or even repost it. If you add a comment to something that you are sharing or reposting it would show that you are sharing it for a particular reason. It would make the content seem like it is worth sharing with others. This will help you build up not just your own expertise but it will also help in building your reputation for being such an expert. This tends to add a lot of value to whatever you are sharing in future. Your personal opinion for sharing when added in the form of a comment makes your followers get to know you better as well.

Keep checking for any grammar or spelling errors:

This is a really important step. You are a professional businessperson and the worst thing that you can possibly do is publishing content that is full of grammatical errors and rookie mistakes. If you think the content you are about to publish is anything short of well written then it will really do you good if you don't publish it. You should check for errors and then proof read it, double check your work and read the final draft once again before you publish it. The content you publish should be well written and it should be of high quality.

You should learn that reply and mention isn't the same thing:

You should get yourself accustomed to the basic features of the different social media networks that you are making use of. For instance, if you start a tweet with a username, then the people to whom this tweet will be visible to would be you, the person whose username you have mentioned and anyone who is either following you or the other person. If you place the username somewhere in the middle of the post then it will make it visible to people who either follow you or the user. If you are trying to talk about a specific person and you also want everyone to see it then you will just have to put that person's name in the center of the post and not at the beginning itself. But there might be some instances where it makes sense to have the username at the beginning of the post and not somewhere else, then in such a case you should add a full stop after the name. When you do this, such a post will be referred to as a Mention and not as a Reply.

Never post on the hour:

Most of the meetings and tasks as well are scheduled in such a manner that they will start at the top of the hour and when the clock strikes, people would be proceeding on to the next item that is on their agenda. And they will definitely not be looking for any updates on various social media networks. If at all a task or even a meeting finishes early or perhaps it overruns a bit, then in such a case there will be a small window of opportunity where they will be able to check the various updates on their apps. Therefore, it always makes more sense to post your content either just before or just after the hour and not right on it. In this manner you will be able to ensure that more and more people will be able to see what you are posting about.

Interact with those users who share your posts:

If some follower of yours shares a link to your content or perhaps retweets or reposts the same message or post that you have published, then in such a case you really should take some time out and thank them. You should always keep such people on your side, these people are carrying out free advertisements for you and you should rightly thank them for doing so. Building a good relationship with a user who is supporting you can go a long way. This would ensure that they would keep on sharing the content that you are posting even in the future. Free publicity and advertising can help in building your brand and thanking someone for that isn't much of an effort.

Familiarize yourself with the platform guidelines:

Each and every platform of social media will have certain guidelines. You should familiarize yourself with these guidelines to understand the form of content that is considered to be acceptable and what isn't acceptable. Basic common sense would dictate the kind of content that is acceptable and the kind of content that isn't acceptable. Also you should keep checking on the terms and conditions and the various guidelines that are given by the platforms. For instance, Facebook keeps updating its guidelines related to things like running competitions and so on and breaching the guidelines issued would result in a penalty or they can suspend or even delete your account from such a platform and this can cause some serious damage to your business.

Ensure that you have included your location in your profile:

Always ensure that you have included your location in your profile on social media networks. This will provide people with the necessary information relating to your business. People would know where your business is located even if your product or service offered happens to be based on the Internet; you will still need to provide the location of your business. Only if they know where you are or where they can find you, only then will they be able to check in, especially on Facebook. This really is of great importance when you have a physical store that people can visit and not adding your location might cost you some potential customers.

Key highlights

The very first thing is to understand what social media marketing refers to and know how to use it. It is extremely important for any company to advertise themselves and their products and services. The best way to do so is by making use of social media platforms. You will see that it is possible for you to reach out to millions just by being part of a social media website.

The next thing to do is undertake the step by step procedure that you must adopt in order to arrive at the desired results. You have to go about it in a set way so that you can save on both time and effort. Start by researching the topic of social media marketing and then move to choosing the best platform for yourself. The next step is for you to set yourself up online and then look for the best promotional strategies that you can use to promote your products and services.

Facebook is one of the best platforms that you can pick to advertise your brand and products. You will see how easily you can reach out to millions. You have to make good use of Facebook *pages* and you will see that it is one of the best platforms to promote your brand and image. Facebook is an easy platform to advertise on and it is even simpler to keep it updated. You will find it quite convenient to tell people about your products and services by making use of Facebook pages.

The next social media platform that you can advertise on is Twitter. Twitter, as you know, is the second most used social media platform in the world. You can keep it small and simple and advertise your brand, products and services. You can easily link all your social media platforms using this medium. You have to post Instagram pics on your twitter account and get people to notice it. You have to know how to use the #s and participate in the on-going viral movement and capitalize upon it.

YouTube is the next social media platform that you can use to advertise your company, products and services. YouTube gives you the chance to make use of videos that you can upload and reach out to customers. YouTube videos have the tendency to go viral, which will make it extremely easy for you to promote yourself. YouTube also has the power to demonstrate your products and services

to your customers, which you should use to your advantage.

Instagram allows you to click pictures and upload them. These pictures need to be good quality pictures that you can use to promote your products and services. You have to appeal to as many people as possible if you wish to make the most of the platform. You have to get someone famous to endorse for you as that will get you noticed by a lot of people. Instagram is possibly the best platform for you to advertise and showcase your products as a picture speaks a thousand words.

We looked at the different dos and don'ts of social media marketing that you have to bear in mind. It is important that you understand them carefully and do only as is asked of you to. Over doing something will only hurt you and your company. Put in the right efforts and you will see that it is simple for you to appeal to the right audience and increase your customer base. You can go through the don'ts again and steer clear of them.

Remember that the customer is always king. When you keep them happy you will see that your business is growing in leaps and bounds. So, you have to listen to what they are saying and keep them satisfied. Don't unnecessarily fall into traps that some of the customers or non-customers will set up. They will only be interested in pestering you and not really interested in buying any of your products and services. You have to learn to turn a blind eye to such people and continue with interacting with all your best customers.

You have to organize events for your best customers in order to understand them better and also keep them happy. The event needs to be good in order to keep the audience interested and educate as many new people about it as possible.

You have to focus on the offers that you organize for these people as that has the capacity to pull your audience in and keep them interested. Try to be as unique with your offers as possible and be creative.

There are other types of social networking sites that you can work with to promote your company. These include linked in, Google+ *etc.* All of these will help you reach out to a bigger and diverse audience. After all, isn't that what you want? A big audience that will keep your business going for a long time, so you

have to put in an effort to be present on all the platforms that exist on the Internet and diversify your presence.

Conclusion

I thank you once again for choosing this book and hope you had a good time reading it.

The main aim of this book was to educate you on the importance of using social media to promote your company and products.

You will see that it is possible for you to increase your reach easily and get more and more people to like you and appreciate your efforts. The key is to do what works best for you and your company. As you read in this book, there are many strategies to pick from and you have to choose the best. Once you do, you have to implement it and promote your products and services. We looked at the 4 main social media platforms that you must master if you wish to turn your brand into a global image.

You have to keep with the times and adapt to all the new and upcoming technologies. You have to try and beat your competition and surpass them to reach your ultimate goal.

Through knowledge and experience you will see that it is progressively easier for you to advertise and market your company and make the most of your social media presence.

The next step is for you to implement everything that you read in this book and increase your company's reach.

Good luck!

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