

JONATHAN S. WALKER



SOCIAL MEDIA

Guaranteed Strategies To
Mastering & Dominating Any
Platform For Your Brand

Social Media

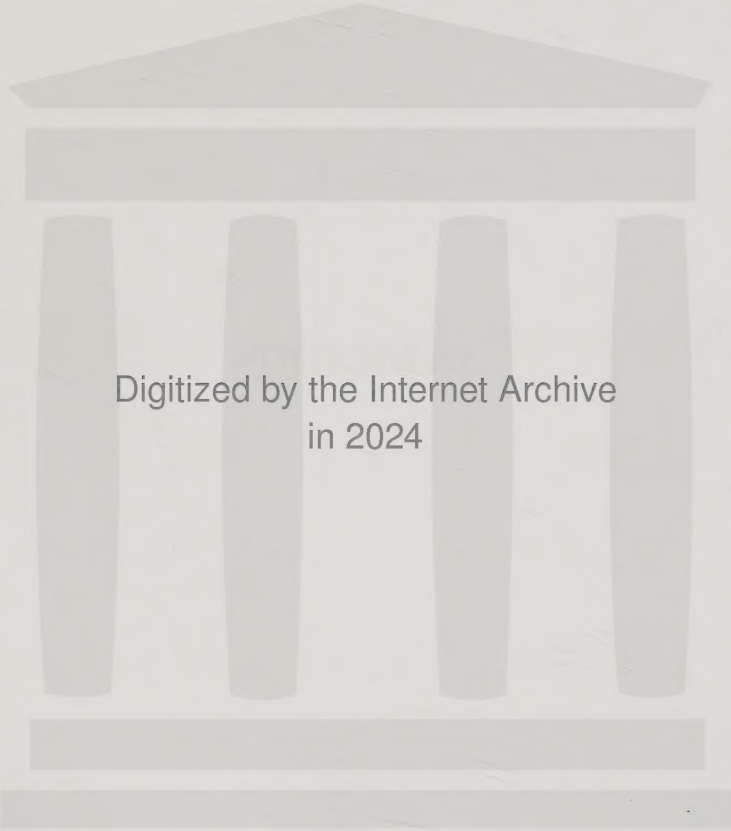
Guaranteed Strategies to Mastering & Dominating Any Platform For Your Brand

Jonathan S. Walker

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DEDICATION



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ACKNOWLEDGMENTS

INTRODUCTION

With the advent of the internet, the speed of how fast information goes viral, the accessibility of people to the internet and not to mention the fact that 6 billion people own mobile phones, social media has become one of the most prominent, crucial and vital piece of tool in any business's marketing arsenal.

Used correctly, social media creates and immensely strong interpersonal connection between your company, your brand and your current and prospective customers. It can help elevate your business to your audience and clients in the most personal way to the most dramatic way.

To benefit from the wonderful realm of social media, a marketer needs to build a clear strategy taking into account the targets you want to achieve, the goals, who your customer base is and what your competitors are up to.

There are plenty of social media platforms out there, and all of it comes free, and all of it comes with easy registration- it doesn't take

much nowadays except for including your email address and a relevant password.

But with all the options available to you, which one is the right one for you?

Understanding the fundamentals of social media marketing is extremely important. Just because they are free and easy to register, does not mean you need to jump on the bandwagon of every available account out there.

In this book, you will learn the very basics of the most accepted social media platforms in the world. You will also read about case studies that have shaped businesses today, and you will also learn to create a social media marketing strategy, among other things.

Before we begin, a few fundamentals need to be put into place, so you understand what it is that social media entails. These fundamentals will help build a strong foundation in your social media marketing strategy which will serve to create a strong brand, relate to your customers and ultimately bring in the profits you are looking for.

10 FUNDAMENTALS OF SOCIAL MEDIA MARKETING

Listening to Your Audience

One of the most important foundations of any marketing strategy be it social media or conventional marketing techniques, is listening to your target market. How do you listen? Many social media platforms nowadays provide 'Insights' which give you statistics of where they are from, their interests, who they are, what do they identify with and so on. Once you have gathered these details, you can create content that is tailored to their interests and needs and spark conversations that lead to sales.

Focusing on specialized content

Too much of fluff from any brand and you'll end up having people unfollow you or unsubscribe. Specialized content is what you need here because it builds a strong brand. So instead of saying things like 'a one-stop solution for printing,' craft your message with something like 'exclusive purveyor of premium letterpress invitations and bespoke printing services.' Sounds classy, doesn't it?

You want quality, not quantity

Sure having 10,000 followers is a big deal but what if only 1,000 of them read, share, like and talk about your content? When you craft quality content, you'll attract quality readership and followers to your accounts, and these connections will not disappear.

Patience is Virtue

When you open a social media account, be ready to commit to the long haul to achieve quality followers. Sure you can pay for sponsored content, but when you first start your accounts, having generic views, likes and followers will help you understand who your targeted audience is, what sites they frequently visits, what hashtags they use and what are their spending habits.

Work to Build

Building an audience online is essential, and you'd get free publicity! If they like what they read, they'll share it with their own audiences whether it's through their own social media accounts or blogs and website. Sharing and discussing content enables you to reach new entry points and give Google more ways to find you. For example, if

you type in natural skin care, the least likely brand to pop would be Sephora, but there it is, among the top 10 Google searches. You'd have thought that maybe Aesop or Kiehl's or even Origins would make the list. The reason why Sephora is up there is because of the many entry points their customer base choose to associate the brand by their postings, comments and images.

Social Media Influencers

Social Media Influencers, formerly known as bloggers are the people you want to associate your brand with. They already have the quality audiences, and they are most likely already interested in your product, business or service. Connect with them- don't shun them like what the Vogue editors did. Build relationships with your influencers- they will share your content to their followers, multiplying your reach and making your brand more down-to-earth and accessible.

Adding Value to your Conversation

If all you do is promote and promote your products and services, talk about your flash sales - people will stop listening. Part of social media marketing is also sharing, liking and being involved in topics related

to your brand as well as jumping on the bandwagon of viral trends, political or social events that are happening in your country and in the world as well as corresponding to your audiences. You must add value to your online conversations and activities because this will develop relationships with your online audience.

Acknowledging your audience

Building online relationships is one of the surest ways for online marketing success. Sure there is no point reaching out to every person that tags you or comments- you might just create a storm! But once in awhile, where valid (and really use your discretion on this) it is proper to response to your audience especially when they've asked questions or have constructive suggestions.

Be Accessible

Publishing your content on the first week of the month and then not posting up anything for the next three months will not do you any favors. To be relevant and accessible, you need to post up content at a good pace. Be consistent but do not over-share (this can also cause you to lose your fan base). If followers see too little or too much

from you, they will not hesitate to unfollow you. It only takes one click.

Create Reciprocity

In order to ensure your content is shared, you need to do the same for your influencers as well. A portion of the time you spend on social media should be given to sharing and talking about what other content that is being published on the world wide web, your influencers sites as well as your audiences.

CHAPTER 1: SOCIAL MEDIA MARKETING AND ITS IMPACT IN 2016

Back in 2013, social media marketing was something that most businesses and brands associated as a 'passing fad.' While having websites was high on the list, being active on social media was still something new and not a priority.

But at the same time, some entrepreneurs already saw the potential of social media marketing and considered it as the 'next big thing' and it must be taken advantage of, especially while it is still in the spotlight. However, to some, social media marketing didn't show any practical advantages it presented an unprofitable venture.

However, statistics from Hubspot showed a different kind of scenario. Two years ago, in 2014, 92% of businesses claimed that social media marketing proved to be extremely vital for their brands whereas a whopping 80% reported that social media activity increased traffic to their business's website.

To some entrepreneurs, social media marketing is the "next big thing," a temporary yet powerful fad that must be taken advantage of while it's still in the spotlight. But to a small selection of

entrepreneurs, social media does not pose any practical benefits and it comes with a complicated learning arc.

A poll conducted by Social Media Examiner in its sixth Social Media Marketing Industry Report showed that 97% of businesses participated in social media activities, but a total of 85% weren't exactly sure how best to use social media tools.

Not being sure of how to use social media is one thing but not using entirely thinking you can still do business the usual, old' fashioned way, is another thing.

The Impact of Online Reputation

Think about what you do before purchasing something in 2016? Do you go online and look for the company's website? Do you 'Google' them? The chances are that you do this. The phone book is obsolete- 'Googling' information is what it's all about now, and companies need to maintain a good online reputation as it creates the biggest impact in consumers.

Driving Traffic with Social Media

August 2015 came about and Facebook announced that it had 1.44

billion active users. That means, according to founder Mark Zuckerberg that one in seven people use Facebook to connect with brands, friends, and family. Facebook alone has a vast target audience. With each interaction and post on Facebook, there is a high potential of driving traffic to your site. This does not even include Instagram, Youtube, and Twitter yet. Developing and maintaining your social presence in 2016 will improve your relevance among the masses.

Cost Efficiency

The cost of social media marketing campaigns is one of the reasons why it is extensively used. Most profiles are free, and engagement with customers has no other expense except time. It takes less than a minute to post, comment or link. What's more, pay-per-click ads can be structured to target a specific demographics in a particular location!

Increasing Sales

In a recently conducted research, one in every ten online purchases globally came from social media platforms. Of course, this number is bound to grow bigger, even surpassing the \$1 trillion dollar mark.

Social media postings are just as influential as television ads and what's more, it isn't as expensive as television or newspaper ads. A single non-paid ad on Twitter can engage millions of people that are interested in your product or your message.

Interaction on a Humanized Approach

Interaction in social media gives a platform for audiences and businesses to engage on an organic level, in other words- not forced. It also builds stronger ties and increases a trust in a brand. Social media also gives brands a human face- giving them personalities and making a brand more approachable, relatable and connected to the masses.

Mass Posting

If you have plenty of content to post up, companies can use certain tools such as Hootsuite, TweetDeck, SproutSocial and Buffer to distribute content across the different social media platforms simultaneously. This means that a marketer does not need to visit one site at a time to share a new post. Also, each social media now has the ability to sync making messages easier to post in real-time across a variety of platforms.

What Platforms Should you use?

The table below gives you a brief idea of what each social media is about and who should use to post what kind of content.

These are some of the most popular social media but there are plenty more out there such as Tumblr, Snapchat, Periscope and so on.

It is always a good idea to explore each of these platforms because it is all unique in one way or another however, for more traction, audience reach and access, Facebook, Twitter and Instagram should be your top priority.

CHAPTER 2: SOCIAL MEDIA CASE STUDIES

Sometimes, the best way to learn things is by trial and error. Often, learning also takes place from observing others. The same can be said for social media. If you want to create a social media campaign, one of the first things you should do is some research. This research is required to find out what kinds of social media campaigns have brands, and companies conducted, how they have used the different types of social media as well as the best practices employed to get their message out to the masses. In this chapter, we will look at a few examples of how some businesses have used social media marketing to get their brand name out to the masses, increase sales and just connect with their audience:

Twitter

Bath Ales, a premium ale brand in the UK took to Twitter to conduct a campaign that ran from October 2010 to January 2011. Their objective with the campaign was simply to reach out and connect with their audience, especially loyal and long time fans of the ale. In this campaign, they urged Twitter users to tweet when they

were drinking any of their ales and in return; Bath Ales would tweet back a thank you. This personal touch resonated with their audience and followers of their audience also drank the ales and twitted to Bath Ales. Sales increased by 56% during this period compared to the same time the year before when no social media activity took place. The cost of this campaign- low. The ROI received- impressive!

Use of Hashtags

With the use of #SausageSaturday hashtag, Heck Food kept their audience regularly updated with their line of sausages. They consistently posted messages related to the hashtag to maintain their customers enthused and inspire other ways of cooking sausages. These posting made the family-based brand more connected with their audiences, delivering a more family oriented brand image.

Starbucks also used instagram and created their own general yet very specific hashtag- #redcupcontest. Hosting this for the second time in a row, Starbucks took to Instagram to check out customers Instagrams of the hashtag. This content received more than 40,000 entries. All customers had to do was tagging a photo with the hashtag and stand a chance to win prizes worth \$500! The best part is,

Starbucks did not specify if they had to drink a Starbucks drink, but Starbucks was the only one with the Red Cup.

Travel bag manufacturer, eBags also used the power of hashtags through the #TravelTipTuesdays to give their customers tips to make travel and packing easier. Their content is curated to provide useful advice on travel hygiene, packing and travels hacks and much more. This content went above, and beyond self-promotion and because of that, their audience was more open to sharing this content and thus widened their audience based.

Pinterest

One of the newest social media on the block, Pinterest is a great way of pinning everything and anything you see on the World Wide Web. Four Seasons Hotel, realizing the potential of the multitude of travel boards on Pinterest, created their own account and manages several beautiful boards related to travel destinations, travel fashion suggestions, bucket list suggestions, foodie tips and travel hacks, along with their own promotional content. The [Four Seasons Pinterest page](#) is an excellent way of using social media to connect with your audience in a non-promotional context.

Vine

Lowes loves Vines and you can tell by their [#fixinsix](#) hashtag. Instead of using vines like how everyone does, Lowes creatively used Vines to share 6 second videos of cleaning, construction and home improvement hacks. They gave out useful, substantial and concise content.

Instagram

The famous burrito makers took advantage of Instagram by allowing fans behind-the-scenes access to see the production line of their ingredients before they become burritos. [Chipotle shows videos](#) of avocados being made into guacamole, corn chips being salted, freshly washed jalapenos being sliced. The videos reinforce Chipotle's message of preparing food with real and wholesome ingredients.

LinkedIn

[Coca Cola's LinkedIn Page](#) uses its LinkedIn page to post up content related to the [Coca-Cola Journey](#), the soft drink company's digital magazine that produces over 2,000 stories since its November 2012 launch. The magazine has been a huge hit especially on social media. The magazine's demographic is

59% of audience aged 18 to 35 year old and receives a lot of interaction from its followers on LinkedIn which has amassed to 1,107,008 followers. According to Co-Managing editor Jay Move, LinkedIn is a major driving force for traffic for the company. "That's obviously a different audience. It's a professional audience. It's professional social network versus more of a social network. We see great clickthrough rates on story links that we publish on LinkedIn. The percentage of clickthroughs is markedly higher than it is on Facebook, and to a degree, Twitter." With the professional audience in mind, The Coca-Cola team choose to share its magazine content on LinkedIn, thriving on the site's consumer-focused groups, business innovations, workplace details and jobs.

Snapchat

Conceptualized in 2011, Snapchat became a hit by 2012. Some of the most important users and uses of Snapchat was by political candidates such as Bernie Sanders and Hillary Clinton that used SnapChat in 2015 to reach a younger audience. Hillary Clinton, for example, took a Snapchat of her [#justchilling](#). This marks the first time where politicians have used Snapchat as part of their campaign marketing initiatives.

These case studies show the enormous potential that social media marketing can do for any business depending on what these business needs are from reaching out to a new set of audience, expanding the audience, connecting with existing clientele and increasing profits.

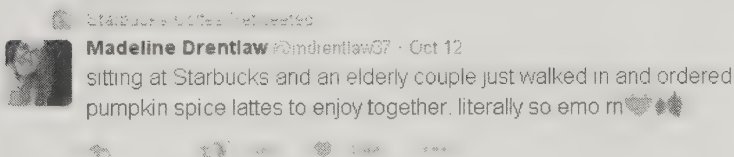
Here's a look at some of the benefits that social media marketing can do to improve your business statistics:

Heightened Levels of Brand Recognition

Every opportunity to increase your brand's visibility is valuable. With social media networks, you now have new channels to voice out your brand's voice and content without relying on conventional channels such as the television and newspaper. Social media provides an easier way for your audience to access you and it makes it easier for you to access new audience- it works both ways. A Facebook user could have stumbled on your business by seeing their friend liking one of your posts. A Twitter user could've heard about your company by clicking on a trending hashtag. A dormant customer could be more acquainted with your products or services after seeing your brand pop up everywhere.

Increased Brand Loyalty

Brands that engage in social media reap the rewards of higher brand loyalty. A recent report by the Texas Tech University stated that a strategic and open source social media plan could help in changing mindsets and increase brand loyalty. Starbucks for example still remains a force on Twitter, ranking in #4 in the Top 100 Twitter Brands. Starbucks remains in the top 10 because they are constantly engaging with their customers. Their tweets are either replies to individual tweets or re-posts of their consumer's tweets. One and off you'll see targeted promotional Starbucks material. In essence, Starbucks is listening to what their customers are talking about and giving feedback whenever necessary.



Increase the Opportunities of Conversion

With every post you make, every video you post, every link you share and every like you give- you open up the opportunities for customers to convert to your brand. With social media, you need to build a following, and when you do, you open up access to recent customers and new customers, and you'll be able to interact with the, through posts, images, videos, and comments. For every post, there is also a reaction that could lead to a website visit, a purchase of a product or even a re-tweet to a whole new customer base.

Just take note that not all reactions result in a site visit, but every positive reaction or interaction leads to a possible conversion down the pipeline. Opportunity is present at any given time when it comes to social media so always be sure to react when you can!

Increase the Human Approach

With social media, brands create a face and personality and also a more humanized approach in their interactions. Social media is the place where brands can act like people and this is crucial because everyone likes doing business with other people and not with

companies. A survey done by State of Inbound Marketing showed that social media generates a 100% higher lead-to-close ratio than outbound marketing. The statistics shown at Hubspot.com also showed that people are more trusting towards brands that have a strong social media presence.

@Oreo



Lisa Barone

The Exortwist? @Oreo, I can't even handle you right now. Let's make out. vine.co/v/hDDHAIQ5OJ1

 View media

4 replies · 25 Retweets · 41 Likes · 10 Views · 10 Views



Oreo Cookie

@LisaBarone Are you dunk-tweeting us?

Expand



Lisa Barone

@Oreo ...would that affect my chances?

Expand



Oreo Cookie

@LisaBarone Stop flirting with us...you're making our wafers blush.

 Hide conversation

10

13

RETWEETS

FAVORITES



2:03 PM · 30 Oct 13 · Details

Stronger Brand Authority

Brands that regularly interact with their customers project good faith. When a client receives excellent service (or bad service), gets a fantastic or faulty product- they had to social media to compliment or air their grievances. When these customers link your brand name to the post, others will want to follow you for more updates because their friend experienced fantastic service. Similarly, if they complain- you'd lose out on customers too. Interacting with major influences or other brands on social media also increases your authority.

Higher Inbound Traffic

Before social media, your inbound traffic was limited to only the people already on your clientele list and the person who come looking for you after a keyword search. But with social media, you create several different paths leading back to your site because every piece of content that you syndicate creates a pathway for a new customer or visitor to approach you. Make sure what you are syndicating is quality content because this will create quality inbound traffic which will lead to more conversions and more leads.

Reduced Marketing Expenditure

Well, social media is fast becoming the preferred marketing tool as it requires little money to generate increased traffic. One hour a day spent on developing your social media content and syndication strategy could give you higher analytical information, in real time of your efforts. Paid advertising on Facebook is also significantly cheaper than conventional advertising needs.

If you plan on going through with social media marketing, then create a plan and a budget and start small. Once you get the hang of it, you can increase your budget and your conversion rates simultaneously.

Better SEO Rankings

SEO still ranks as the best way to capture relevant traffic from search engines whoever the success rates are changing. Hubpost reports that ‘60% of all organic clicks go to the organic top 3 search results’ whereas the Search Engine Journal states that SEO searches lead to a 14.6% close rate. While it is worthwhile to keep your blogs and

websites constantly optimized with title tags and meta descriptions, it is no longer enough. Google and other search engines also calculate rankings based on social media presence as a major contributing factor to SEO, and this is crucial if you want a strong brand. Your activity on social media creates a brand signal to search engines, telling them that your brand is legitimate, trustworthy and credible. Nowadays, keywords aren't only important- a strong social media presence is mandatory.

Better Customer Experiences

Social media presents another line of communication just like newsletters, emails and phone calls. But with social media, you are creating a public demonstration of customer service and when other people see this, you in turn enrich your relationships with your existing customers.

Complaints should be immediately addressed (again, where appropriate as there are too many online trolls), action should be taken to make things right again.



Esai Vélez @EvpLares14 · 27 Nov 2016

My View during all the flight (4hours). No movies, no TV. First complain to one of my favorite airline. @JetBlue :(



JetBlue Airways



Follow

@EvpLares14 Oh no! That's not what we like to hear! Are all the TVs out on the plane or is it just yours?

And if you get compliments from your customers, thank them!

Personal experiences from the brands customers use will let them know you care about them.

Better Insights

Facebook & Instagram and even Twitter provide Insights which track use interaction on your social media platforms. It can help you track the number of active users so you have a better idea of what content performs well. Tracking their behaviours and their interests is called social listening. This helps you track what people think of your business and see what type of content generates the most interests, likes and shares. This will help you gain more valuable insight into what your audience reacts too and you can craft your content to provide them with more of these interesting information.

The Bottom Line

There is no saying that social media is a passing fad. Even if it, it won't cause you much to open some of the most popular accounts such as Facebook and Instagram to share your business to the masses.

If you aren't convinced enough, here are a few more push points to drive the social media marketing point home:

- Your competition is already doing it- why aren't you? If your competitors are on social media, this would mean your potential web traffic is being directed and converted to their sites. Do not let your competitors read the benefits while you prevent yourself from being innovative.
- This is your opportunity to build relationships- the Gen X of the world today is one of the highest categories of workers, and they are all on social media. You need to create relationships with them and to grow if you plan on staying in the business for long. The sooner you start, the better you will get at building your audiences so do not wait.
- There's nothing to lose- social media is free to use unless you start on paying for adverts. But it takes minimal effort to learn and get involved in. The amount of time and money you invest into your social media accounts is relatively minimal compared to conventional marketing channels such as ads in the newspaper or magazine. You stand to gain a higher rate of conversion and publicity just by being active even on one social media account.

At this day and age, things are moving so fast. What was viral one week ago would be forgotten the next so jump on the bandwagon on social media marketing as fast as you can because otherwise, you'd lose out even more.

Social media marketing, done right can lead to more sales, more customers, more traffic and more conversions.

CHAPTER 3: SOCIAL MEDIA ACCOUNTS –WHAT’S BEST FOR YOUR BUSINESS

It’s 2016 now, and by this time, you probably have a pretty good idea or a vague sense of what social media is all about.

Social media is a collection of online, Internet-based communication channels that thrive on community-based interactions, input, collaboration, and content-sharing.

Forums such as OffTopic and 4Chan, micro-blogging sites such as Tumblr social networking sites such as Facebook and social bookmarking sites such as Digg and social curation sites like Reddit and Wikis are the various types of social media that people can use.

Prominent Social Media Platforms to use

FACEBOOK

Facebook is one of the most popular and free social networking sites that allow users to create profiles upload content from photos and videos and send messages, pokes to friends and keep into touch with people on Facebook. To open an account, all you need to do is go to www.facebook.com and click on sign up. Next, put in your first

name, surname, a mobile number or an email address and your password. You are also required to fill in your birthday and identify your gender.

Once you're done, Facebook will send in a verification email to the email address that you have inserted to verify your account, and just like that, you are a registered Facebook user!

When we talk about Social Media marketing, Facebook has a special account catered to businesses, and this is called Pages. To open a Facebook page, you must first have a private Facebook account, and in this case, it's the account you opened up earlier. This is your own personal Facebook account- your Pages account is exclusively for your business.

How to open a Facebook Page?

Below mentioned is a series of simple steps to follow to open a Facebook page.

Step 1- Choose a Page Type

Head on over to <https://www.facebook.com/pages/create.php>. You need to click on what selection best fits your business needs. These types are:

1. Local Business or Place
2. Company, Organization, or Institution
3. Brand or Product
4. Artist, Band, or Public Figure
5. Entertainment
6. Cause or Community

If you are a business that serves your community, then no1 is your best category, but if your business serves a whole county or the entire world, then no2 is your category. Since we are talking about Social Media Marketing, for this tutorial, let us focus on option no.2- Company, Organization or Institution.

When you click on Company, Organization or Institution, Facebook will require you to specify the type of your company by choosing a category. This can be anything from a political organization, food &

beverage, community organization, Preschool, School, Small Business or Travel and Leisure.

Create a Page

Local Business or Place

Company, Organisation or Institution

Join your suppliers on Facebook

Choose a category

Example categories: [Sports and Recreation](#) [Food and Beverage](#) [Travel](#)

Get Started

Brand or Product

You are also required to provide a company name. We recommend that you follow exactly the business name that you have registered it under. Facebook allows you to only change your business name and URL once, so make sure you make the right choice.

Step 2- Fill in the Basic Information

By completing the first step, Facebook will then automatically walk you through four primary sections of information which will provide

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the foundations of your Page. You need to give a short description of your company within two to three sentences. This will be the main introduction to your site. Make sure that this information is the same as what is shown on your website or your objectives. The great thing is, the contents on the About page can be revised.

Personalize your URL so that it's easier to promote your Facebook page on other materials and sites as well as on your website. A confusingly long URL isn't going to make it. The URL should mirror your Page's name or Business name. For example, if your business is Delia's Homemade Cakes then your URL can be

www.facebook.com.deliascakes

A profile picture is a must so being a business page, uploading a logo for your business is the right step. Your profile picture will serve as the first visual icon for your page so make it identifiable and the same with all your other online presence because you want to increase brand recognition. Anything you publish on your page or comments to other sites will have your profile picture. A square image works best, in the size of 180 x 180 pixels.

Fill in your contact details and include a cover photo as well. Once you are done, Facebook will also prompt you to advertise your new page. However, do not do this immediately- regardless if paid advertisement is part of your strategy or not. There is no point having paid advertisement when you do not have compelling content on your page. So before you click to subscribe, work on getting relevant material on your page first.

Step 3- Getting Acquainted with the Admin Panel

The good thing about Facebook is that it is extremely user-friendly. Once you are done including all the relevant information, you are one step ahead of providing a solid foundation for your Page. Your Business Page is now LIVE! But don't share it to your personal feed or suggest it to your friend's list. You do not want to do any of these until you get good content up.

On you, page, look for your 'Settings.' Click it, and you will see two panels. On the left are the various setting categories and on the right are the different items you can edit or change. Here the most important things that you need to change/edit or add are the Page

Info which basically tells people about your business. You can also change the Notifications to determine how you'd like to receive Page alerts and most importantly is the Page Roles. This function allows you to decide who the primary manager of the Page should be, who can be editors or contributors.

Step 4- Adding Strategic Content

When it comes to content, Facebook allows six different types of content uploads which are:

1. Plain text status
2. Photo with caption
3. Link with caption
4. Video with caption
5. Event page
6. Location check-in

For the first post, go with a status update to say hello and perhaps an update on the latest project that you are working on. Down the road of your social media marketing campaign, be sure to use a variety of content to engage, educate and connect with your audience.

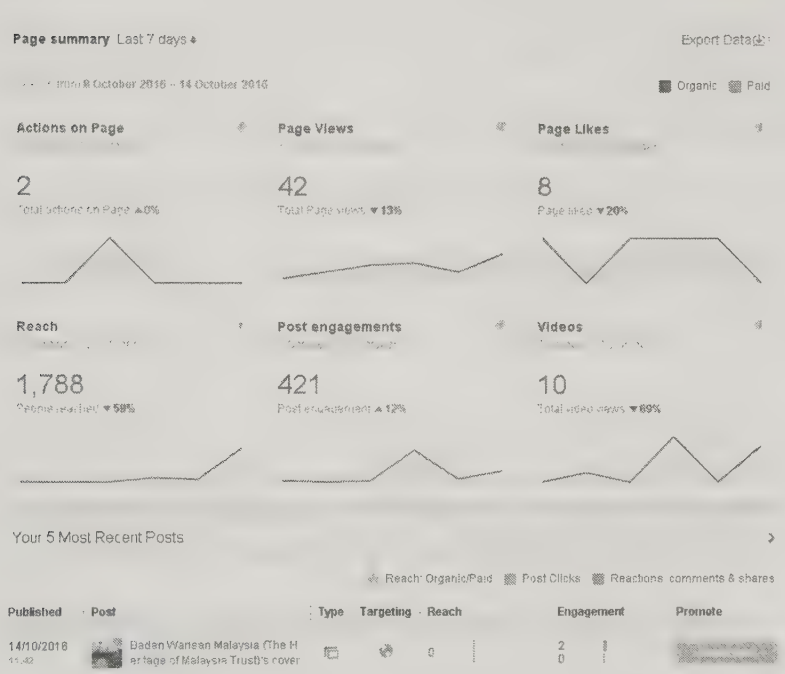
Once you are done with uploading your profile photo, make sure to update your cover photo too. The cover photo helps attract people to your Page.

Now that you have content on your page, you can invite friends first, then your colleagues and your acquaintance whom you know can create some primary activity. You can also encourage your customers now that you have some form of activity on your page.

Step 5: Measure your Progress

Insights by Facebook are a great tool for Facebook Pages. This feature allows you to monitor the activity of your visitors based on the content you have uploaded. You get to see the page views, page likes, reach and engagement over a certain period of time. You can also see what activity is:

- Organic : the number of people who visited/clicked/liked/shared/viewed your post without unpaid distribution
- Paid: the number of people who visited/liked/clicked/shared/viewed your post as a result of viewing your ads



Insights will also tell you which posts have a higher engagement, reach and the time with the highest

activity. All this valuable data will enable you to craft future messages to target an even greater correspondence. It will also tell you which items work and which don't.

With Insights you can view:

- **Overview:** This tab shows you the overall activity within a 7-day timeline such as page likes, post reach and overall visitor engagement.
- **Likes:** This tab will show you the growth and losses of your fan base. You will also see what how paid posts and organic posts have performed.
- **Reach:** This tab shows you the organic number of people your posts or page reaches every day. Once a week, check this statistic to see if there are spikes in your data and cross-check it to see what you posted that day.
- **Views:** This tab tells you where your visitors are coming from- as in from another website, an

article mentioning your business, another Facebook account and so on.

And with that, you now have a Facebook Page!

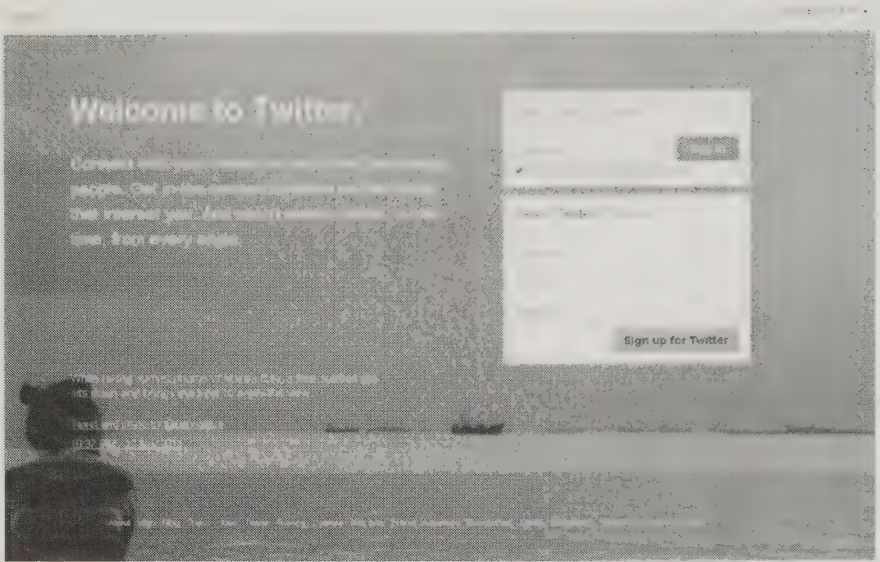
TWITTER

Twitter, founded in March 2006 is a free microblogging platform that enables its users to post up 140 character messages, aptly called 'tweets.' Opening up a Twitter account is similar to opening up a Facebook account.

Below mentioned is a series of simple steps to follow to open a Twitter account for business.

Step 1: Create A Twitter Account

Head to <https://twitter.com/> . At the landing page, fill up the details in the Sign Up form.



This should be the same details you used when you opened your Facebook account. Of course, your password can be different if you like. Enter your business Name and work email when required. While these features can be changed, take note that you want it to be easily identifiable with your business so if your Facebook page is Delia's Homemade Cupcakes, then your Twitter handle should be something like @deliascakes. You want something that that is easy to remember and searchable for your customers. You also need it to be short because when someone tags you in their posts, your username will take up the character limit. So keep usernames short for this reason.

Step 2: Create your Profile

Once you have completed with verifying your account, you need to set your profile too. It's the same as Facebook where you need to upload a profile picture as well as a header image (called a cover photo on Facebook). Before you add people or follow anyone on Twitter, you want them to have something to look at in your profile. Essentially, Twitter has made it easy for people to create their profile:



1- Username

2- Profile Picture

3- Short Description

4- Header image

5- Your Pinned tweet

The above is five essential items you need to start tweeting and connecting!

Your profile picture should be something that is easily recognizable so follow the same thing as what you have done with your Facebook account and use your logo as the profile picture. As for the header photo, you can pick anything that represents your business, whether it's an event you attended or organized, a group picture with your customers or a picture of your store front.

In your profile, add your contact details as well your website. You can also link your Facebook and any other social media accounts by going to Settings > Applications and connecting your profiles.

Step 3: Connecting with your customers

Just like Facebook, Twitter is also about connecting with other users. Twitter is great to build new connections and networks, as you'll receive recommendations on who to follow from athletes to

celebrities to business leaders, influencers, and politicians. You can select to follow who you want according to your business needs.

Step 4: Send you Tweets!

Well, you've got your profile up, and you are following some excellent influencers so now it's time to send a shout out to the world! Aim to be as concise as you can. If you are adding links, Twitter automatically shortens the links for you. While internet lingo is creative, you really want to set a tone for your tweets so while it's great to keep up with what is lit at the moment, you ought to slow down the 'slay' a little bit and keep the tone slightly business casual, especially if it's a business page. Abbreviations such as ICYMI or TBT or BTW are fine but don't start with 'ur' or 'cuz' or 'fo sho.'

First your first tweet, you can use the ever popular hashtag #myfirstTweet. All you need to do is hit the 'Tweet' button, and you're off! Here are some examples of first tweets:

1. Is this thing on? So, what shall we talk about?

Arby's (@Arbys) June 29, 2010

2. Welcome all of our Wendy's fans to our new page!

Wendy's (@Wendys) July 27, 2009

3. Welcome to Starbucks Twitter land!

Starbucks Coffee (@Starbucks) August 12, 2008

4. I have awoken! Time to tweet the rainbow.

Skittles (@Skittles) February 4, 2010

5. If You Have A Body, You Are An Athlete. -Bill

Bowerman <http://t.co/PPE1BSs8>

Nike (@Nike) December 29, 2011

6. I'm 01100110 01100101 01100101 01101100 01101001

01101110 01100111 00100000 01101100 01110101 01100011

01101011 01111001 00001010

A Googler (@google) February 26, 2009

7. Warren is in the House

Warren Buffett (@WarrenBuffett) 2 May

2013<https://twitter.com/HBO/statuses/3981482454>

Step 5: Don't Forget to engage!

Twitter is a great channel to engage with your customers! You can either retweet or follow back some of your customers, or you can also answer questions! Regularly tweeting from your profile is by far one of the best ways to reach your audience as you will create good content on your site.

Another way to ensure your content reaches the different groups of your customers is by syncing your accounts. Now that you have Facebook, any tweet you post will also be posted on your Facebook Page! This will ensure that customers who have only either one account still receive your messages and content.

Try to schedule tweets at least once in two days and work on doing this at a specific time.

Twitter also has the Facebook equivalent of Insights, called Analytics which enables you to track your engagement levels and learn how to

make your Tweets more successful. It also gives you information on your audience's interests, locations as well as demographics.

To enable Analytics, go to your Logo Icon on the right side of the screen and from the drop down menu, choose Analytics.



Click on ‘turn analytics on’ to see your impressions, engagements and engagement rate. Analytics also allows you to export this information via the ‘Export Data’ feature.

Engaging on Twitter also means collaborating with other influencers. With the right connections, you can receive shout-outs on their sites,

and you can also do a friendly promotion on your site! You want to showcase your brand personality when you connect and tweet so the more you tweet, the more engaged you will be with your users.

INSTAGRAM

Apart from Facebook and Twitter, Instagram is also a must have option in your social media marketing repertoire. With over 500 million monthly active users, your business can definitely tap into this huge market segment. A recent study showed that only 36% of marketers actually use Instagram for business compared to a whopping 93% on Facebook. So essentially, you have a significant market that is untapped on Instagram whereas Facebook and Twitter is oversaturated and highly competitive.

Instagram is a great option if you want to push through all that clutter. To get started, follow the steps below to create and blast out your account and content on Instagram:

Step 1: Setting Up An Instagram Account

Unlike Facebook or Twitter that allows you to create an account via a Web browser, the easiest way to set up an Instagram account is by downloading the app to your smart phone. Having an Instagram account can be a tricky choice to make that is why not many

marketers use it. So it'd be nice if you can define the purpose of your channel. Think about:

- Do you want to extend the reach of your brand? Or do you just want to create a place where your customers can share pictures of your products?
- Do you want to highlight a different perspective of your brand? Attract new talent?

If you feel you need inspiration, then you can always check other businesses out and see if they have an Instagram account and what they post up on it.

Many Instagrammers have become celebrities showcasing their makeup, fitness, cake making and even photographs. For example, if your business is Delia's Homemade Cupcakes, then an Instagram account to showcase how you make these cupcakes is a great idea!

To set up your account, again, you need to create an account name to match your business. Stick with the same Username you have given for your Twitter account- @deliascakes.

Your bio should also be short and again, use the same as what you have done on Twitter. Why? Because you want brand recognition and the same message to go out regardless of the platform, you are using. In your bio, be sure to put in your website link too.

Instagram's business profile allows users to add contact information and business address as well as specify the category of your business. Again, when you open up your Instagram account, it will ask you if you'd like to link it with your Facebook account- agree to this because all info from Facebook will be automatically transferred to your Instagram accounts such as business information and contact options.

Step 2: Creating Great Content

The great thing about Instagram is that it is all about visuals. Your content must be visually attractive to add value to your audience and future customers. Use Instagram to inspire, entertain and educate and not always about promoting your product or service. Instagram allows the upload of:

- Videos of up to 1 minute

-Images in square format

Use hashtags and great captions to accompany your photos. The great thing about Instagram is that it is a very youthful and fun vibe so you can create captions that aren't so business formal. A little bit of sass and some cool words will really drive up your views.

A great motto for Instagram is 'If your brand were a person, how would you describe its personality?'

Here are some great examples of how brands have used Instagram to create a personality for their brand:

HomeGoods

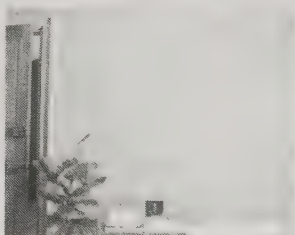
HomeGoods uses Instagram to combine decorating tips while showcasing how their products can be used in a very personal way.



homegoods 

HomeGoods We come to our showcase of customer finds. Tag a HomeGoods item in your photo with #foundathomegoods and you could get a regram too. www.homegoods.com

1,401 posts 17m followers 3,173 following



National Geographic



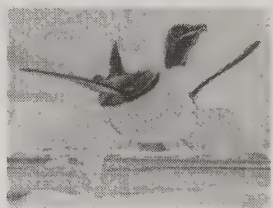
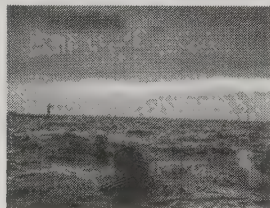
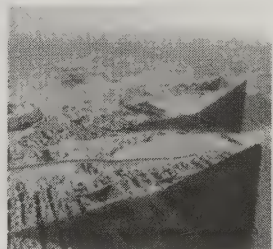
natgeo

National Geographic Life is an adventure—enjoy the ride and the world through the eyes of the National Geographic photographers. on.natgeo.com/2d6N486

12,000 posts

51.4m followers

108 following



Lorna Jane

Lorna Jane's Instagram posts feature women who represent their customer's persona. Their posts are inspirational, playful, colorful, powerful and active, embodying the brand's essence.



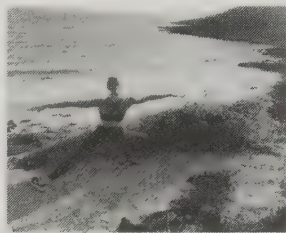
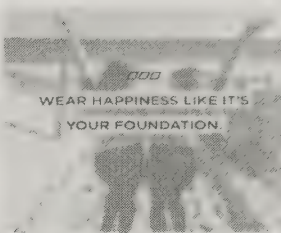
lornajaneactive

LORNA JANE Welcome to the home of #ActiveLiving - be inspired to #MoveNourishBelieve EVERY DAY Show us how you live active - tag #lornajane to be featured lorna.link/c/JWZM

6,143 posts

746k followers

1,296 following



Try as best as you can to accompany each image with a caption and a hashtags. Hashtags help expand your reach.

Step 3: Engage with others brands, influencers and create relationships

Engaging with relevant influencers can do wonders for your brand. You may also want to collaborate with other brands that you often do business with. For example, if your business is to make cupcakes, then you may want to collaborate with your baking supplier! Use

their ingredients or baking equipment and tag them. Instagram is a great platform to showcase your team spirit, making you more likable, humanized and approachable.

Just recently, Instagram also has its own Insights! Just like Twitter's and Facebook's Insights, users can track things like total reach, impressions, clicks to the link on your bio as well as the percentage of followers who are male or female! You can also get an idea of their location (which part of the world) and even the exact city.

LINKEDIN

LinkedIn, the professional equivalent of Facebook with 380 million members and at least 4 million company pages, LinkedIn has grown leaps and bounds over the last 14 years since its inception in 2002.

By now, every professional who's got a page or account with LinkedIn knows that it is not just a social media platform to engage and connect. LinkedIn is this and so much more. LinkedIn's unique approach to content marketing made it noticeable with influencers who want to share and engage via content distribution rather than just merely looking for

Content marketing advantage for social media has shown that influencers aren't just going to LinkedIn to look for jobs. Nope, they are there to share and engage with other professionals, job seekers and influences. By this time, you would already have a good idea of how to open profiles, assuming that by now, you've already opened Facebook, Instagram and Twitter.

In this section regarding LinkedIn, we will focus on how to optimize your LinkedIn Business Page.

Step 1: Optimizing for Users and Search Purposes

This of your LinkedIn profile just as you would your company website.

Your LinkedIn Page represents your brand. In optimizing your LinkedIn page, there are three fundamentals that you need to look at:

Consistency

Consistency is essential when it comes to how you present yourself online and offline. Your branding collateral regarding your message, voice, personality and corporate design need to be in-sync across all profiles.

Accuracy

Whatever figures or stats, links or facts that you post up on LinkedIn needs to be accurate because your LinkedIn audience is not just any audience. LinkedIn is full of highly educated and influential groups of people.

Semantics

Anything at all that you post up on your social media accounts, especially on LinkedIn shows up in search results, so apart from being

careful what you post up, you should also optimize your LinkedIn Page with identifying keywords- keywords that you've used on your website as well your social media pages. You can also use industry-specific keywords to target your LinkedIn audience; bearing in mind that they are a lot more sophisticated than the audiences on other social media sites.

Step 2: Optimizing your LinkedIn Profile

There are several sections that you want to use targeted keywords to optimize your LinkedIn profile such as the 'Products and Services' section as well as the 'Careers' section. At these sections, you want to pay more attention to the words for the titles, subtitles of course as well as the copy of the page. Each of these elements as a whole must be consistent, accurate, and consistent and project your brand personality.

Authentic and high-quality content is what will give you organic reach, and this is what ultimately matters. When you get visitors via organic search and reach- whether through a LinkedIn search or a direct visit, your content must be compelling and targeted to continue engaging users. The real results on your content will be measured by the clicks

you receive from your audience on the content on your page and what actions they take as your content directs them to.

Step 3: Expand Your Social Reach

As much as it's easy to use ads to build your social network reach fast, without knowing where you stand in keyword research and compelling content is no use. Growing your reach in LinkedIn is the same with building your reach with Twitter, Facebook or Instagram.

So what do you need to do to add followers to your LinkedIn page?

According to a survey done at BrightEdge, there was a positive connection between the numbers of employees to the number of LinkedIn followers. Every company that was among the top 100 brands had a greater percentage of their staff on LinkedIn than the number of followers. The top 10 brands had at least 60% of their employees on LinkedIn.

What does this mean for marketers?

Here's where you invest in your employees. Get them to set up their LinkedIn profiles, identifying themselves as your company's employees. Step back and wait to see if this has an impact on your network—if it's working, then reinforce or double your efforts. More people will be attracted to your organization when they see your employees identifying with your company. This will also increase your messages and updates.

Step 4: Create And Share Your Page's content

Search engines will search for the keywords that are connected to you, and awesome content will show up in search results and on other sites. Your content should be engaging to its targeted audience. So how do you continue to hold your audience interested and engaged in your brand?

Share Updates Often

To constantly maintain an ongoing interest in your company, you need to continue posting up relevant content on a timely basis to connect and engage with your followers and influencers. Updates can be

anything related directly or indirectly to your company, best practices, leadership material, and industry news and job openings.

Remember always to stick to what users will care about most and try to share as much relevant and useful content as possible. Relevance and uniqueness of content are much more important than the number of postings.

Create Inspiring, Relevant and Creative Content

Create content based on what's happening at the time. When Kim Kardashian achieved a cover picture with Time Magazine, LinkedIn published a post on how to successfully market yourself just the way Kim does.

What does this mean for you?

Every time you feel an international event has a direct relationship to your company, write something about it. It doesn't have to be industry related news all the time. It can be related to something such as 'How Hurricane Matthew will impact sustainable travel' for instance or even "10 things I learned as an intern".

Link Social Profiles

It's an obvious best practice to connect your social media profiles with your LinkedIn ones. Cross-platform linking will help the sharing of content across multiple interest ranges, thus reaching a wider audience.

Step 5: Encourage Recommendations

The number of recommendations seen in a page is similar to the number of likes a Facebook page gets. Recommendations are like the word-of-mouth of the online version. When you are selecting a partner company to work with, many marketers look to LinkedIn for social proof. Recommendations on LinkedIn tell your visitors what products and services you have to offer, but it also tells you how amazing you describe yourself in your products and services section. Try to get as many recommendations as you can from customers, associates, and business partners- it builds trust.

YOUTUBE

YouTube is among the most popular search engines people use, coming in second after Google. More than just a video-sharing platform, YouTube is also the third most popular website in the world, with at least three billion unique visitors each month.

Thinking of using YouTube as part of your social media marketing arsenal? Well, it can definitely improve your search engine rankings.

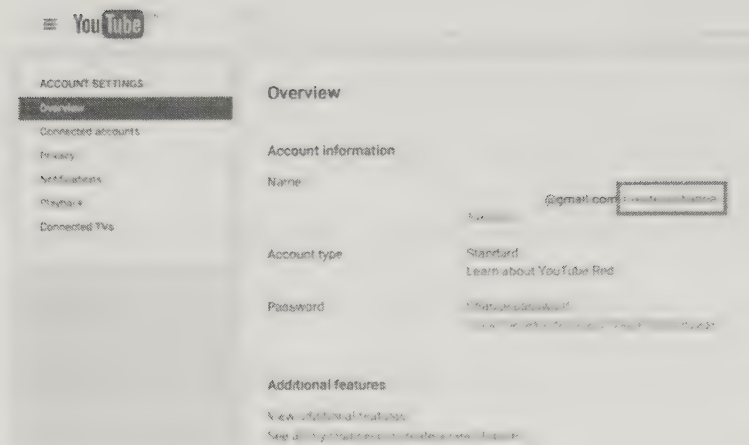
Here's a rundown of how you can use YouTube for Business:

Setting up your YouTube Account

YouTube channels are easy to open. As long as you have a Gmail address, you have a YouTube account but that doesn't mean you have a channel. Follow the steps found here:

<https://support.google.com/youtube/answer/1646861?hl=en> to help you start a YouTube channel.

You will also be asked to verify your account through your mobile device.



Again, when selecting your username and Channel name, always use your business name or the usernames that you have chosen for your other accounts.

In the case of this book, we started off with Facebook, Instagram, Twitter and LinkedIn. So,

Facebook: Delia's Homemade Cakes URL:

www.facebook.com/deliascakes

Instagram: @deliascakes

Twitter: @deliascakes

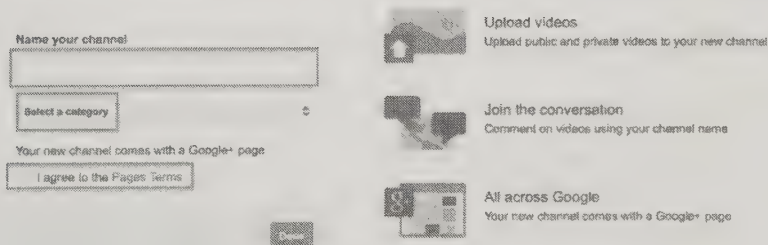
YouTube: Delia's Homemade Cakes URL:

www.facebook.com.deliascakes

In your channel description, copy the content you have made for your Facebook page. Remember, consistency is king! In your description, put your website URL at the top as opposed to placing it at the bottom because people will less likely see it.

You also get to choose a specific category for your channel.

Create a new channel



The screenshot shows the 'Create a new channel' form on YouTube. It includes a text input field for 'Name your channel', a 'Select a category' button, and a link to 'Your new channel comes with a Google+ page'. Below these is a checkbox for 'I agree to the Pages Terms'. To the right of the form are three icons with corresponding text: 'Upload videos' (a video camera icon), 'Join the conversation' (a speech bubble icon), and 'All across Google' (a Google logo icon).

Name your channel

Select a category

Your new channel comes with a Google+ page

I agree to the Pages Terms

Upload videos
Upload public and private videos to your new channel

Join the conversation
Comment on videos using your channel name

All across Google
Your new channel comes with a Google+ page

Branding Identity

Just like Facebook, LinkedIn, and Twitter, you can also personalize your channel by changing your background image and use a theme color. Use the same logo as you did for your other social channels as well as an engaging background image to go with your YouTube

Channel. It can be the same as you used for Facebook or LinkedIn but it can also be something different, and youthful.

Video Length

By default, you are allowed a maximum of 15 minutes for each video, but if you want to increase your limit, you can go to YouTube's video upload page to increase it. However, longer videos don't mean its better. At this day and age where people want to see videos and get information fast, long videos will result in your audience losing focus because they don't have enough patience. Most viewed videos have been 5 minutes or fewer.

When you do start on YouTube, make snappy, small videos that give your messages our succinctly, focused and straight to the point.

Video Types

Your content on your Youtube channel really has to be all about you so tailor it to target your current clients, prospective clients, and fans. Your videos should be serving their needs, but videos that look and sound like commercials have a lower percentage to be shared. Tips

on decorations, DIYs, how-tos, home improvement, marketing techniques, design ideas and basically information people can immediately use are usually content that will be shared. Your audience makes a split second decision to share so position yourself as the expert in your industry and use your Youtube channel as a long-term public relations campaign.

After Uploading Your Video

Video titles also increase your SEO and SMO (social media optimization) so remember to put a title that is descriptive and compelling. For the description of the video, optimize it with specific keywords that your target audience will be typing in to search what they are looking for. Make use of the tags that give more description to your video content because search engines will pick this up. Pick specific ones as well as general overviews.

Sharing Your Video

When you are done with uploading your video, make sure to share it on your other channels! This will help you reach your audience much

faster and get your content seen! The share button below your video will enable you to share on the relevant platforms:



You can also copy the link and insert it in a newsletter or upload it to your website.

Analytics and Reports



Like Facebook, Twitter and Instagram, YouTube also has its own analytics so you can see your particular states and information of your viewer's activity on your channel. Here, you can see the top 10 most

watched videos as well as playback locations. On each video, there is also a 'statistics' link that will show you the age, device used and operating systems of their device. These metrics will help you cater to your audience by providing more targeted content.

CHAPTER 4: DOING SOCIAL MEDIA MARKETING THE RIGHT WAY

Social Media Marketing, or for short, SMM is a form of internet-based marketing that incorporates a verity of social media networks to achieve branding and marketing targets and goals.

SMM involves the activities of sharing content, videos, and images socially, for marketing purposes. Brian Solis, a digital analyst, author and speaker created a social media chart known as The Conversation Prism to categorize social platforms into various services and types of social media. (See a larger image)

THE CONVERSATION PRISM

Developed by the
University of Michigan

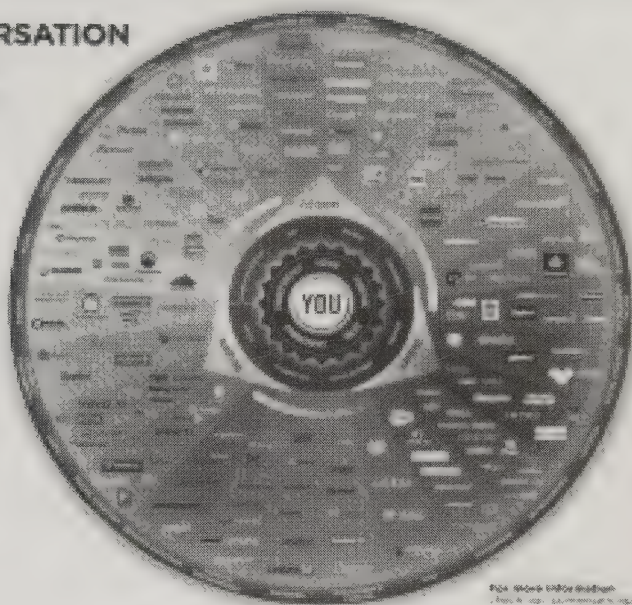


FIGURE 1.1: THE CONVERSATION PRISM
Source: Adapted from the University of Michigan

Social media is an essential component of a person's online life. With each New Year, there are new social websites and applications that make social communication even more profound. Businesses use social media to promote brands, market products, connect with customers, expand reach and influence and build new business ties.

The following is a variety of terms commonly associated with social media marketing and it is essential to know what they mean so you would be able to use them in your online marketing campaign:

Social Media Analytics- one of the primary reasons why social media marketing is an arsenal for any marketer is the fact that data can be obtained easily and quickly. Social Media analytics is all about gathering data from social media websites and blogs. This data is analyzed to enable marketers to make better decisions for their businesses and brands. Social media analytics is commonly used to assess customer sentiment towards a product or service and how their reactions can support marketing and customer service activities. Social Media marketing reaps the benefits of social networking to enable a company to increase its brand recognition and presence as well as expand their customer reach. Social Media Marketing's goal is also to continuously stay relevant by creating compelling content that will prompt users to share what they have to say on their own social networks.

Social Media Marketing also includes social media optimization (SMO) and it works like how SEO, search engine optimization is except with SMO, the main goal is to attract unique visitors to a website via social networks.

There are two ways of handling SMO which is:

- 1- Adding social media links to content such as 'Tweet it' buttons, RSS feeds, sharing buttons, Pin It buttons
- 2- Promoting activities through social media via tweets, pins, blog posts and status updates

Social CRM, also known as Social Customer Relationship Marketing is another powerful business tool that marketers use. When a visitor to your social network 'likes' or 'follows' you, this opens up a host of communication, marketing and networking opportunities. Social media sites enable a customer to follow conversations about your company and brand in real-time, and the company receives market data and feedback.

Social Media CRM works both ways. It enables a customer to tell a company and everyone about their experiences with the company's products or services, both good and bad experiences. For the business perspective, it enables them to respond in real-time to both these positive and negative feedback, attend to customer problems almost immediately as well as rebuild or regain customer confidence.

How a brand reacts is imperative to the overall future and growth of a company.

Enterprise Social Networking, on the other hand, allows a company to connect people who have similar business interests or activities. For a company's employees, it enables them to access resources and information that they would require to work together effectively and solve business issues and problems.

Public social media platforms also enable businesses to stay connected with their customers, and it makes it easier for them to conduct research where this data can be used to enhance their business process and operations.

Crowdsourcing Of late, social media is also very popularly used for crowdsourcing. Crowdsourcing is the practice of gathering information, data, ideas and even funds as a community towards a common goal.

HOW TO CREATE A SOCIAL MEDIA MARKETING PLAN

Without a shadow of a doubt, we all know how crucial social media marketing is in today's world. Things keep changing and evolving- without using new media tools that come into our lives to innovate, upgrade, update and stay relevant.

Before you embark on social media marketing, a little bit of investment in research and a plan is always a good idea. Here are the most relevant steps you need to do when creating that perfect social media marketing campaign.

1- Start with A Reason

Your plans should start with listing out your reasons of having social media accounts. What is it that you want to achieve? What are your targets? Who is your audience? Where do they hang out? Do they even use social media? What do you want to say to them? With your team, brainstorm your reasons- if you do not already have some.

Your current business plans using conventional or traditional marketing tools would already give you a good sense of what you are trying to achieve. From there on, write down your reasons and

connect them with your targets and goals.

2- Develop your objectives & goals

SMM can help with a variety of marketing goals such as:

- Growing your website traffic
- Building conversions across different interest groups
- Increasing brand awareness
- Creating a strong brand characteristics & personality and positive brand relationship
- Improving communication and relations with major audiences and influencers

Only when you establish your goals will you be able to achieve and measure your ROI for social media.

To make sure you stay aligned to your goals when establishing your social media marketing across different types of networks, here are some essential tips for you to remember:

- Planning – Do a keyword search and brainstorm for ideas that will attract and engage your targeted audience.
- Content— Consistent content reigns supreme when it comes to SMM. Ensure that you offer valuable information that your audience will find interesting to the point where they want to share, like, link or comment on your posts. Use images, videos, quotes, infographics and even GIFs to compliment your text-based content.
- Consistent- While each platform has its own unique audience, environment, and voice. Use these differences to tailor your messages, but always keeping in mind that your messages need to be consistent across all platforms.

- **Blog-** Having a blog and a website enables you to share a wide variety of content. Blogs are relatively easier to maintain and makes sharing information a lot faster. Your company blog is part of your social media marketing campaign because any recent social media efforts, activities, events and promos will be highlighted in your blog.
- **Links-** It isn't social media marketing if there's not sharing of your unique, original content to reach out to your current followers and gaining new ones. Linking content from other parties and organizations is also part of SMM.
- **Tracking Competitors-** Tracing your competitor's activities can give you valuable insight for keyword research and other social marketing media stats. If your competitors are using a social media and you aren't doing any of it, then it's something that you get going on as well- just do it better!

- Analytics- What would social media marketing or traditional marketing for that matter be, if it weren't giving you some form of data? The successes of your campaigns are determined by the data you get. Google Analytics, Facebook, Instagram and Twitter Insights all have analytics that helps you measure and track your social media input so you would be able to monitor them.

Conduct an audit on your social media

You need to assess your current situation with your social media use and how it's been working out for you so far. It is always good to go back to the drawing block and to revise, change and mix things up with your social media because after all, things change quickly. What campaigns worked for you before may not work so well now.

Conducting a social media audit includes determining who is currently connecting with you on social media, which sites your primary target market uses mainly and how your presence as a brand on social media differs from that of your competitors. HootSuite has

created a [social media audit template](#) that you can use to process this information.

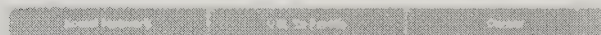
Social Media Audit Template

This template is to help you conduct a social media audit for your business. Follow these steps to execute your next social media audit.



Step 1

1. The first group of people who are interested in the study of the history of the United States are the people who are interested in the history of the United States.



Step 2

1. 在 1990 年 12 月 31 日，A 公司有一笔应付账款，金额为 100,000 元。在 1991 年 1 月 1 日，A 公司有一笔应付账款，金额为 100,000 元。在 1991 年 1 月 1 日，A 公司有一笔应付账款，金额为 100,000 元。



Step 3

$\int_{\partial \Omega} \left(\frac{1}{2} \left(\frac{\partial u}{\partial \nu} \right)^2 + \frac{1}{2} \left(\frac{\partial v}{\partial \nu} \right)^2 \right) d\sigma = \int_{\partial \Omega} \left(\frac{1}{2} \left(\frac{\partial u}{\partial \nu} \right)^2 + \frac{1}{2} \left(\frac{\partial v}{\partial \nu} \right)^2 \right) d\sigma$
 $\int_{\partial \Omega} \left(\frac{1}{2} \left(\frac{\partial u}{\partial \nu} \right)^2 + \frac{1}{2} \left(\frac{\partial v}{\partial \nu} \right)^2 \right) d\sigma = \int_{\partial \Omega} \left(\frac{1}{2} \left(\frac{\partial u}{\partial \nu} \right)^2 + \frac{1}{2} \left(\frac{\partial v}{\partial \nu} \right)^2 \right) d\sigma$



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Step 4

Make sure all social accounts are on-brand. Proper profile photo, cover photo, icons, bios and descriptions are proper, and consistent.

1. Check each social account for consistency in branding, including profile picture, cover photo, icons, bios and descriptions.

2. Update any outdated or inconsistent branding elements.



Step 5

Centralize the social media strategy.

Use a central platform to manage all social media accounts, including scheduling posts, monitoring mentions, and responding to comments.

1. Choose a central platform to manage all social media accounts, such as Hootsuite or Buffer.

2. Schedule posts in advance using the central platform.



Step 6

Monitor and respond to social media activity. Keep an eye on mentions, comments, and direct messages. Respond promptly and professionally.

1. Monitor social media activity for mentions, comments, and direct messages.

2. Respond promptly and professionally to all inquiries.

3. Use social media to engage with your audience.

4. Track social media performance and adjust strategy as needed.

5. Regularly post high-quality content.

This audit will give you a clearer picture of what each social account represents for your business, who is running it and what each

platform's purpose is. This inventory should be updated regularly as your business grows.

You'll also want to create a mission statement for each platform.

Keep them one-sentenced declarations, so there is focus on a specific goal. If you do not have a purpose for a platform, then you probably should delete it.

Here are a few mission statement examples:

Instagram: We will showcase how-to videos of how we decorate our cupcakes and connect with other fans of baking

Facebook: We will use Facebook to promote our specialty cake baking products and ingredients as well as preview videos, events that we have been invited too and events that we are organizing

Youtube: We will post our full-length video of cupcake baking tutorials

Blog: Most detailed explanations of our cupcake baking tutorials, events that we have been invited too and events that we are organizing

3- Know Your Platform

In the previous chapter, you were given a deeper understanding of each social media platform and how to sign up or open a page or account. In this section, we will give you a brief overview of how each social media platform can be used for marketing purposes, deriving full benefits from each of its unique environment.

Platform	WHAT	WHY
Facebook	Facebook is obviously one of the best social media networks for brands because of it the first one that companies joined. Companies can quickly update their page, share photos, and content with their audience. Paid advertisement is also successful on Facebook. Facebook is used as a primary login for many other social apps.	Every type of brand can benefit immensely from using a Facebook page. Simple to update, has an ad platform and has a large audience base
Twitter	With only 140 characters to publicize a message, brands can interact with their audience in real-time. Organic reach is	Your audience wants to be able to communicate to a real person, nevermind if its on mobile or PC.

	always the best because all of your brand's followers will be able to view your Tweet in their feed.	This is what makes Twitter popular. People will praise your brand and interact with your Twitter handle before anything else.
Instagram	The photo-centric and video-centric platform that makes uploading videos and photos easy. While there are paid ads, organic reach works best as people will follow what they like and want to see continuously.	Using pictures and videos to promote your brand personality is what makes Instagram a worthy social app to have. Cultivating a brand personality, giving it a humanized look and feel is what Instagram is all about. Not savvy for text-based promotions.
LinkedIn	It is a necessary platform for any brand- corporate or non-corporate. It is the most professional route because it is a place where brand to brand interaction takes place.	Perfect for more professional brands looking to establish themselves as serious competitors and interact with a more professional base
Pinterest	Extremely visual so if your brand is visually heavy, then Pinterest is a must. Pinterest also has promoted pins which are an avenue for advertising	If your brand is in the travel, fashion, food, fitness or DIY brand, Pinterest is for you. Take note that it has a vast female audience

	your brand. Pinterest is a very easy way to feature your products and curate your boards	that you would need to cater to.
YouTube	It is all about video content. YouTube is the place if you want to host videos whether it is DIY projects, How-Tos, and branded commercials. Vlogging, the video equivalent of blogging is an excellent way to get your brand out there.	Youtube gives the opportunity for brands to reach out to their audience via videos on all devices, at all times. People who watch video content has a higher chance of purchasing your products and services.

4- Using location-Based Social Media Tools

Networks such as Yelp, FourSquare, and Level Up are ideal for brick and mortar businesses especially car service centers, food outlets, and saloons. Use these sites to lay claim to your location spot and then increase your presence by adding in extra incentives such as check-in rewards or exclusive discounts. Be mindful of how you present your business and provide service because before you can say ‘Thank you for coming’ you might find a bad review on these platforms which could hurt your business.

5- Create an Editorial Calendar and Content Plan

An editorial calendar will help you structure your social media marketing plan and this calendar should include your strategies for content creation as well as content curation. Here's a good example of social media calendar that you can use. Your marketing plan should address these elements:

- The type of content you want to post and promote
- The frequency of postings
- The target audience for each type of content
- The person in charge of content creation for the different platforms
- The promotion of content

Your calendar should also include the dates and times that you want to publish posts on your blog, photos on your Instagram and links on your Facebook or tweets to your Twitter. These kinds of things related to your very own account should be scheduled in advance, but you also need to make room for anything that happens in the

world such as catastrophes and viral moments. Sometimes, you would also need to halt your social media activity in respect of a world event such as the shootings in Paris, the King of Thailand's demise and so on. You will also want to be on board with news events such as the Oscars or Emmy Awards just to keep in trend. Be spontaneous with your content, engagement and customer service.

CONCLUSION

The world of Social Media is a constantly evolving one. As the years go by, newer trends are introduced, and competition gets stronger between different platforms, each one vying for the attention of the internet savvy Gen-X, Millennials and Gen-Z. Competition is good though because it brings about new features to stay relevant to its audiences, giving them better tools to share their content, better ways to engage and more interesting ways to publish content.

One of the best ways to engage in social media marketing for your business is first to use it as a personal platform for personal use. Use it as an experiment, play around with it, upload images and get used to it before you embark on opening up an account for your business. This way, you'll be better equipped to make a decision whether that particular social media is worth your time and effort or not and you will also know how audiences in different platforms react to content.

Social Media Marketing, on the other hand, has many benefits, and it does a lot to improve site traffic and help a business reach more customers. Not only that, social media marketing helps brands have a better understanding of their audience and learning from them- their

purchasing habits, their likes, dislikes, interests and so on.

Any business stands a chance to lose out on its customer base if they do not evolve with current times. That said no business would lose out by investing in social media.



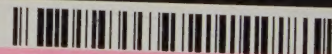
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Made in the USA
Middletown, DE
23 February 2017

SOCIAL MEDIA

The world of Social Media is a constantly evolving one. As the years go by, newer trends are introduced, and competition gets stronger between different platforms, each one vying for the attention of the internet.

Used correctly, social media creates and immensely strong interpersonal connection between your company, your brand and your current and prospective customers. It can help elevate your business to your audience and clients in the most personal way to the most dramatic way. This is where you will find all the secrets and tools needed to unpack, repack, and dominate social media like you've never done before. Stop wasting time and lets get to work!



P9-BDM-335

ISBN 9781539813040



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