WORKSHEET

A STEP-BY-STEP INSTRUCTION GUIDE

THAT WALKS YOU THROUGH ALL OF THE CHAPTERS OUTLINED IN THE MAIN COURSE

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INTRODUCTION

Now is the time to take your business seriously. You are about to unleash your social media presence upon the world so that you can enhance your current Internet marketing campaign.

By following this checklist, you will be able to do everything correctly from start to finish. No more guesswork, no more hit or miss techniques, and no more frustrating because you aren't making the money you want.

Use this worksheet, don't miss any steps and you will succeed like never before.

Before you begin

Take a few minutes to ponder and answer this question before you begin completing the worksheet.

Question: What Do I Hope To Gain From Social Media Marketing?

_____

Point to Remember: Many businesses fail at their attempts at social media marketing. Mostly this applies to big business because they don't understand how to communicate socially with their customers. People use social media for that purpose: to be social. Therefore, most users of social media networks have a natural aversion to anything sales/marketing related.

That's why individuals promoting a brand or even small businesses have a better chance at succeeding. But you must have a predefined goal of why you want to use social media for Internet marketing purposes or else you are doomed to fail.

So let's dive right in.

TASK 1: S.M.A.R.T. GOAL SETTING

Every marketing strategy should always have a clear set of goals and social media marketing is no different. When it comes to goals; think S.M.A.R.T.!

Goal setting - fill in each section:

STEP 1: S – SPECIFIC

Be specific! Vague goals cannot be met and can quickly be forgotten. List 2-3 goals for your social media marketing campaign that are very precise.

GOAL 1 _____

GOAL 2 _____

GOAL 3 _____

STEP 2: M – MEASURABLE

The best way to be sure you know when you've achieved your goal you must set parameters. Set parameters for each of the goals stated in Step 1.

GOAL 1 _____

GOAL 2 _____

GOAL 3 _____

STEP 3: A – ACHIEVABLE

The goals you have set are concrete and measurable, but how do you know they are achievable, as you have planned? List one way for each goal that you can determine the achievability of the goal.

GOAL 1 _____

GOAL 2 _____

GOAL 3 _____

STEP 4: R – RELEVANT

Think of your goals in relation to what you are attempting to accomplish with your business. Are the goals relevant?

List one way for each of the goals makes you certain the goal is relevant.

GOAL 1 _____

GOAL 2 _____

GOAL 3 _____

STEP 5: T – TIMEFRAME

Lay your goals out on a timeline. Which one(s) should you attempt to accomplish first? Thinking through this step will help you monitor progress toward the completion of your goals. List the goals you laid out in Step 1 in the order you wish to have them accomplished.

GOAL 1 _____

GOAL 2 _____

GOAL 3 _____

Point to Remember: Your goals should represent everything you're trying to accomplish with your social media marketing campaign. This should consist of the four primary goals discussed in the book; Branding, Engagement With Your Audience, Increasing Traffic, and Delivering Top-Notch Customer Support.

TASK 2: START WITH CONSISTENCY

Consistency is key when it comes to social media marketing. If you don't keep every aspect if your campaigns uniform in look and feel you risk losing ground and potential customers to your competitors. Take the time to align every aspect of your campaign first before you do anything else.

Follow these steps to maximize consistency in your social media marketing:

STEP 1: SECURE YOUR DOMAIN.

Make a list of potential domain names for your venture. Check the names that best represent your product or service against a domain name checker, such as Knowem. If the name is available, purchase the domain.

List of domain names:

_____

_____

_____

_____

_____

STEP 2: CREATE A VISUAL IDENTITY.

Create a logo, avatar or other image to represent your venture that's appropriate, simple, and consistent with the image you wish to convey. This is a very important step. A good logo is harder to create than you may think and so it may be necessary to hire a graphic designer or marketing expert to help you come up with the perfect image.

Some ideas:

_____

_____

_____

_____

STEP 3: CHECK THE PULSE OF YOUR MARKET.

Listen in on social networks. Web applications like Google's Blogfinder will help you see quickly what topics are trending within your niche, about your product, your brand, etc. By keeping your finger on the pulse of your market you will be able to respond to feedback and adjust your business image to make the biggest splash.

Topics in the trend:

_____

_____

_____

STEP 4: CONNECT WITH YOUR AUDIENCE.

Remember, social media marketing is a two-way street with your potential customers. Read everything that is being posted on message boards and in status threads and blog comments and respond. Learn the tone and style of voice your audience uses in their regular communications. If you talk like them, they'll be more likely to connect with you and your brand.

My notes:

_____

_____

_____

STEP 5: UPDATE, UPDATE, UPDATE.

Trending topics are only hot so long as they are being talked about. Post frequent updates to your Facebook status, your Twitter feed and your blog.

If the process seems too overwhelming, then schedule yourself a block of time at two or three points each day to focus on updates.

There are also some social media aggregator applications, such as Tweetdeck, that will allow you to create a list of future status updates and schedule when they are to be released to each feed.

My notes:

_____

_____

_____

Point to Remember: Be consistent, professional, honest, transparent, and never try to sell. Just be social and do it in a way that causes people to take notice of you and your brand. You must listen to your audience and interact with them personally if you ever hope to connect with them.

TASK 3: SET UP YOUR PROFILES

This is where you are going to create your social media presence. Make sure you just set up your profiles. Don't do anything with them just yet. We'll get to that later. Use this section of the worksheet to keep track of your usernames for your individual and group profiles.

Profile Tracker

Social Site	Profile / Group / User Name
Facebook	_____
Twitter	_____
LinkedIn	_____
	_____
	_____
	_____
	_____

Point to Remember: Social media is for sharing information and knowledge. Setting up accounts on these sites is straightforward and every single one of them are free. Use social media bookmarking sites to 'bookmark', 'publish', or 'syndicate' your blog or content to get it out to people who want to read it.

TASK 4: SET UP YOUR BLOGS

As with your Profiles, just complete the basic setup for each blog site you intend to use.

Blog Tracker

Blog Site	Profile / User Name
Wordpress	_____
Blogger	_____
	_____
	_____
	_____
	_____

Point to Remember: Blogging is known as the cornerstone of the social media marketing campaign. When creating your blog name, keep it short and easy to remember. It should also be specific to your niche. Don't be too clever!

TASK 5: SET UP VIDEO AND PHOTO SHARING PROFILE

Unleash the power of social media by using videos and photos in your marketing strategy! Use this section of the worksheet to track your video and photo sharing profile names and specific URL for each.

Video and Photo Sharing Tracker

WebSite	**Profile / User Name / Specific URL**
YouTube	_____
Flickr	_____
Photobucket	_____
	_____
	_____
	_____
	_____

Point to Remember: It doesn't take much to record a video. All you need is a cheap camcorder and video editing software, such as Window's Moviemaker (which comes free with Windows). Then, just upload your video to YouTube, which is also free, and then link all your videos to all your social networking profiles. If a picture says a thousand words, imagine how many words a video

contains. Make the right use of video and you'll accomplish your social media marketing goals faster than ever!

TASK 6: PUTTING IT ALL TOGETHER

Now, you are going to connect all your social media sites together so that everything is linked. This will create a web that you hope will entrap your social media audience.

Step 1: Use a video editor to shoot your first "Let me introduce myself" video. Upload the video to YouTube and connect the video to your Facebook, Twitter, and all other accounts.

Step 2: With your new Flickr account, join local groups and begin adding photos that deal with your industry, your product, your business, etc. Begin connecting these photos with your various platforms just like you did with the videos.

Step 3: Post a blog and connect that blog to Facebook, Twitter, LinkedIn, and also bookmark it on your social Bookmarking sites.

Step 4: Send your blog posts to your Facebook fan page by using the Notes Application. Or, you can use Networked Blogs to get your blog posts even more exposure (http://www.facebook.com/networkedblogs)

Step 5: Send Your LinkedIn Status updates to Twitter: Use LinkedIn's built-in Tweets application

Step 6: Send your Facebook Fan Page updates to Twitter: Use Facebook's built-in Facebook to Twitter application (http://facebook.com/Twitter)

Step 7: Share Your YouTube videos on your Facebook account. You can either add the video to your profile or you can include it with status updates

Step 8: Share your YouTube videos on Twitter: YouTube comes with a share button under each video that allows you to send it to multiple social networking sites.

Step 9: Share YouTube on your blog: YouTube offers the URL of the video as well as an embed code that you simply plug into your blog platform.

Step 10: Update Facebook, Twitter, LInkedIn and many other social sites all at the same time: There are several sites that offer these types of services. A few include, (http://hellotxt.com), and (http://hootsuite.com).

Step 13: You can also see your activity, and anyone else's activity by going to (http://friendfeed.com).

Points to remember: To make things really easy post an update on your blog, add an automatic feed from that post to your Facebook using the Notes Application and then add another auto feed from

your post to your Twitter using Twitterfeed (This can also link your blog to Facebook). There are many websites that offer free step-by-step instructions for setting up and managing feeds.

You can also add the wordpress application to your LinkedIn account, which allows for many plugins that automate updating your social profiles, saving even more of your valuable time.

TASK 7: THE PRE-LAUNCH AND THE LAUNCH

The pre-launch and official launch of your social media presence should be handled like a product or company launch.

Pre-launches are very important creating a buzz around and makes huge difference to your product launches. Make a big deal of it and you'll see immediately that others will take notice and begin following your activity.

Follow these steps during the pre-launch

Step 1: Seek out influential bloggers and introduce yourself.

Step 2: Register your networks with WeFollow.

Step 3: Log into a service like composer.io that updates your networks for you

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Step 4: Announce your official launch date

Step 5: Get people excited about your project - you can't publicize this event too much!

Step 6: Respond to any friend requests you may have received.

Step 7: Check for updates; respond to messages, comments, notifications, invites, etc.

Step 8: Update your social networks with high relevant and interesting content. Use Google alerts or Google Buzz to find the hot topics in your niche to write about.

Step 9: Use “composer.io to update your social media status simultaneously. This includes your Facebook profile, fan page, Twitter, LinkedIn, etc.

Step 10: Chat with someone for a few moments.

Step 11: Log out and check analytics so that you can tweak your campaign to make it even more effective.

Step 12: On the day of launch, make an official announcement across all social media networks.

TASK 8: SOCIAL MEDIA TRACKING

If you don't track your social media accounts, you'll have no idea what works and what doesn't. Use the following steps to really keep tabs on how you're progressing and how others perceive you.

Step 1: Set up an account with bit.ly, which is a link "shorten-er". Not only does this shorten your links, but they also carry metrics. This allows you to easily see who is clicking on your links and how they're being used. Make sure you shorten all of your links with this, or a similar program so that all of your links can be tracked.

Step 2: Set up a Google analytics account (if you don't already have one) to track your websites and blogs. You can also include the Social Media Metrics plug-in to your Google Analytics account for easy tracking of all your social media networks.

Step 3: Set up a monitoring account with Social Oomph (http://socialoomph.com) and set up an alert for all the keywords associated with your company, brand or image.

Step 4: Set up a Google Alert (http://www.google.com/alerts) to search for your usernames, and any other information about your brand. Set the alert to email you three times per day for best effect.

Step 5: Every day, do the following:

1. Check your bit.ly link metrics

2. Check your alerts and keyword searches to find out if others are syndicating your content or to see if others are talking about what you're doing.

3. Check your network's metric tools to monitor the traffic your sites receive, where your traffic is coming from, what links they are clicking on the most, what are their entry and leave points, how long they spend on your site and any other metrics that relate to the KPIs you set.

4. Set up separate searches for:
    a. Mentions of your brand
    b. Mentions of your products
    c. Any events or promotions related to what you're doing
    d. Your competition
    e. Any relevant product launches

TASK 9: MAINTAINING YOUR SOCIAL MEDIA PRESENCE

You must maintain your presence if you hope to keep a firm foothold on your success. Even one week missed, or even a few days can really

do damage to your image. If you leave comments unanswered your audience may think you're ignoring them and that's bad for business. Instead, create a maintenance strategy based on the following steps:

Step 1: Change your strategy, goals and any other aspects of your campaign based on the metrics you glean from your analytics tools.

Step 2: If something isn't working, change it. The great thing about social media constantly evolving is that experimentation works very well. If something doesn't work, try something else until it does.

Step 3: Test various strategies across several platforms in order to find the best fit for each.

Points to Remember: Based on the analytics you receive, you may find that your voice, your strategy and your goals vary from platform to platform. This is normal. There could be more young people on one platform as opposed to another, and there could be more women than men or vice versa. By being flexible and tweaking your campaign according to your tracking data, you'll position yourself to connect with a far greater amount of people.

LASTLY, HAVE FUN!

If you use the techniques in this worksheet and the ebook companion, you find a way to do them that's fun and entertaining for yourself, you'll see success sooner than you think. For only when you enjoy what you do, it stops becoming work.

Enjoy yourself.

You’re about to succeed at social media marketing.