Social Media BOON

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Moni Arora

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Me too! So I've decided to go against the grain, and share REAL information that WILL make you money. This is not the typical **non-actionable material** you find out there. There is no fluff and no beating around the bush—just rock-solid business-building information designed to help you build an unstoppable Internet marketing empire.

Every month I release BRAND NEW, cutting-edge reports and courses focused on helping you build a strong business foundation, so you can take your marketing efforts to the next level.

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CHAPTER 1

INTRODUCTION

> “We’re still in the process of picking ourselves up off the floor after witnessing firsthand the fact that a 16-year-old YouTuber can deliver us 3 times the traffic in a couple of days that some excellent traditional media coverage has over 5 months.”
>
> – Michael Fox, founder of Shoes of Prey on the power of social media in today’s business climate

As an Internet marketer, if you aren’t using social media with your current campaigns, you are seriously hurting your chances for success.

To understand the implications of that statement, close your eyes and try to think of ten successful people that you know who don’t have a social media profile. If you are like most people, you probably can’t do it. That’s because social media has taken the world by storm, and for good reason.

TRADITIONAL MEDIA

Before social media hit the scene, all we had to rely on for information was traditional media. We got our news, gossip and anything else that caught our interest from television, radio, movie theaters, magazines, newspapers, CDs and DVDs.

These types of traditional media served their purpose, but they were very limited in scope. First of all, the information that came from our television screens or magazine pages only went one way. They went from the screen or the page and into our psyches. That’s as far as the message would go. For business owners, there was no way to target individuals for specific messages. That’s because anyone could turn on

the TV or pick up a magazine. Likewise, there was no way for us to respond to and share the information with others.

Sure, marketing companies can choose which magazines to place their ads in based on the demographics of the subscribers, but even that is limited. Sometimes the ads are effective and sometimes they don't quite reach the right people.

Today, we still have those traditional forms of media, but now we have social media to complement it. Social media presents a totally new way to connect with people as well as get, share and enjoy information like never before.

SOCIAL MEDIA



Social media allows us to catch up with friends we haven't seen in years, and it also allows us a way to gain new business contacts through likeminded people. But it's the way we get our information that makes social media so special.

Unlike traditional forms of media, you are able to interact with the information you're given. You can make comments on a news story to let your voice be heard, you can share that news story with others, and

you can even create your own content that can be shared in the same exact way.

That's the power of social media, and that's why it's the new goldmine as far as Internet marketers are concerned.

Yet most Internet marketers never succeed with social media. In fact, most businesses especially big business, struggle and fail with social media marketing. Why? Because, big business doesn't know how to talk to their customers. They only know how to pitch and sell. That's why entrepreneurs and small businesses have a much greater chance of succeeding in the social media realm. It only requires knowing what to do.

Unlike traditional media, you can't just build a website or profile and expect people to come. People's attention spans are too short and there are too many attractions, and distractions, online. For that reason, you have to work at social media to garner the attention you are after.

Some social media marketing efforts fail because people think social media should replace traditional forms of media, or that traditional media is now considered 'old school' or 'passé'. That's just nonsense. Social media should complement current marketing efforts, not replace them altogether.

The only difference is that you must work at your social media presence. You will need to put in lots of effort to build your target audience and engage those within your community.

But the primary reason most marketers and businesses fail is because they don't know what they're doing, or they keep making the same common mistakes over and over.

Don't worry. By the time you are done reading this, you will know exactly what to do to succeed at social media marketing.

First, let's take a look at what you can gain from implementing social media into your current Internet marketing campaign.

Social media can:

- Increase the visibility of your brand, business, charity, band, etc.
- Allow you to monitor how others perceive you and you can actually influence your target group's opinion of you, your brand, etc. No longer do you need to spend money on a target research group. Social media provides that for free.
- Allow you socially interact with your target audience.
- Allow you to build relationships with customers, put out PR fires, and enhance your image in the eyes of potential and current customers.
- Allow you to reach more target groups.
- Help you increase your income by gaining far more leads, sales, joint ventures, etc.

WHY YOU NEED SOCIAL MEDIA

To figure out why you need social media, we should first look at a few facts:

TWITTER

http://www.twitter.com



- As of 2014, the social networking platform Twitter had nearly 645,750,000 users and those users were sending over 58 million tweets per day!
- 68% of all Twitter users are in the age group of 24-54.
- 87% are heavy users.
- Twitter enables access on the go, real time news.

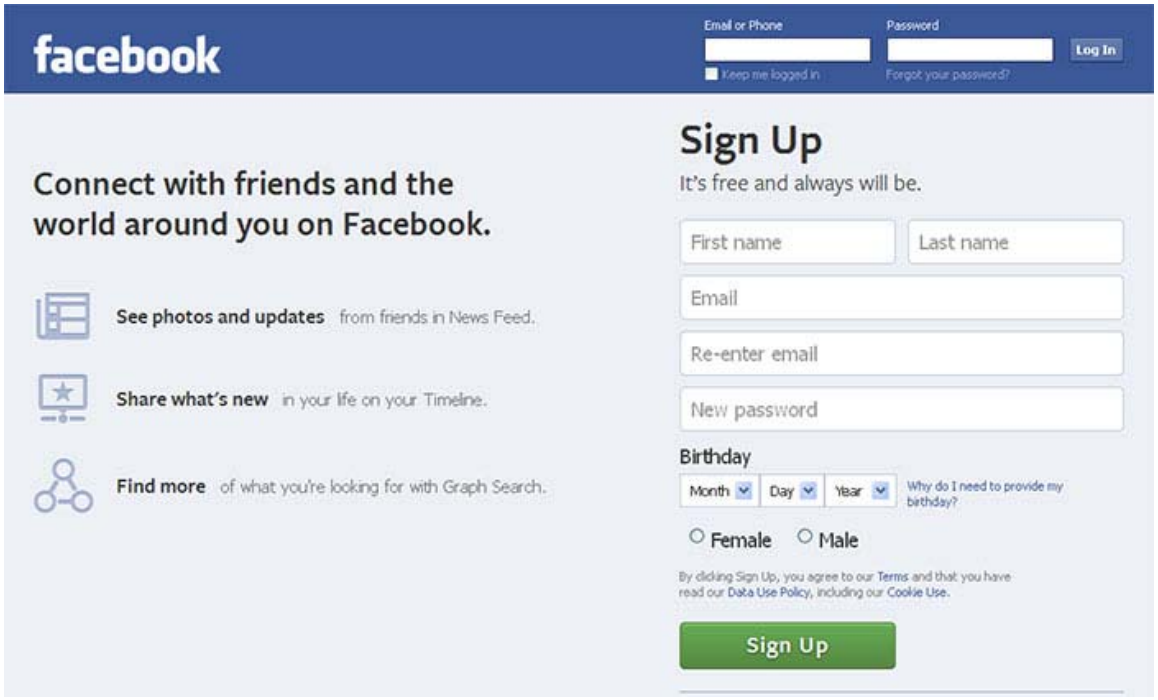
- 18% of Internet users report using Twitter or other news service to share updates about themselves and others.

- Twitter allows you to put a human face to your company or brand so that you can engage in real time conversation with your target audience.

- Also, with Twitter, you can gain immediate feedback and respond to questions and/or problems.

FACEBOOK

http://www.facebook.com

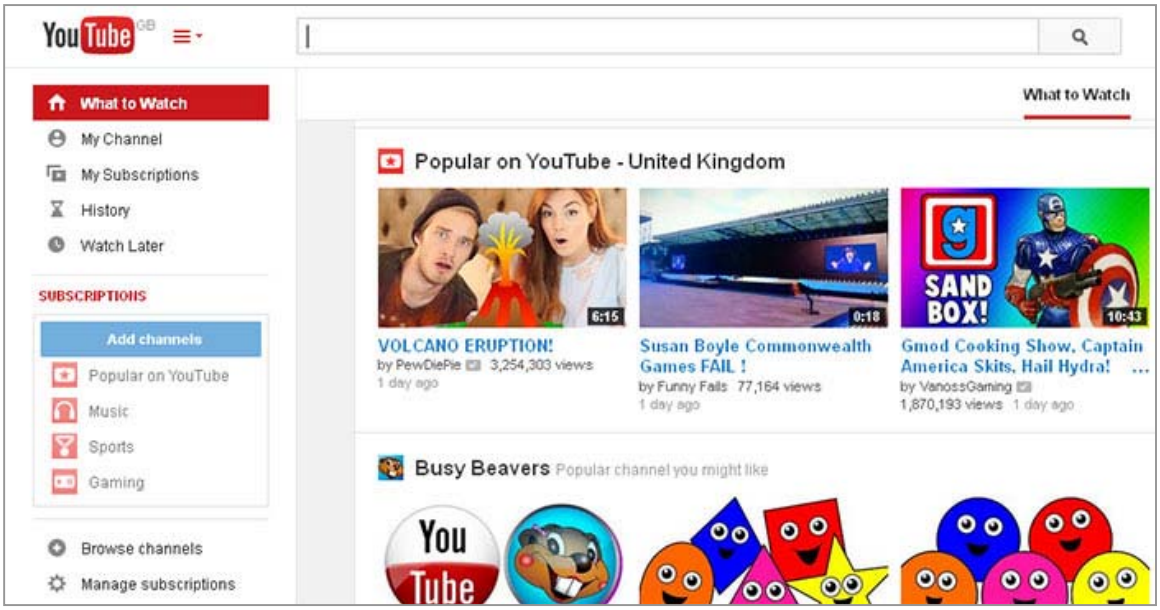


- Facebook, currently the reigning champ of social media, has more than **1,310,000,000** users and the average person has 130 friends.

- With Facebook you can send updates, create polls, post events, advertise a page, and convert visitors to fans.

YOUTUBE

http://www.youtube.com



- YouTube, the world's most popular video sharing site, is the Internet's second largest search engine, behind only Google.

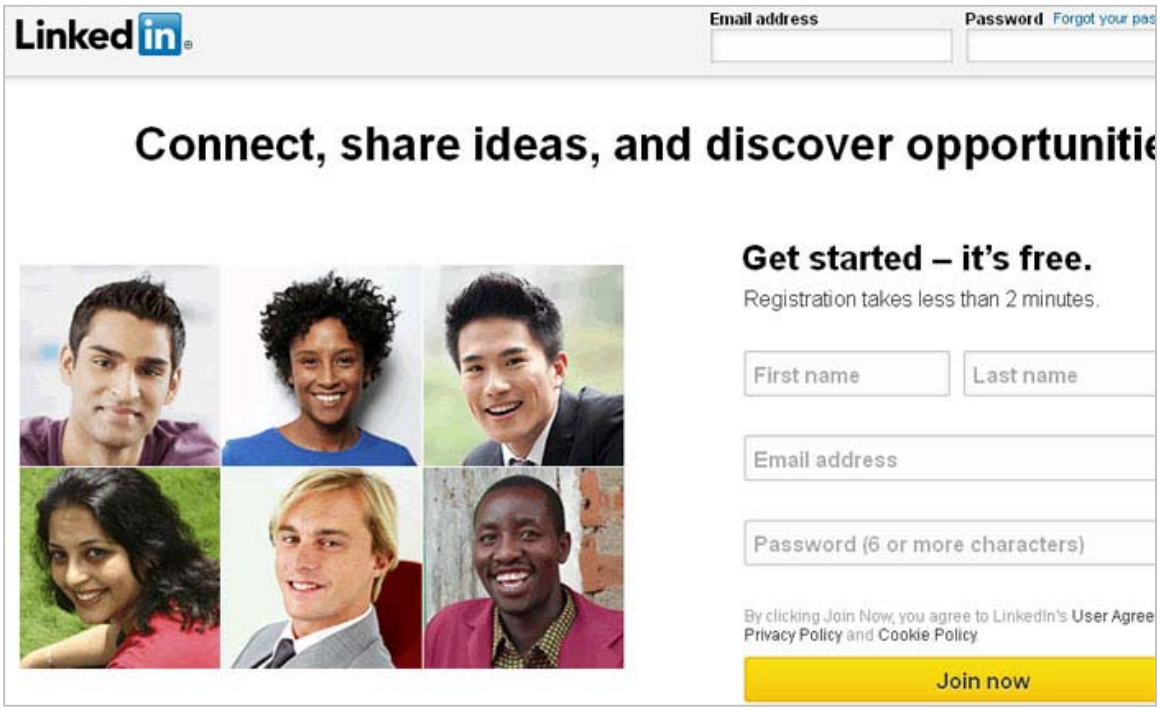
- Approx. 100 hours of content are uploaded every minute (which means it would take you over 16 years of non-stop viewing to watch the content uploaded in a single day).

- 1 billion users view 4 billion videos on YouTube every day. A total of 6 billion hours of viewing per month.

- And with YouTube Analytics, you are able to see the age range, genders of your viewers, and views over time, where visitors are coming from, where people are tuning in and out, etc.

LINKEDIN

http://www.linkedin.com



LinkedIn, a professional social media site, has seen an influx in membership as a result of the recession.

Currently, Linked in has over 300 million users and counting.

Linked In is great for connecting with similar professionals and building relationships.

LinkedIn allows you to extend your profile with feeds from your blog/website.

Those are just four social media sites. Four. And when you consider that there are thousands more, with more popping up every day, it should be painfully clear why social media is the next big thing for Internet marketers everywhere.

If you want to get more exposure for your campaigns, and maximize profits, you must jump on the train known as the social media phenomenon. One thing is certain: your competition already has a social media presence in place. And if your competitors are getting their own Facebook, Twitter and LinkedIn accounts, then you had better get them too.



Internet marketing is a very lucrative business, but it's also a very **competitive business.** If you do not keep with the trends, and that means jumping on board with social media, then you're not going to go as far as you'd like. Only by adopting the newest techniques, and rolling with the constantly evolving Internet and social media platforms, will you come out on top amongst all those vying for the same customer base.

So, let's get started creating your social media presence. Before you start creating profiles, you need to do a little preparation first.

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HINT: 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

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of social media networks have a natural aversion to
anything sales/marketing related.
==================================================
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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.

This book is different than other social media marketing guides that are filled with a lot of free information that you can get from just using the various networks out there. With this book, we're going to dive right in.

Soon, you'll know exactly what to do to increase your brand or company's awareness like never before.

CHAPTER 2

BEFORE YOU BEGIN

> “You will make mistakes. If you are sincere about helping the community, the authenticity will show and your mistakes will be forgiven.”
>
> – Zia Yusuf, executive vice president for SAP’s global ecosystem and partner group

Social media marketing needs to be handled carefully if you hope to get the most out of it. Many marketers and businesses just jump on social media sites and start creating profiles. That’s the wrong way to go.

Instead, you need to do a little prep work. Consider this akin to checking to make sure your rifle’s in good working order before you go hunting, or making sure you have all your clubs, check the weather and make Tee-time reservations before you hit the links.

Before you begin with social media, you need to make sure you know what you’re doing.

CONSISTENCY

If you are going to create social media profiles to build a brand, to promote a business or a band, or to create awareness for a charity or social movement, you must remain consistent across every platform you decide to use.

This means consistency in:

- Domain, brand and usernames
- Avatar or images
- Target Audience

- Tone/style of voice

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Note: All of this information could change somewhere down the line. We'll get to that later. However, no matter what changes, it must remain consistent across all platforms if you want the most people to recognize you, or your brand and what you're trying to accomplish.

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DOMAIN, BRAND AND USERNAMES

Before you come up for a name for your project, you should make a list of domains and usernames that you plan to use. Then, use a service like Knowem (http://knowem.com), which allows you to search over 400 social media sites and 40 domain names to make sure your domain, brand or username isn't already being used.



It allows you to choose the domains, brands and usernames so that they can remain consistent across every social media network you choose. There is also a subscription service that allows you to protect your domains, brands and usernames from being used once your flag is planted. You can also use Knowem to see how your business, product or usernames are being used across the Internet.



Once you have a list of names you're going to use, only use those names from this time on.

AVATAR OR IMAGES

You will want to create a standard avatar, image or logo that you'll use on all the profiles you create. This must remain consistent so that people can recognize whom you represent in one glance.

This should be used as the profile image for every single network.

Avatar Tips:

- Use a white or neutral background

- Don’t try too hard to stand out. Just be consistent and use recognizable and memorable avatars.

- Don’t use celebrity images, copyrighted images or abstracts.

- Register and upload your avatar with Gravatar (http://en.gravatar.com) so that your avatar appears next to your comment on blogs and other social networking sites.



- K.I.S.S. - Keep It Simple Stupid.



TARGET AUDIENCE

You must know whom you’re trying to target and where they are likely to hang out on the Internet. Don’t just assume that you already know who your target audience is or what they’re about.

If you hope to develop a working social strategy, the entire thing rests on the fact of whether or not you know who you're marketing to.

You also need to know what your target audience needs and what value you can add to their lives to make them pay attention to you. The best way to do that is to listen.

LISTENING

As an Internet marketer, you never consider a niche until you've done the proper research. Likewise, your keywords are well researched if you know what you're doing. That same research effort needs to be put into social media marketing.

Before you get started with social media marketing, make sure you research to see what people is talking about and where your target audience tends to congregate.

The best way to do that is to do a search for your niche, brand, charity, band, or anything else you're trying to promote. Then, just listen and observe.

Try to learn as much as you can from the conversations and use this information to create your social media blueprint that includes where to become active and also what tone and style of voice to use.

Use tools like

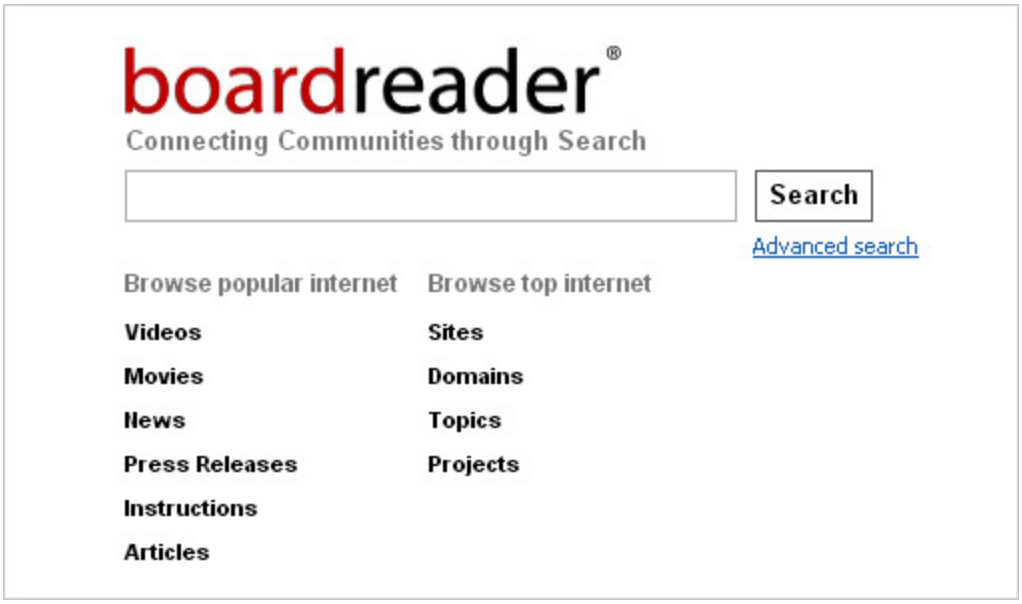
- Google Blogsearch (http://www.google.com/blogsearch),



- Technorati (http://technorati.com) or



- BoardReader (http://boardreader.com),



Or similar services to use words or phrase to find out what conversations are taking place. However, don't just listen to your target audience. Listen to others in your industry, including your competition.

> **Tip:** Seek out fresh content from blogs and other news services with RSS feeds, which will save tons of time.

TONE/STYLE OF VOICE

Your conversations and your interactions are the very core of your social media marketing strategy. Therefore, you need to be prepared to engage in conversation with your target audience. This means you have to plan a consistent tone and style of voice, as well as some specific parameters, before you type even one word into any social media platform.



Remember, most big businesses fail in social media because they don't know how to communicate with the average person. They only know marketing and advertising methods. People will quickly become annoyed with any marketing advertising or sales pitch on a social media site. That means if you use these techniques in your communications, your image can become tarnished or you can be banned completely.

Luckily, I'm going to offer you some tips so that you don't run into any trouble as far as choosing your style and tone of voice are concerned:

Here are some tips to get you started:

1. **Develop a style and personality that's consistent with the image you're trying to convey:** Your tone, the content you use the language you use and even the use of punctuation should all be tailored according to what your target audience uses.

   Try to speak to people as if they were your best friends or they were sitting across the table from you. Never think of your contacts as customers or else you'll be selling to them in no time, even if it's a subconscious impulse. Keep things personal and humanized and you'll be better off.

2. **Always be honest with your communications:** You must be honest about who you are and what you represent at all times. The thing about social media is that it's all connected. Don't assume that something you say on one network won't be found out on other networks. Especially if your social media marketing campaign is successful, any lies or misconceptions you propagate are going to come back to bite you and that's a quick way to kill any headway you make with social media marketing.

3. **Establish your communication rules early:** You need to have some firm rules in place of what you will and won't tolerate when it comes to social media networks. This could include abusive comments, inappropriate language, etc.

4. **Don't use social media for corporate communication purposes:** Never send out company updates or any other business matters, and never talk about finances on a social

media network. This is going to quickly annoy your contacts and this could tarnish your image permanently in their eyes.

5. While **consistency is the key to social media marketing**, you need to understand how each platform works and tailor your campaign accordingly. You may have a different type of audience on one platform as another, and so your tone of voice/style may change. So only change your strategy if your audience demands it and responds accordingly to it.

6. **No selling!** This can't be reiterated enough. You'll want to keep your communications short, relevant and to the point. And most of all is, be creative. You're not only on social media to self-promote; you're there to share information and knowledge. You're there to gain the trust of your target audience and you want them to see you as an authority in your niche or field. If you try using a sales pitch on your contacts, you're not going to have many contacts left before long.

   Instead, engage customers on a customer service level or engage them in some type of debate related to what you're doing. People will see you in a much more positive light and they'll want to keep up with what you're doing. They'll want to engage you. Use your personality and you'll go much further. Try to be a salesman and you'll fall flat on your avatar's face.

7. **Never ignore feedback!** This is another crucial one. When people become your contacts, they demand transparency. Again, anything you say on social media can be held against you several

times over, so never try to cover up negativity by deleting comments or by pretending to be someone else to discredit the negative comment.

Social media users are extremely savvy and using tactics such as these will quickly be discovered. Therefore, engaging in any sort of mischief will tarnish your reputation amongst your audience, which is the last thing you want to do. Instead, strike up a conversation by asking questions and make sure you follow up and always respond.

You should expect to spend a lot of time cultivating your social media network relationships. They're not like websites where you can just set them up and leave them alone. You must speak to your audience, respond to their comments and questions, and you must keep up with how your brand is perceived and discussed by others.

Even one slip up can result in irreparable damage to your company or organization's image or brand. It's not worth it. If you're not going to participate in conversations, you're better off not having a social media campaign at all.

For once you lose control of the conversations about you and what you're trying to do, there's no getting it back.

ANALYZING AND CHANGING

When it comes to consistency, you need to make sure you keep track of every detail. Then, you must analyze the data you glean from your tracking efforts. This can be used to tailor your campaign to better fit your audience. Whatever changes you make, whether they be your avatar, your slogan, or your tone and style of voice, you need to stick with that until it's time to change.

Whenever possible, keep changes to a minimum so as to avoid brand confusion. But we'll talk more about that later when we get into how to analyze your data.

ACTION PLAN:

- **Create Domain, brand and usernames**
    - Go to Knowem (http://knowem.com) to make sure your names are original and available
- **Avatar or images**
    - Create an avatar that's appropriate and that fits with your brand.
- **Target Audience**
    - Listen in on social networks. Use programs like Google Blogfinder to see what people are discussing. Find out

what people are talking about within your niche, about your product, your brand, etc.

- **Tone/style of voice**

    - Gauge 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.

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HINT: 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.
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CHAPTER 3

SETTING GOALS

> “Social media isn’t the end-all-be-all, but it offers marketers unparalleled opportunity to participate in relevant ways. It also provides a launchpad for other marketing tactics. Social media is not an island. It’s a high-power engine on the larger marketing ship.”
>
> – Matt Dickman, technomarketer.typepad.com

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!

S- Specific - Vague goals cannot be met and can quickly become forgotten. Instead, create very precise goals and never lose sight of them.

M- Measurable - Make sure you know when you’ve achieved your goal. Set those parameters early so that you have a clear image of where you’re trying to be.

A- Achievable - Make sure your goals are reachable.

R- Relevant - Make sure your goals are in line with what you’re trying to accomplish.

T- Timeframe - Set your goals with certain deadlines so that you can determine your progress and also so that you can prioritize more easily.

Your goals should represent everything you're trying to accomplish with your social media marketing campaign. This should consist of four primary goals.

These include:

1. Your Branding
2. Your Engagement With Your Audience
3. Increasing Traffic
4. Delivering Top-Notch Customer support

BRANDING

This is about increasing brand awareness. Every social networking profile you create is another group of people you can hopefully influence. Branding yourself is going to take time. You can't just jump on the scene and expect people to flock to you like flies on honey. But there are various ways you can brand yourself quickly.

INTRODUCE YOURSELF

A great way to get yourself noticed is to find other people in your niche and develop a relationship with them. One way to do this is to read one of their blog posts and then let them know what you thought of it to start the introduction on a good foot. This will show you have a true interest in that person and their work, and that can go a long way towards making a great first impression.

COMMENT REGULARLY ON HIGH READERSHIP SITES AND BLOGS

If you comment often enough in the right places, people will start to take note and they'll remember who you are. You'll begin to be noticed. This could open the door for a great business opportunity somewhere down the line. This is also a great way to solidify yourself as an authority over your chosen subject matter.

INTERVIEW TOP NAMES IN YOUR INDUSTRY

One of the best ways to increase your brand awareness quickly is to interview a group of leaders in your niche. This could also cause your campaign to go viral.

Going viral means it spreads like wildfire as people share your content with everyone they know. Having content to go viral is what every social media marketer dreams about.

Your interviewees will take note of you and appreciate the exposure, and your audience will see you as someone who may be worth following. These can also open doors later on.

This is one technique that is very effective and should always be used if you hope to achieve brand awareness in a quick manner.

ENGAGING YOUR AUDIENCE

While we already spoke of keeping your tone and style of voice consistent, as well as setting certain rules and boundaries, sometimes

it can be difficult to judge how to react to certain comments or individuals. After all, the anonymity of the Internet makes some people into literal monsters that are hard to deal with.

Therefore, I've come up with an acronym to help you in your dealings with people.

Whenever you're dealing with anyone in your social media marketing campaign, remember the word: SOCIAL

S- Straight to the point: Be concise. Don't ramble on.

O- On Time: Always respond to your audience in a timely manner.

C- Clarity: Always be transparent in your social media dealings.

I- Insightful: Always bring something to the table and show people you're a leader in your industry.

A- Authentic: Always be real in your dealings and never try to use lies or misinformation to get ahead.

L- Laughter: If you can make your target audience laugh, they will remember you above everyone else, including your competitors.

INCREASING TRAFFIC

Your main goal when setting up any social networking site is to get as much traffic as possible. The only way to do that is to build brand

awareness, build relationships, cultivate your relationships and try to get as much exposure as possible.

Some things that really help build traffic include:

1. **Entertaining Photos/Videos:** Many brands have gone viral because they created a funny/racy/sad/thought-provoking photo or video that people felt compelled to share with others. If you can create that one thing that everyone wants to pass around, and it has your brand on it, prepare for your brand to go global.

2. **Give Something Away for Free:** This could be a report, an e-book, a how-to video, an interview, or anything else that people find useful or interesting. Make a point to offer distribution rights so they know it's ok to pass it around.

3. **Offer Value:** If your audience finds your content useful, it's much more likely to be passed around. So really listen to your audience, find out what they're lacking, and provide it.

DELIVERING TOP-NOTCH CUSTOMER SUPPORT

Another aspect of keeping ahead of your competition is making sure you provide the best customer service possible. When you finally reach the stage where you can start recommending products to people, you have to anticipate that you'll have at least one person who needs help or has questions. You must respond to these inquiries immediately so that you can provide the best customer service experience possible.

By providing better customer service than all the other marketers in your niche, you'll soon become the preferred contact to buy products and services from in your prospects' eyes.

CHAPTER 4

PUTTING YOUR PLAN

> “There’s no need to re-create everything from scratch. Look at some of the early adopters, see what they’ve done and see if it makes sense for your organization. And then think about what you need to do to customize it.”
>
> – Dave Fletcher, Utah chief technology officer

It’s time to unleash your brand upon the world. But first you must build your infrastructure. You should begin building your social media profiles one by one before you start using them. They should be built, and then linked together and only then should you have an official launch of your social media presence.

If you treat your social media campaign like a new product or business launch, you’ll be much more successful.

Now, onto those profiles:

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HINT: Not all platforms are created equal. Some are more important than others. And sometimes that hierarchy will change. For example, as of this writing, Facebook is at the top of the social media food chain, whilst once mighty MySpace is no longer a major player. Twitter is second only to Facebook in reach.

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Now, it’s up to you to decide which social networks to use. We will focus on the most popular ones at the moment to get you started.

Let us start with the social media behemoth known as Facebook.

FACE THE WORLD WITH FACEBOOK

(http://www.facebook.com)



Even if you don't have a Facebook page, it's likely most of your contacts and acquaintances do. The first rule of Facebook is to keep your profile very professional. You should use your profile to share information about your brand or business and to promote any special or noteworthy events.

However, in terms of marketing, the best aspect you gain from Facebook is the ability to share links to articles or other media, and even share links to your other social media platforms.

Using Social networks like Facebook to spread your marketing campaign can be tricky. That's because people who use Facebook tend to have a natural aversion to any marketing or selling practices, and they will quickly shun and ostracize you.

However, there have been some who were successful. Here's an action plan to get you started.

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HINT: Never attach your personal account to your
business account.

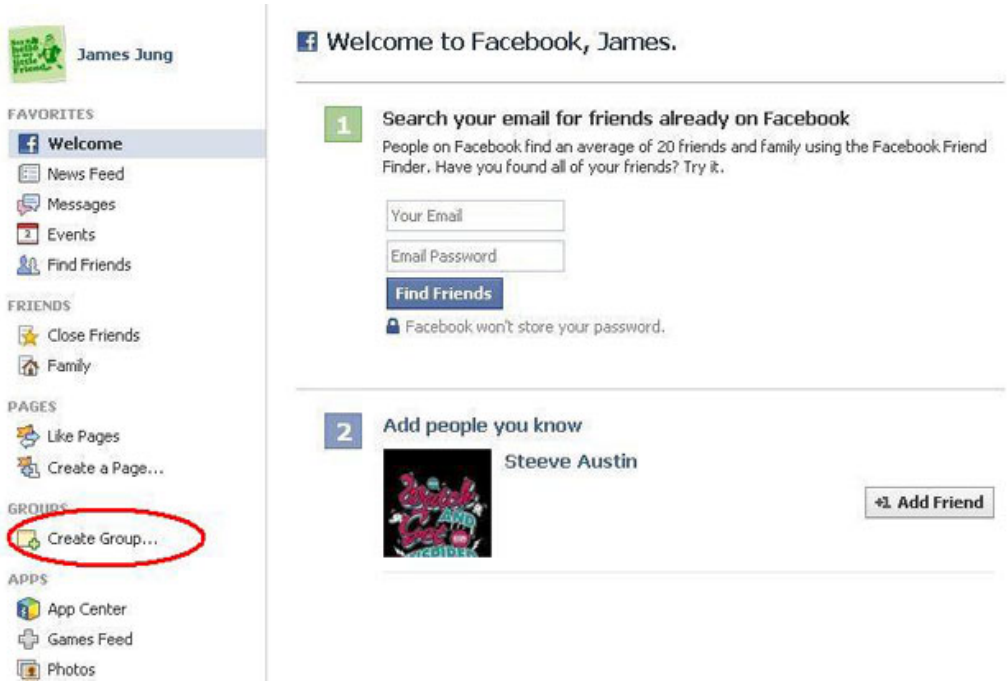
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That being said, if you want to promote your brand, you have two options. You can create a Facebook Group or you can create a Facebook Page.

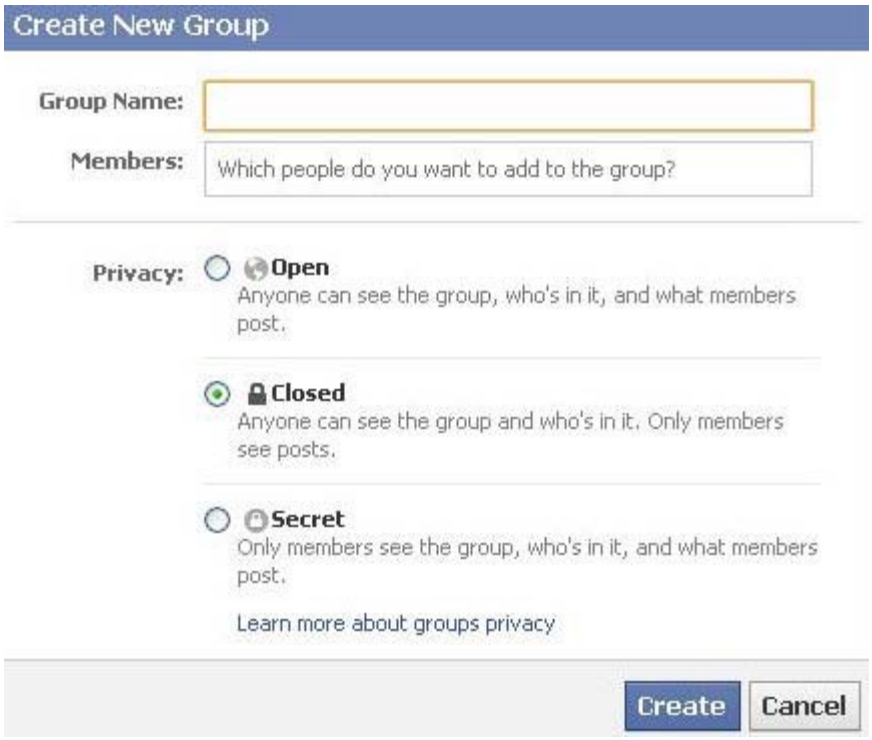
FACEBOOK GROUPS

Facebook Groups are for organizations, charities or clubs. They allow bulk invites to be sent by administrators of the page as well as members of that group. Some marketing professionals say that Facebook Groups are better for quick conversations and to garner attention.

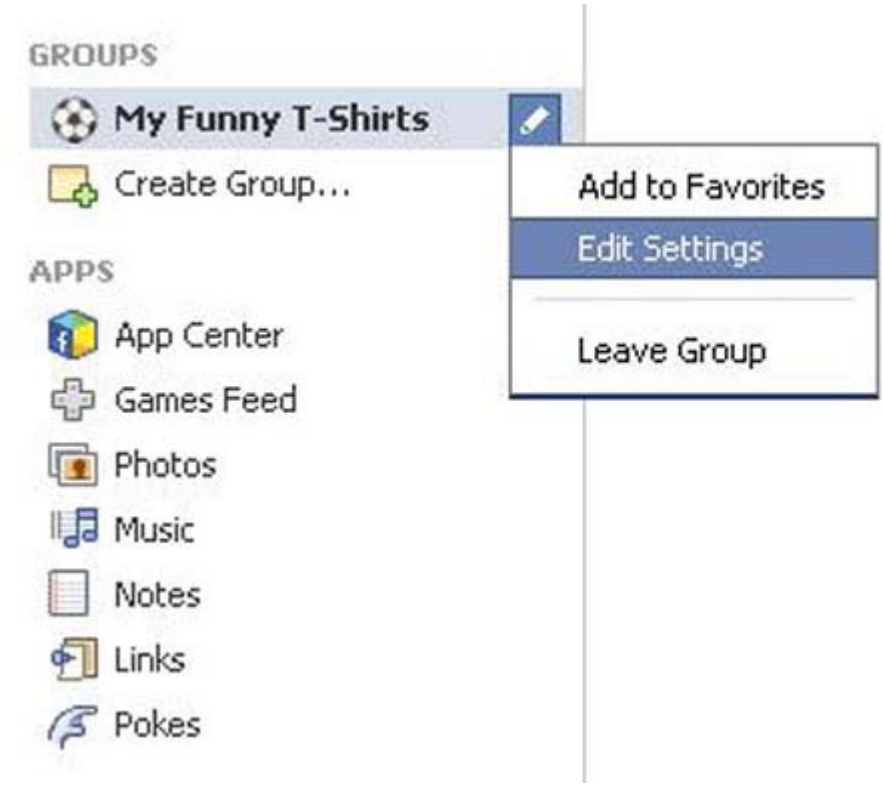
If you are going to use a Facebook Group, you will have to create a personal account first. Then, you will go to the Groups application and click 'Create a Group' in the left hand side of the page.



You will be taken to a page that will allow you to describe your group in detail. You will need a Group name, members to be added. Then, select the 'Privacy' settings and simply click 'Create' and you're done.



After that, you will have access to the control. These settings can be changed at any time by simply clicking the cogwheel that appears when you hover your mouse over where your group is listed at left side bar of the page.



FACEBOOK PAGES

Facebook Pages are for brands, celebrities and events. The great part about fan pages is that they are visible to unregistered users and they are even indexed by search engines. Marketing professionals are of the agreement that Facebook Pages are much better for generating long-term relationships.

Even experienced marketing consultants hesitate when their clients ask them which is better: groups or pages. That's because they both have their ups and downs.

Facebook Groups, for example, with the ability to send bulk messages, would be better suited for a viral marketing campaign.

Facebook Pages, on the other hand are effectively anonymous, as nobody can see who the owner or admin of the page is, and so your page will always appear unconnected with your personal account.

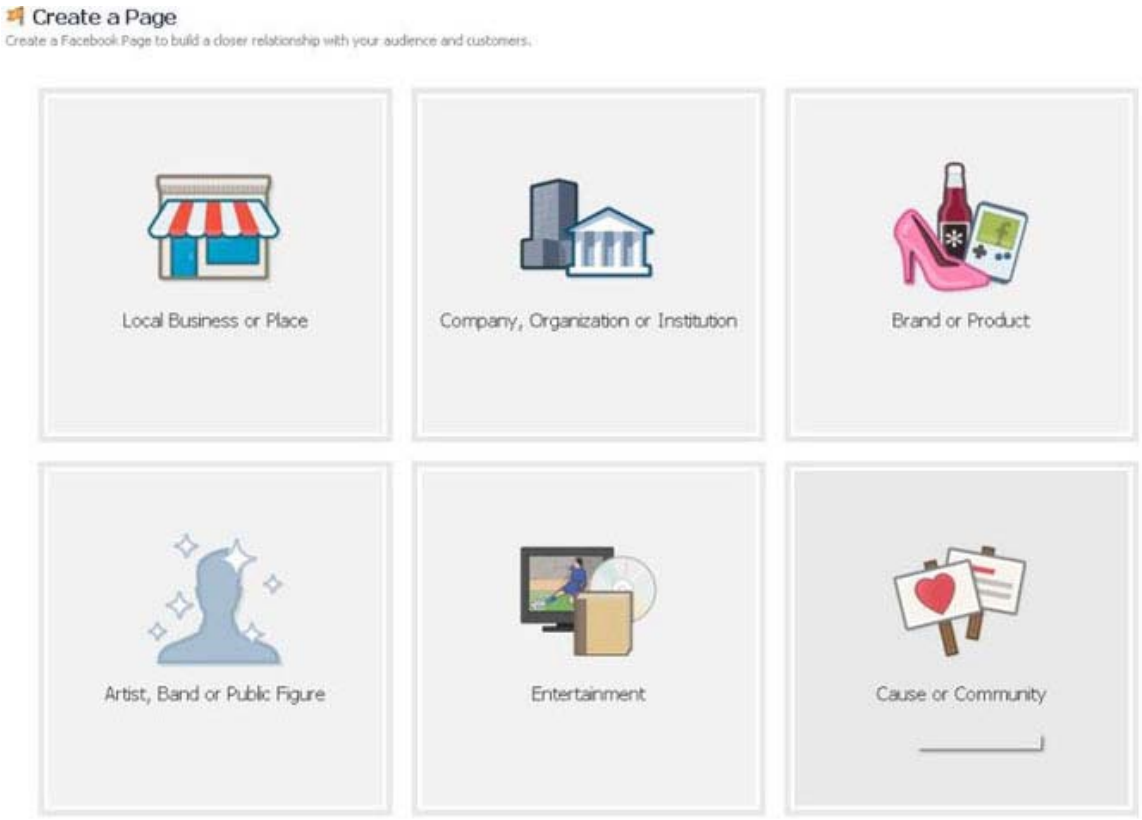
Fan pages are also better for long term relationships, they are visible to non-registered users and they're also indexed so you have an opportunity to reach even more people. You can run as many pages as you wish from one Facebook account.

According to Facebook, both accounts are susceptible to banishment if you are caught with two accounts. So don't be tempted to create a new account to use as a Page admin, it's against the rules and in any case is completely unnecessary.

You can create a new Fan page from the left menu of your Facebook home screen:



You will be taken to a page that allows you to create a community page and an official page. The community page allows you to create support for your topic by creating a page that, if it gets thousands of fans, can be adopted and maintained by the Facebook community.



For the Facebook fan page, you will have to choose what you are creating the page for (business, brand, product, organization, etc.), and you'll have to select a page name. You must then select Brand and Product Name and then accept the terms and condition by checking the option "I agree to Facebook pages Terms".

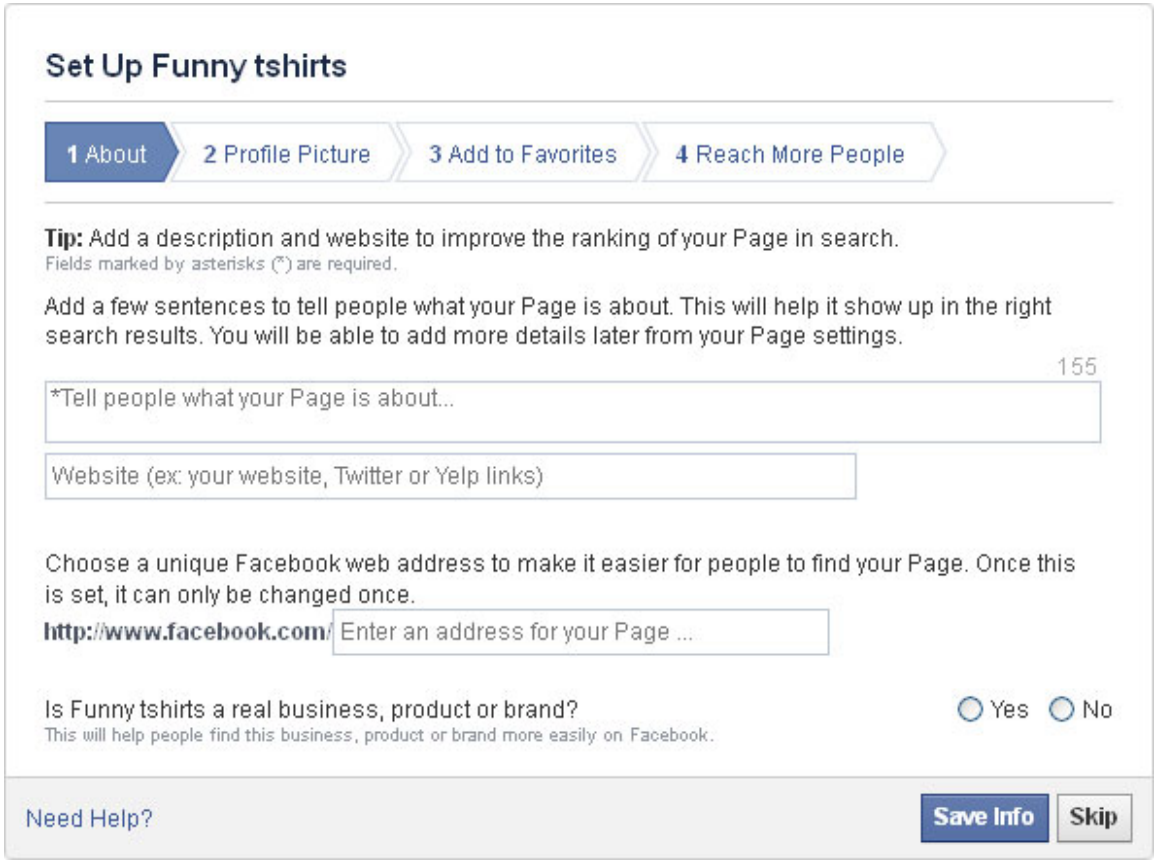
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Note: Select the Brand and Product name carefully as
it will be the name YOU want your Facebook Page to be.

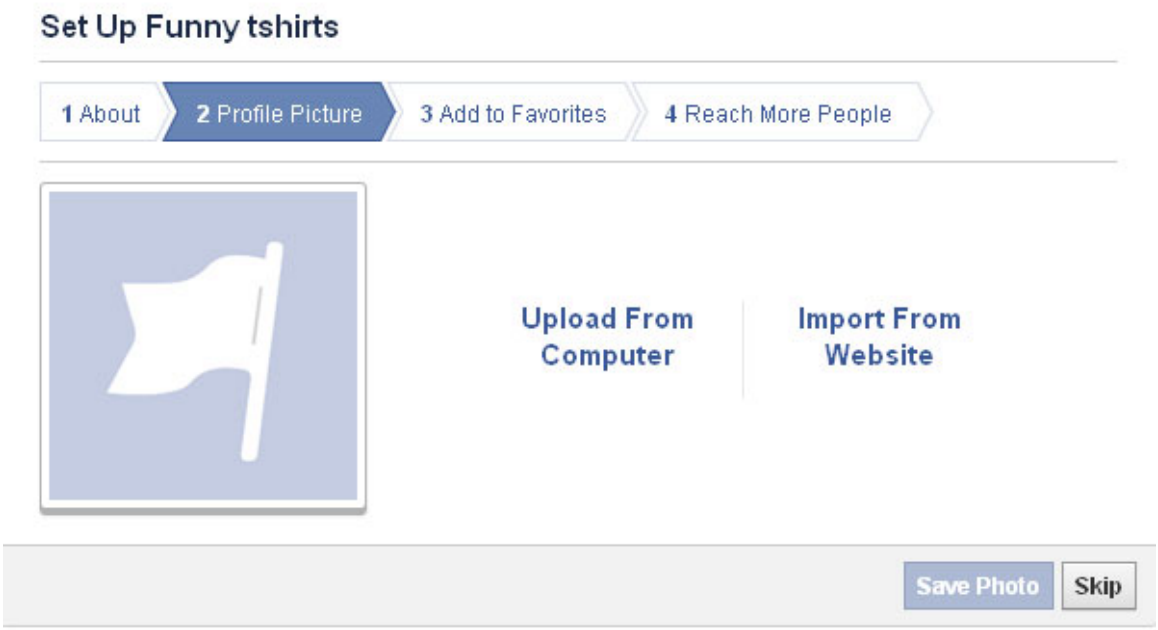
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Next you simply follow 3 short steps.

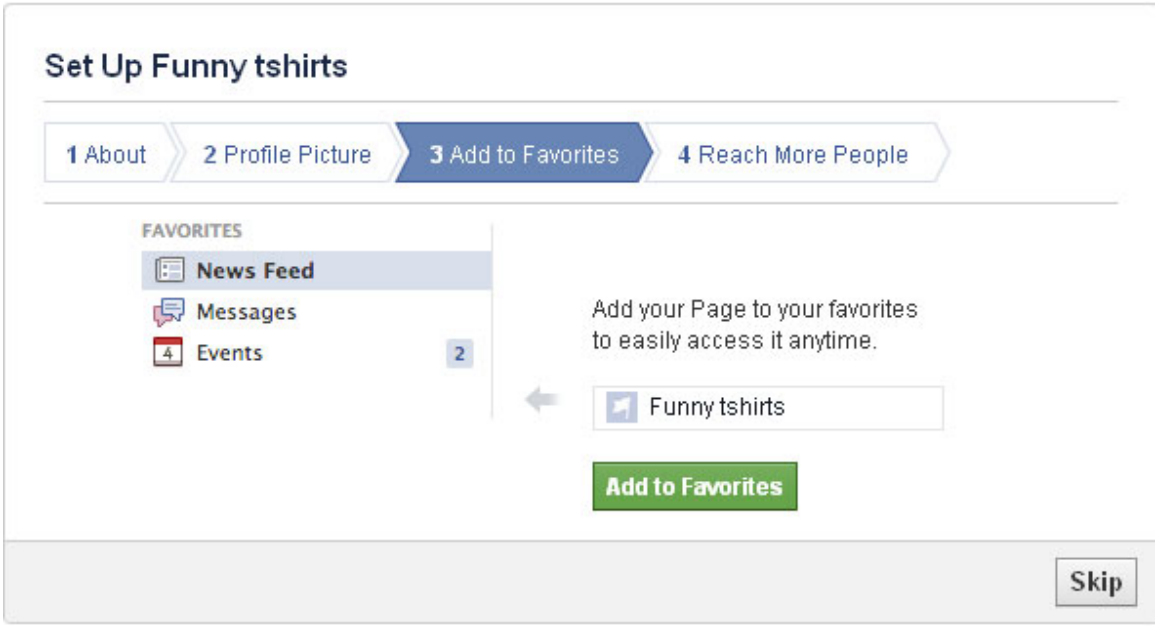
1. Add the description of your page or product to improve the ranking of your page in search.



2. Add a logo or picture to serve as your profile image.



3. Add a link to the Page to your Favorites bar for easy access:



Lastly you'll be offered the opportunity to purchase advertising for your new Page. At this stage, simply click 'Skip', as you need to get your

content ready first. You can always explore paid advertising at a later stage.

TIPS FOR USING FACEBOOK

Once you're all set up, make sure you adhere to the following tips and you'll be much better off:

- Use your status updates wisely and sparingly. Only add something when you have something to say.

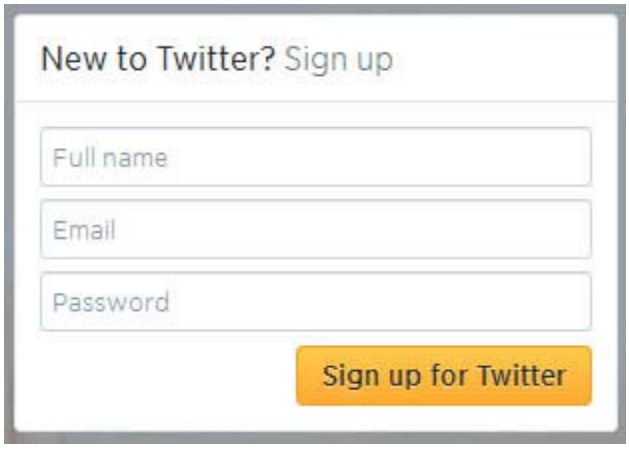
- Search for friends, family and schoolmates. This is to garner attention that can attract more attention. People love to follow others and if they see a group or page with a lot of followers, they'll want to know what all the hype is about. Just make sure you tell your friends, family and schoolmates to keep it professional. Keep the drunken nights and the dirty jokes on your personal page only.

- Create lists of your various contacts to keep them separated by age, gender, location, etc. This allows you to test what works by targeting specific groups.

- Engage each of your followers with relevant content such as questions, photos, videos, testimonials, reviews, etc.

TWEET.... TWEET.... TWEET.... THE ENTIRE WORLD IS TWEETING

(http://www.twitter.com) One of the most popular online social communities is Twitter. Twitter is considered a micro blogging platform. In 140 characters or less, you can tell your 'followers' what's going on in your life, your inner thoughts, you can share a link that you find interesting or funny, or you can spread some important news.



Twitter has been steadily gaining speed as one of the most popular social network platforms. The downside to Twitter is that it allows messages to be distributed without knowing the origin of that message. Also, with only 140 characters to work with, proper punctuation, spelling and grammar are sometimes impossible.

There is a way you can use Twitter for marketing purposes.

Twitter allows you to share valuable brand content with your followers and it allows real time news and access on the go.

Twitter makes it very easy to set up an account. Just go to the site and click sign up. You'll need to enter your name, email ID, password and the Twitter username you want to use (remember to be consistent).

HINT: If you really want to maximize your results with Twitter:

1. Consider what tone of voice you're going to use.
2. Use the Twitter Search to find relevant users.
3. Listen to what people are talking about and respond with interesting insight.
4. Be patient. Results will come but you have to wait. Don't go crazy with your Tweets!
5. Enter into relevant conversations.
6. Use hashtags, trending terms and RSS feeds to see what's hot in the Twitter world.
7. Use (http://search.twitter.com) to search your brand to see what people are saying.

SOCIAL BOOKMARKING

Social Bookmarking sites are one of the quickest ways to get noticed. Instead of video/photo sharing sites like YouTube or Flickr where you store the content on the site, social Bookmarking sites merely mark the location of that content with a link.



The best part about Social Bookmarking is that users can often rate and vote on content. The content with the most votes ascends to the top of the list aka the front page. That means it's going to get far more exposure.

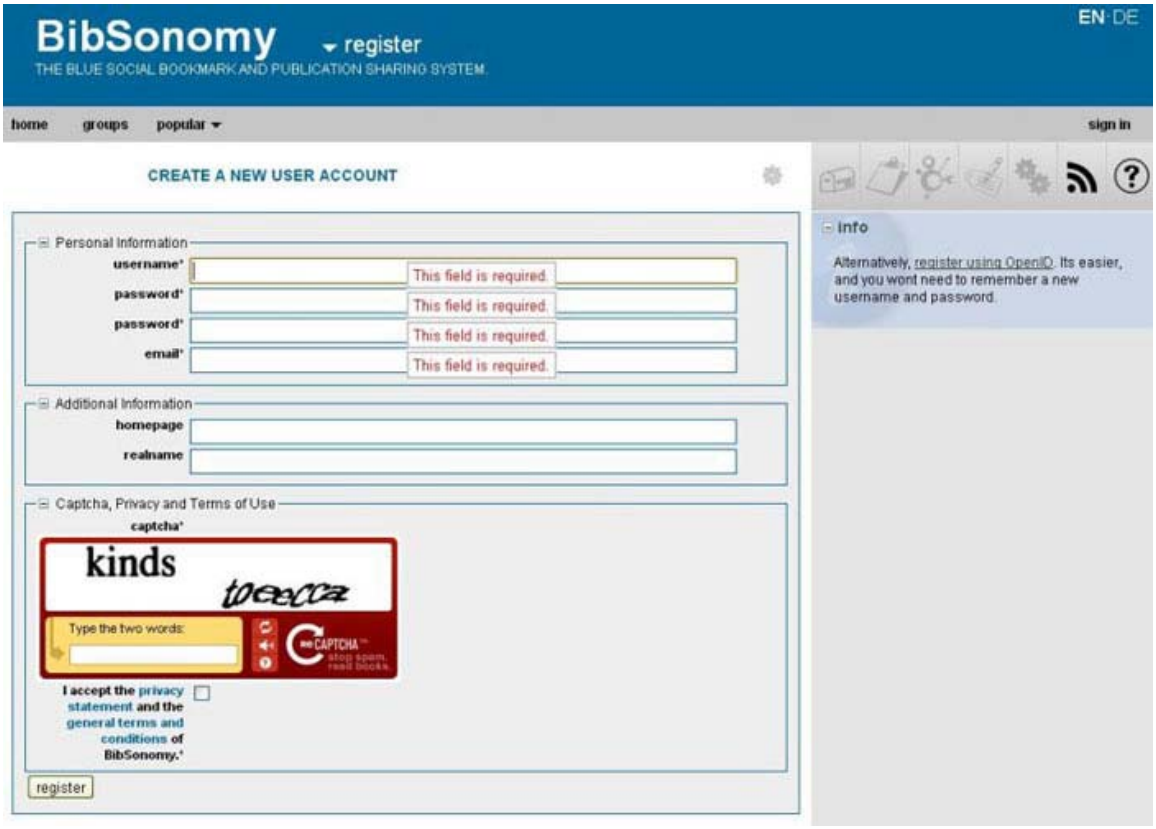
List of most popular social bookmarking websites is given below:

1. Facebook
2. Pinterest
3. Google+
4. Tumblr
5. Reddit
6. Digg
7. Twitter
8. Metafilter
9. Delicious
10. Newsvine

A good practice is to put each blog entry or industry specific news item on your Social Bookmarking sites to attract even more attention to your brand.

ACTION PLAN: Social media is for sharing information and knowledge. Therefore:

1. Setting up accounts on these sites is straightforward and every single one of them is free.



2. 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.

3. With Social bookmarking sites, people are able to rate your posts. The posts with the highest ratings get sent to the front page. Therefore, make sure you have catchy headlines, relevant and useful content and make sure your postings are interesting enough that people want to spread them around. That's a great way to increase traffic exponentially. Do this correctly, and you can create valuable readers of your posts, and valuable subscribers to your blog.

Hint:

1. For every posting you make, tag each post with a few words to help organize and categorize the post to make it easier to find.

2. Maximize your chances of getting higher ratings by:

    a) Offering something of value

    b) Always taking part in the conversations about your posts

    c) Always trying to offer something entertaining or amusing as those will travel the farthest

    d) Offering some valuable information such as a report or short e-book

    e) Giving advice or mentoring when appropriate

    f) Giving a discount to your valued readers/subscribers

BLOGGING

Blogging is known as the cornerstone of the social media marketing campaign. It's a great way for you to put your business, your ideas, your tips and tricks and your secrets for success in your own words in a way that's amusing and informative to your audience.

Blogging is not a way to sell your products or services, but instead it's a way to share your expertise so that you can attract tons of readers and subscribers. If you constantly pitch to those subscribers, you'll soon not have any left. However, if you can give them content that they can use

(tips, tricks, advice), you will have loyal followers that will always look for the next posting from you.

Also, always allow comments on your blogs so that you can receive feedback and participate in discussions about your postings. This allows you to get into the minds of those who read your blog. Keep in mind that you can moderate comments, but this can alienate some of your readers, which is never a good idea. Instead, keep a level head when dealing with negative comments and then deal with them in a professional, rational manner.

ACTION PLAN:

1. Choose a platform:

BLOGGER

(https://www.blogger.com/)



Blogger is one of the most popular blogging platforms available today. You sign in with your Gmail account logins.

Google owns it, and it is extremely user friendly. You simply drag and drop 'gadgets' that can become html files, photos, videos, and all sorts of other content so that you can completely customize your blog to your liking. You can add as many pages as you want, and

it's absolutely free. Blogger makes blogging easy, even for the technical novice.

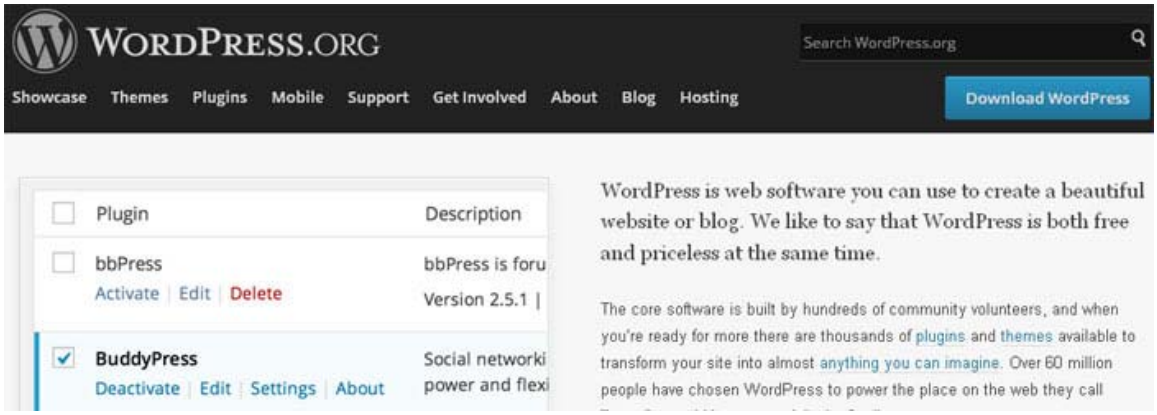
WORDPRESS

(www.wordpress.com)

Wordpress is also a free blogging platform.

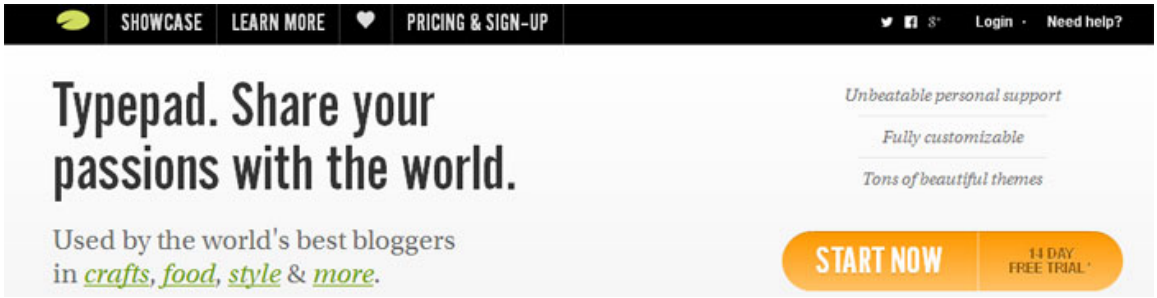


There are two types of Wordpress. Webmasters may be familiar with www.Wordpress.org, which is a platform that's used for most websites these days. It's also extremely user friendly and it makes the use of plug-ins that enhance analytics, SEO and more.



Wordpress.com is for blogging and offers the same UI format as Wordpress for websites, but without the need to have web hosting or a domain name. Just like Blogger, there are drag and drop elements and it is very user friendly.

There are other blogging platforms out there, such as TypePad.



It is SAY Media's premier hosted blogging service, powering millions of professionals and small businesses, but the two above are the current champs in the blog world.

1. Create a themed post weekly or every two weeks

2. Make use of categories

3. Activate networked blogs and push your entries to your Facebook, Twitter and all other social media accounts

4. Use lots of videos and photos while being wary of copyright laws

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HINT:

1. 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!

2. Use your blog to communicate directly with your audience as you share your insight and knowledge in a fun and entertaining way.

3. Make your blog a mixture of articles you’ve written as well as content that’s developed by other people.

4. Your blog should be your way to nurture your current relationships. It should also be used to invite new contacts to read your blog so that you can establish an air of trust and credibility.

5. Use your blog to get leads from people who have found your blog online.

6. Never replace your website with a blog. A blog should supplement a website, not replace it altogether.

7. Your website can remain static, but you should always update your blog as often as you can.

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SOCIAL VIDEO SHARING



Even though book publishers, authors and English professors everywhere may not like the trend, people's attention spans and tolerance for text of any substantial length is diminishing rapidly. The sad truth is, most people would rather watch a video than read text.

As an Internet marketer, you're probably used to using text to get your messages across to your prospects and customers. You also use text to instill confidence in your clients.

A video is a chance for you to show your personality, to prove that you're committed to what you're doing and it provides a personal touch that can't be delivered with text alone. You can use a video to introduce yourself, announce an upcoming event or even a product launch.

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.

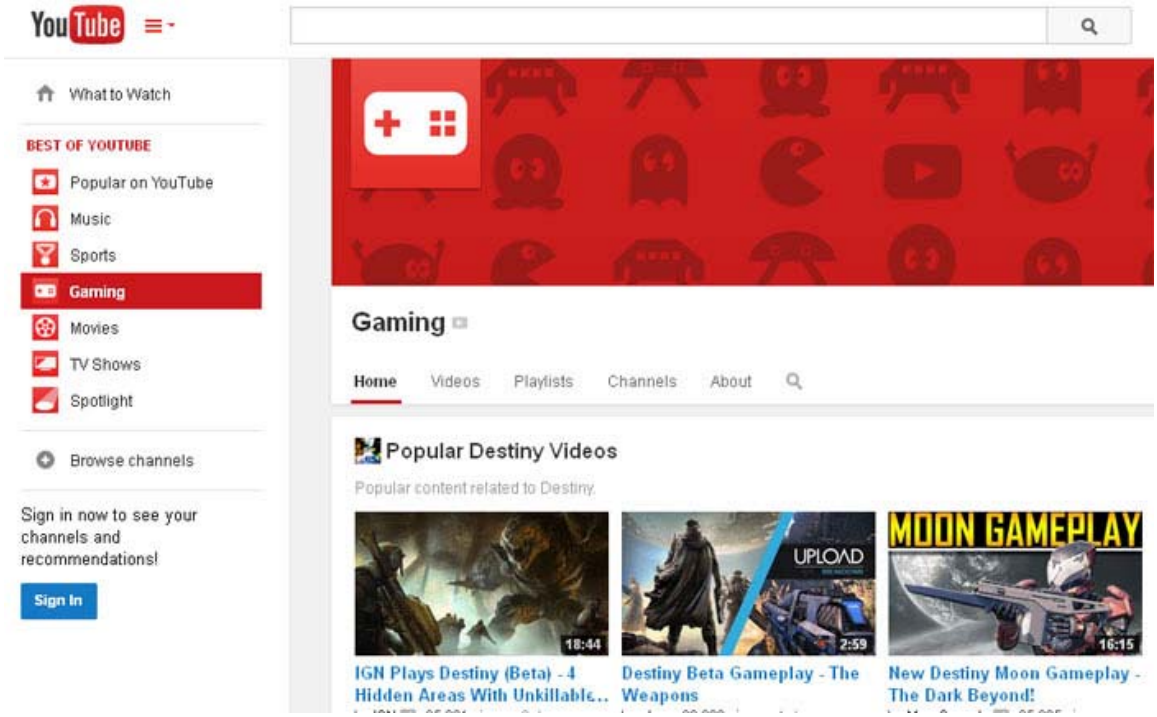
You can unleash the power of social media by using videos in your marketing strategy. One of the best ways to expose your brand to the right audience is to use the video site's search engine to find relevant content and likeminded people. Then, engage in comments and conversations about the videos, thus reinforcing your authority.

The most famous video sharing sites to date include:

YOUTUBE

(http://www.youtube.com)

YouTube is the most the popular video-sharing site in the world. With YouTube you can create your own channel, post your own videos, share videos with others and discuss those videos.



YouTube is linked to most social networking sites. It's also owned by Google, which means you can create an account directly from your Gmail account, if you have one.

If you don't have a Gmail account, you can still create a YouTube account. The best part about YouTube for Internet marketing purposes is YouTube Analytics. This is YouTube's analytics program that will tell you everything you need to know about who is watching your videos and when.

There are other video sharing sites online, but YouTube is the most popular. Of course, that could change. List of top video sharing sites is here:

1. YouTube
2. Vimeo
3. Netflix
4. Hulu
5. Vube
6. Metacafe
7. Viewstar

FREE TOOLS FOR CREATING/EDITING VIDEOS

While it's fairly simple to create a video (after all, all you need is a camcorder or cell phone), it takes a little bit of effort to make a video that's presentable to the public.

If you are going for maximum exposure, and you want your video to go viral, you want to make sure it's polished, entertaining, and, hopefully,

share-worthy. That means as soon as someone sees it/views it, they can't wait to pass it on.

You don't have to be a video editing wizard to create a great video. You just need a video-editing program. Luckily, there are quite a few that are free.

WINDOWS MOVIE MAKER

http://windows.microsoft.com/en-us/windows-live/movie-maker

Technically, Windows Movie Maker isn't free. It comes bundled with Windows, which costs money. If you have a later version of Windows you may need to download Movie Maker separately from the Microsoft Website.



You can include music, effects, and you can even use the auto movie feature that puts your frames together for you in a way that can really

make an impact with your audience. Windows Movie Maker is very user friendly and it allows you to create a video in minutes.

APPLE IMOVIE

Apple iMovie is just like Windows Movie Maker for the MAC.



Unfortunately, just like Windows Movie Maker, you have to purchase a new computer for it to be free. You can buy it separately, however. It is said to be one of the best video editing programs on the market.

There are many free programs on the market and each one should be able to help you create the videos you need to showcase your brand's image. You can find few free videos editing software as:

1. Blender
2. Avidemux
3. ZS4 Video Editor

ACTION PLAN:

1. Test Your Audience with a Sample video and link it to your website, your Facebook page, Twitter account and all other social networking sites that allow you to link videos.

2. Follow the comments to your entries and also the ratings so that you gauge the feedback your video is garnering.

3. Use analytics programs like YouTube Insight to gauge the age range and gender of your target audience, how many views your videos have received, where your viewers originate from, and, the best part, where people are tuning in and tuning out.

PHOTO SHARING SITES

Once you get started with social media marketing, you're probably going to find yourself collecting a lot of images and photos. With online photo sharing sites, you can upload your photos to the site and then link them to your various social media platforms much the same way you can do with video sharing sites.

Here are the most popular photo sharing sites currently available:

FLICKR

(www.flickr.com)

Flickr is a great way to store, search and share photos online and through other social networking sites. Flickr helps you organize all of

your photos so that you and your contacts can make comments or even tell stories about them. It's free to sign up for Flickr and you can begin sharing photos right away.

PHOTOBUCKET

(http://photobucket.com)

Photobucket can be used to edit and share videos, but most people know it as a photo-sharing site.



It's similar to Flickr in design and you can even share photos, videos and albums by email, IM and mobile phone.

ACTION PLAN: Upload your avatars and any other photos to any photo sharing sites you plan to use. Then, start linking them with your Facebook accounts, and all other social networking platforms.

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HINT: Just like when choosing your avatar, make sure any photos you choose to share are relevant, promote you in a positive light and don't offend anyone. Also,

make sure they are worth sharing. Don't go crazy with the photos as you only want to show the very best ones to your valued contacts.

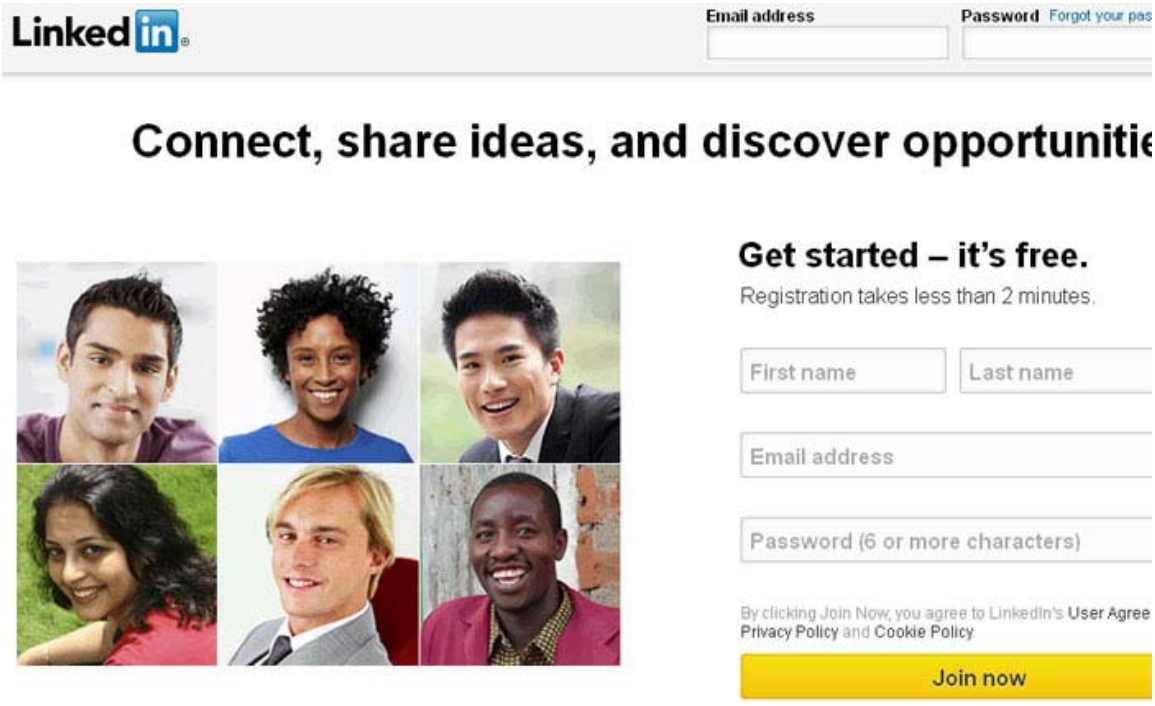
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PROFESSIONAL SOCIAL MEDIA SITES

LINKEDIN

(http://www.linkedin.com)

It's best to think of your LinkedIn profile as a virtual business card in what has commonly become referred to as a 'cyber rolodex'.



LinkedIn focuses on your professional background, your achievements in your current and past positions, the level of education you possess and your specialties. You can even include testimonials and recommendations from others in your same network.

LinkedIn has over 175 million users worldwide and it's a great way to connect with and build professional relationships within your given field. It's also a great way to stay ahead of the competition.

ACTION PLAN:

1. Create a personal LinkedIn profile

2. Invite your contacts to connect to your profile

3. Join in discussions that are relevant to your field and that have a lot of participation from other members.

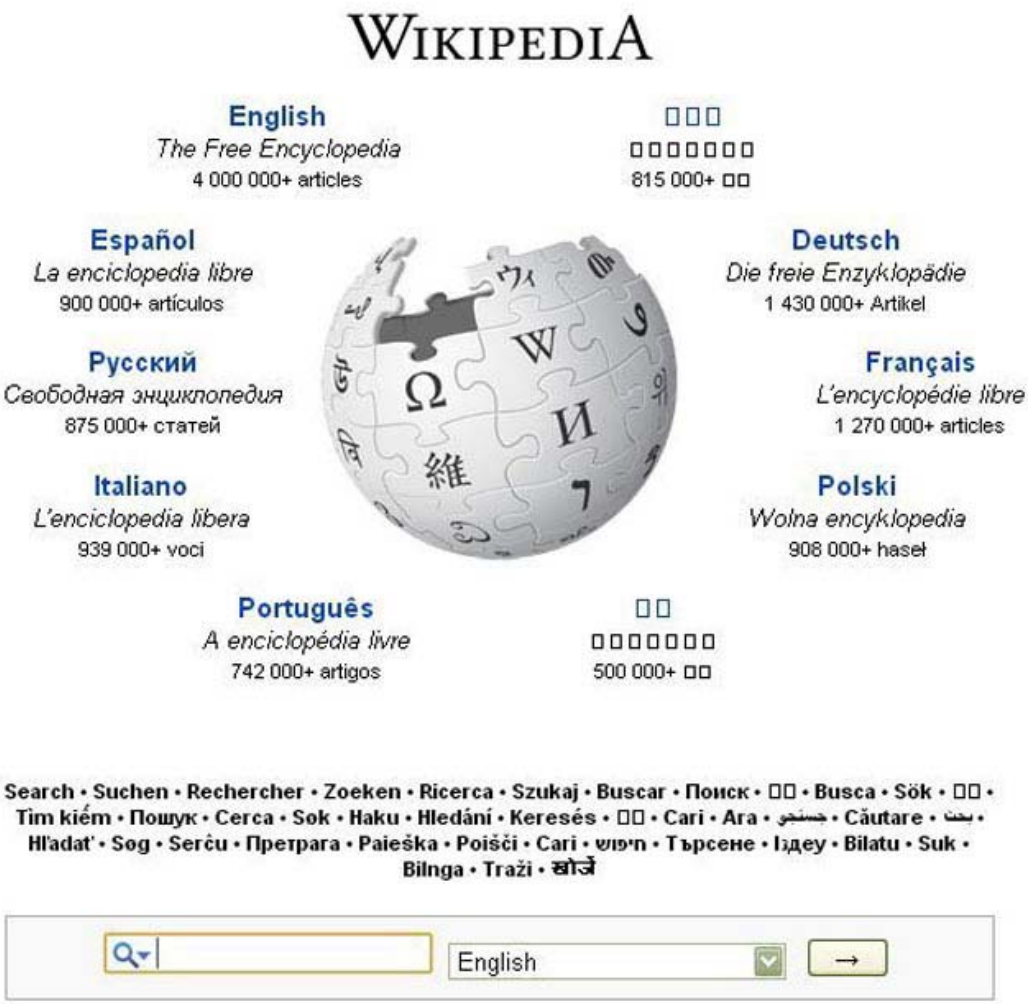
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HINT: You can take part in LinkedIn Answers or create
your own LinkedIn group to garner even more attention and
to establish even more authority in your given field.

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WIKIS

Wikis are user generated content. That means anyone can contribute to the data. One of the most popular Wikis is Wikipedia (www.wikipedia.org). You can create a Wikipedia page for your business or brand, you can write a Wiki How-To to promote your business or brand, or you can use any of the other Wiki sites.



Be mindful, however, that anyone can edit the page. Therefore, you'll always want to watch for anyone altering your sites to prevent any damage to your reputation.

FORUMS AND COMMUNITY MESSAGE BOARDS

While it would be possible to list tons of forums here, and there are literally thousands out there, the forums you'll want to subscribe to are going to be industry specific. For instance, if your business is in the

hunting niche, you're not going to do very well on a forum for animal conservation.

When you do find a forum, make sure your profile includes the same avatar and profile information as your other social media networks. Also, make good use of the profile's signature.

Most profiles allow for a signature that will allow you to post a link to your website, and you can even use it to promote your social media networks. However, most forums these days allow you to insert the contact information for your social media networks directly into your profile. This makes it even easier to link everything together.

Other social media sites include:

MICROBLOGGING

- FmyLife (http://fmylife.com)
- Foursquare (http://foursquare.com)
- Plurk (http://Plurk.com)
- Tumblr (http://Tumblr.com)

SOCIAL NETWORKING

- Orkut (http://Orkut.com)
- Myspace (http://Myspace.com)

EVENTS

- Eventful (http://Eventful.com)

- Meetup.com (http://Meetup.com)

The truth is, there are hundreds if not thousands of social media sites. The trick is to choose only the ones you determine to be relevant at the moment (through research), and to not be afraid to abandon a social site if it falls out of favor with the social media audience as a whole.

Now that you have your social media sites set up, it's time to link them all together.

CHAPTER 5

PLATFORM INTEGRATION

> “Social networks aren’t about Web sites.
>
> They’re about experiences.”
>
> – Mike DiLorenzo, NHL social media marketing director

This is where you’re going to link your Website to your Facebook account, your Facebook account to your YouTube account, your blog to your website, and then you’re going to link them all internally. Essentially, you’re going to create a web of social media networks that you hope to trap visitors and subscribers, not unlike a spider do with its prey.

SAVE TIME



To become successful in social media marketing, you need to update your sites regularly. If you don’t, you could lose relevancy in the eyes of your audience. Remember, Internet users have very short attention spans. While you don’t want to annoy people with too many messages, if you write to few messages, you risk becoming old news.

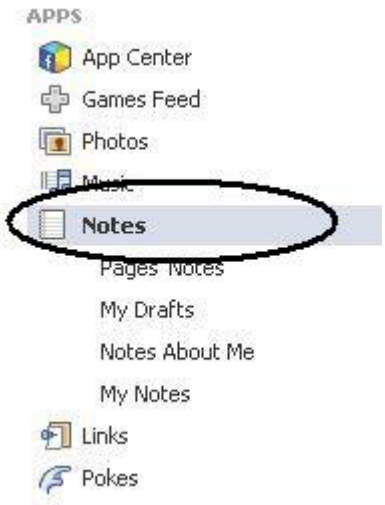
However, if you were to update all of your social media sites, this would take an exorbitant amount of time. That is, unless you’re smart about it.

By using the tools provided by the various social media networks, you can save a lot of time. Most social media networks allow for syndication between all of your platforms so that you minimize the time you spend updating and maintaining your social media profiles.

You do not need to be everywhere at once and succeed in at social media. You just need to work smarter, not harder. Here are a few techniques you can use to cast your web that you hope will capture all the contacts, views, leads and sales as humanly possible.

ACTION PLAN:

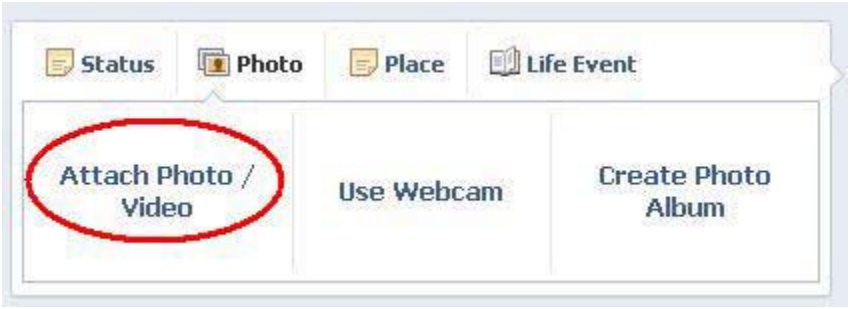
a. Send your blog posts to your Facebook Fan page by using the Notes Application.



b. Or, you can use Networked Blogs to get your blog posts even more exposure (http://www.facebook.com/networkedblogs)



c. 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



d. 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.

e. 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.



f. 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://ping.fm) and (http://hootsuite.com).

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

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HINT: To make things really easy, simply 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.
```

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

Now that you're all set to unleash your social media presence upon the world, it's time to start the countdown to launch.

In… 5….4….3….2…1

CHAPTER 6

THE LAUNCHING YOUR SOCIAL MEDIA PRESENCE

> “Those who ignore the party/conversation/network when they are content and decide to drop in when they need the network may not succeed. It’s pretty easy to spot those that are just joining the network purely to take – not to give. Therefore, be part of the party/conversation/network before you need anything from anyone.”
>
> – Jeremiah Owyang, Web-Strategist.com

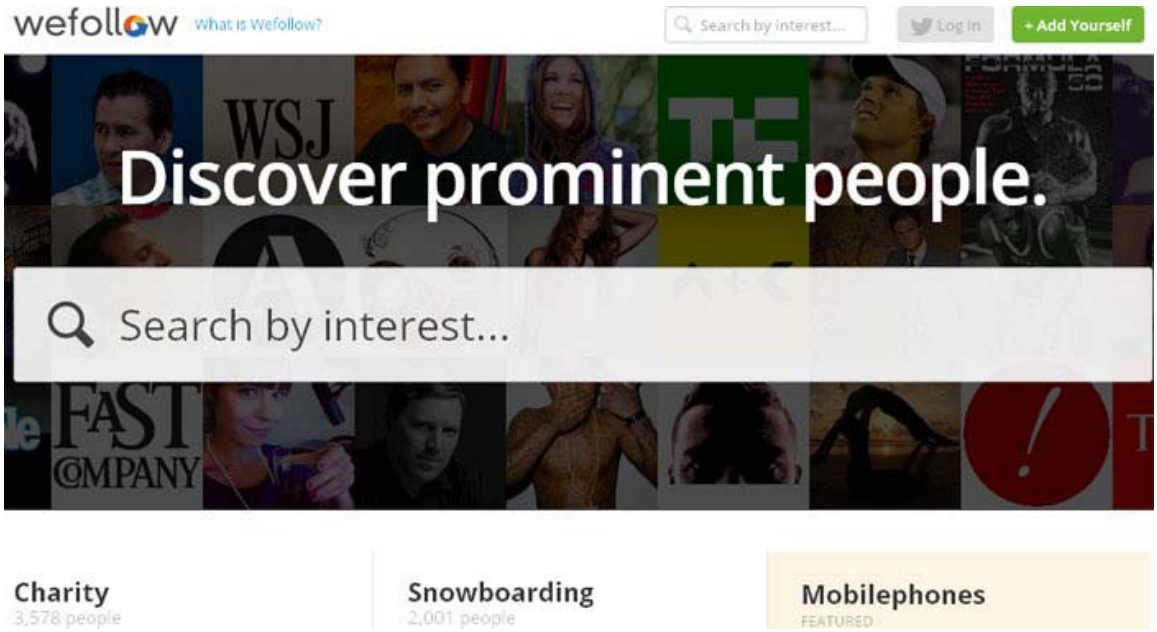
Ok, you’ve set your goals, you’ve created your profiles using consistency and you’ve linked all of those sites together. It’s time to unveil your social media presence so that you can start building relationships right away.

First, seed all of your networks and profile pages with some initial content. This is where you can introduce yourself and your projects and you can even invite others to participate in related debate and/or general conversation.

It’s always a good idea to make an official announcement across all of your social media networks on the day of your launch. Treat it as a new product or company launch.

As soon as your content goes live, you should post it on your social Bookmarking sites such as Digg or StumbleUpon, Facebook, Twitter, discussion boards, and any other social networks you use.

List your accounts on WeFollow:



And you can also write a short email to influential bloggers. Avoid using a press release, as it's likely to be ignored. In this email, you'll want to describe who you are, what you're trying to accomplish, any associations you have or what groups you belong to.

Also, see if these bloggers have Facebook pages or groups and make comments on those pages introducing you.

Don't just tell people about your company, brand or project, but instead give them a reason to participate. Invite them to visit your website or blog and tell them to leave feedback or suggestions. Tell anyone who wishes to know more about you to contact you.

Your job is to get people excited about your projects and make them interested in what you are doing now. Do not just leave your social network profiles blank until the day of launch and expect people to

flock to your sites. You need to give it time for your work to pay off if you hope to gain an audience who will not only read the information you provide, but also who will want to share it with everyone they know.

ACTION PLAN:

1. Once your profiles are set up across your various networks, seed them with initial content.
2. Announce your official launch date.
3. On the day of launch, make an official announcement.
4. Seek out influential bloggers and introduce yourself.
5. Register your networks with WeFollow
6. Get people excited about your project.

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HINT:

Check in with your social networks several times per day and don't just watch the conversations, participate in them.



Check discussion forums every day and, again, participate in conversations

Analyze your social networks so that you can change accordingly to suit your target Audience (more on this in the next chapter)

Maintain your audience. Work at growing your audience (More on that, too)

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Create accounts with link shorteners like http://bit.ly so
that your links aren’t so long. This is going to be
especially crucial for platforms like Twitter that only
allow a certain number of characters per post.

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That’s it. Now you’re live. The only thing left to do is to remain relevant. The only way to do that is to analyze your audience, and how they react to your social media presence.

CHAPTER 7

EXAMPLE BEGINNING STRATEGY

> “Monitor, engage, and be transparent; these have always been the keys to success in the digital space.”
>
> – Dallas Lawrence, Levick Strategic Communications

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.

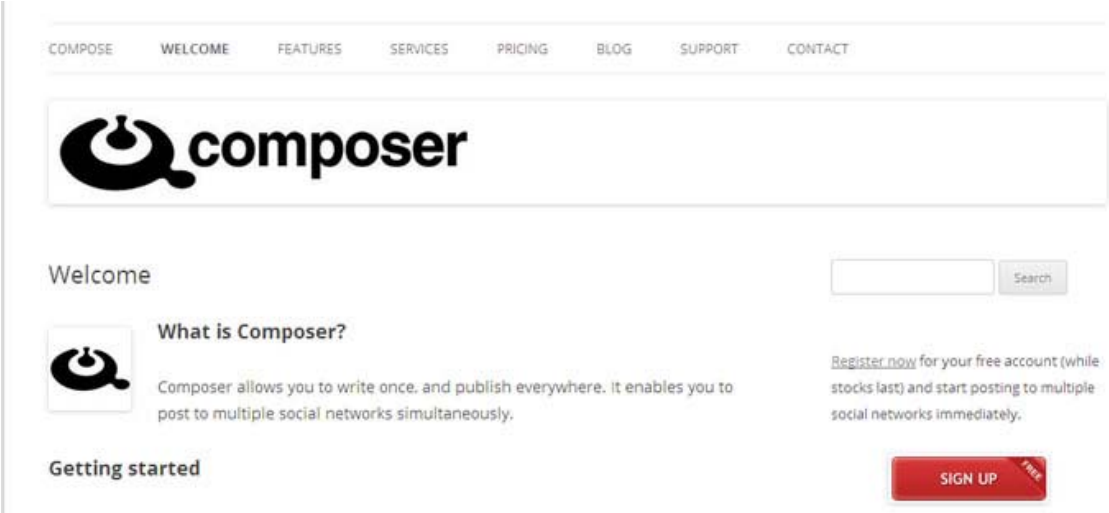
Step 2: With your new Flickr account, join local groups and begin adding photos that deal with your industry, your product, your business, etc. Begin connecting these photos with your various platforms just like you did with the videos.

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

MAINTENANCE: (PREFERABLY AT LEAST ONCE PER DAY)

Step 4: Log into your various social networking accounts.

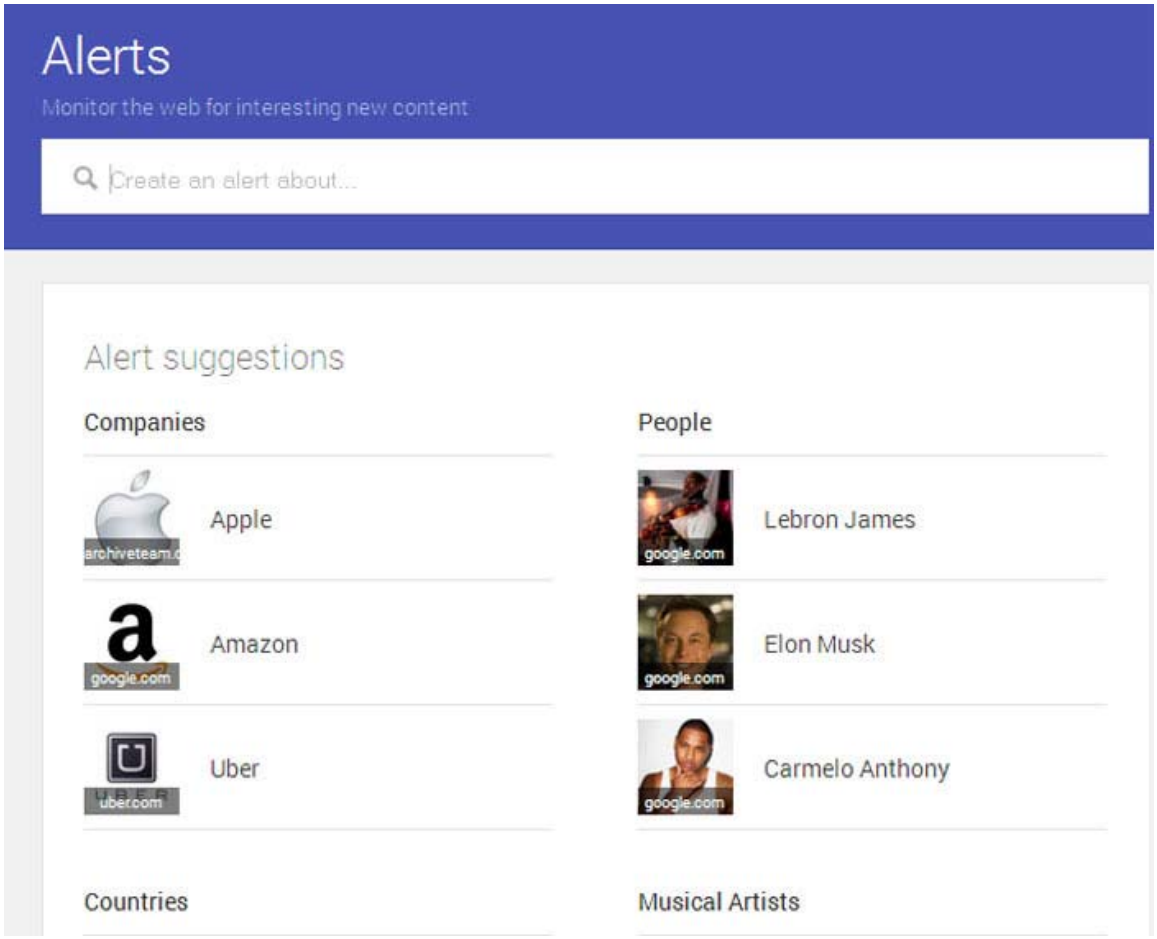
Step 5: Log into a service like Comsposer.io that updates your networks for you.



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 highly relevant and interesting content. Use Google alerts to find the hot topics in your niche to write about.



Step 9: Use Composer 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.

CHAPTER 8

ANALYZING SOCIAL MEDIA DATA

> “If your reputation sucks, none of it matters. People with lousy products, crummy business practices, and shady backgrounds get found out. And word spreads with frightening speed.”
>
> –Sonia Simone

If you hope to remain relevant, succeed where others have failed, and you hope to get the most out of social media marketing, you must track your social media profiles. You must then use that data to tweak your campaign so that it fits exactly with who you’re trying to target.

That sounds like a lot of hard work. The good news is that there are tools you can use to make your job of tracking and analyzing social media data extremely easy.

RSS FEEDS



RSS feeds, or Really Simple Syndication, allows you to link to any blog or website so that you are instantly notified whenever that blog or site is updated. You’ll then use a RSS feed reader to receive that content.

Much like your email inbox populates when you have a new email, the RSS feed reader will show you links to blog entries or website entries you ‘follow’ whenever there’s a new post.

You can use RSS feeds to have your own information sent to you, including any comments made on your posts. This allows you to see

how your brand is being perceived, what people are saying about it, and what you need to do to improve your campaign.

You could find some list of popular RSS feeds here: http://lifehacker.com/google-reader-is-shutting-down-here-are-the-best-alter-5990456

SOCIAL MEDIA TRACKING

Your next step is to actually set up tracking on the various platforms you use. Some platforms like YouTube come with their own tracking capabilities. YouTube insight can give you a lot of information as to how well your videos are received. However, for the other platforms, there are various tools you can use.

ACTION PLAN:



1. Set up an account with bit.ly, which is a link shortener. Not only does this shorten your links, but bit.ly will also track the metrics of your links. This allows you to easily see who is clicking on your links and how your links are being used. Make sure you shorten all of your links with bit.ly, or a similar

program so that all of your links can be tracked.

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.

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

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.

HINT: 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 the most, where they arrive and when they leave, how long they spend on your site, etc.

4. Set up a few 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

Now, that you are keeping a keen eye on how your social networks are performing, it's time to use that information to improve your social media presence, and gain a larger following.

CHAPTER 9

MAINTAINING YOUR SOCIAL MEDIA PRESENCE

> “Businesses used to have a small suggestion box near the door that mostly housed dust bunnies and an occasional piece of gum. Rarely would someone get back to you. But people can now make a post from an iPhone or a BlackBerry while they’re sitting in your restaurant.”
>
> – Charles Nelson, President of Sprinkles Cupcakes president

When you are set up with analytics, this is your chance to really tweak your social media presence so that it’s even more effective than before.



Remember all those things I told you to keep consistent and to never change? Well, sometimes those rules need to be broken when it comes to social media. Because, social media is such a living entity, it’s going to constantly evolve. That means media that were popular a month ago might not be today. Sometimes, media that were hot yesterday has lost its flavor.

Keeping that in mind, you must always tailor your social media presence to fit with those you’re trying to connect with. Don’t be blatant about it. Do it gradually. But use the data you glean from your analytics such as bit.ly or Social Oomph to find out what your target

audience wants, and what value you should deliver to them to receive maximum benefit.

ACTION PLAN:

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

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.

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

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HINT: 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.

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CHAPTER 10

HAVE FUN WITH IT

> “Don’t say anything online that you wouldn’t want plastered on a billboard with your face on it.”
>
> – Erin Bury, Sprouter community manager

Social media finally allows us to have our voices be heard. It allows us to connect with other people, stay in touch with people from our past, it allows us to share things we think are funny, sad or controversial, and the various platforms are just a great way to connect any one person to everyone else in the world.

Social media is here to stay and anyone who says otherwise is looking into the wrong crystal ball.

SOCIAL MEDIA AND INTERNET MARKETING

If an Internet marketer doesn’t embrace social media for all of his campaigns, he is seriously missing out on a huge chunk of the pie. With more people signing up for social media sites every day, young, old and in-between, there is more of a chance than ever to get maximum exposure for your brand, product, service or business opportunity.

But to make the most of social media, you need to learn more about the various platforms available, and you must study the new ones coming up. Only by familiarizing yourself with the various platforms online can you determine which ones you want to spend your time and resources on.

THE FUTURE AND HOW TO PREPARE FOR IT

The future of social media as it pertains to Internet marketing still isn't clear. With the introduction of smart phones and other mobile devices that allow social media to be accessed everywhere, it's likely that you'll be hard-pressed to find a person who doesn't have a social networking profile in the near future.

Therefore, study up on all the social media sites you can and make use of them when you come across one that seems as though it's worthy of your time.



When you are able to take a current campaign and implement a social media marketing extension of that campaign, and everything comes together in perfect harmony, it's a beautiful thing.

If you can accomplish that and offer content that people can't wait to pass around, you'll finally find the financial freedom you've been hunting for.

OUTSOURCING

As your social media campaign takes flight and things start to get even more expansive, it may become necessary to outsource certain responsibilities to others. If you are a sole Internet marketer and you are trying to make it with social media, you're going to quickly find yourself overwhelmed when things begin to take off.

After all, how can you possibly field questions, customer service problems, and other issues your prospects come to you with while keeping up with conversations at the same time so as to build authority? And how are you going to do all that across multiple platforms?

Just make sure that, if you're going to outsource your social media responsibilities, you trust the person at the helm of the platform you delegate responsibility to, and you know the person will say all the right things so that you can maximize your success.

HAVE FUN WITH IT

Everything contained within this book works and if implemented correctly can make you lots of money. In the end, however, it's all up to you. It's up to how well you follow the instructions contained within and also how strong your drive is when it comes to succeeding.

If you treat this as a hobby, you're never going to make it. You must work at it daily. It must become a full time job. That's the only way to cultivate relationships properly that will stand the test of time.

When you finally do make big money with social media marketing, and you're able to maintain your authoritative position so that you can make money over and over again, make sure you do not rest on your laurels.

When it comes to social media, it's always going to be advancing, and it's going to constantly be evolving. You must roll with those punches and you must keep up with the latest news and trends.

That's the way you can get from point A to point B so that you can retire early if you want to. Making money with social media isn't hard when you're an Internet marketer, as you can see, but it does take studying the right techniques, and staying away from the wrong mistakes, to make sure you build that solid business foundation that's sure to create a successful business that enjoys longevity and success.

The key is to have fun with it. Imagine you're at a party and all of your contacts and even contacts you haven't yet met are at this party. All you have to do is mingle, make conversation and connect with people on some level. If you can do that, if you can just make friends and become part of the group just as you would at a company Christmas party, you'll go far when it comes to social media marketing.

Here's to your social media success. Now get out there and show the world what you're made off with the perfectly planned and executed social media marketing campaign.

