

SOCIAL MEDIA MARKETING

BOOST



100 Social Media Marketing Tips
To Boost Your Following, Gain Authority
And Increase Engagement On All Platforms

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You would have to have been living under a rock not to have heard about the "New Media" or "Social Media" and how many businesses are using this platform to market their products and services online. Here are 100 of the most important concepts to grasp to make sure this platform works for you and your business?

Just so we are on the same page, here is my definition of Social Media. Social Media is any online platform where people can have conversations and create relationships with other people. Social Media Marketing is when you leverage those relationships to market your products and service.

1. Connection - The social networks are built around this concept, so it is very important you get this first for success. You begin by connecting with your friends, family, and people in your target market. Then you connect with their friends and family. Before you know it, just a few connections become many.
2. Conversation - One of the most important things to remember on the social networks is you cannot begin with the end (sales). It's like going to a cocktail party. Would you go to a party, meet someone new and right away launch into a sales presentation? Of course not. You would first get to know each other this is what social media allow you to do online. You begin with a

conversation, and you learn what your new friend needs and how you can help them.

3. Create Relationships - As you have these conversations online, you begin to get to know each other. This leads to a better understanding of what your new friends need and what they love to do. You find out how you can help them. Like all great relationships, it should be less about you and more about them.

4. Content - The saying on the Social Networks is CONTENT is king! Your goal is to provide useful, relevant, free content to all your new friends so they can get a feel for what you do and how you can help them. Don't worry about giving away too much because strangely, the more you give, the more you will get in return. It's a huge paradigm shift from the traditional marketing model, but it does work.

5. Community Building - Your community is your core group of like minded individuals. The more time you spend on the social networks the bigger that community will become. It starts out slow but as your community grows the faster you will grow your connections because you have access to an ever growing pool of people. For example, if you start with ten friends and each of them have ten friends you then have access to 100 people. Once you become friends with those people, you then can connect with each of their ten friends, and it just goes on and on in a geometric progression. Now not every one of their friends will become your

friends but the larger the pool of choices the more chance you have to grow the number of people you have relationships with.

6. Caring - As human beings we all hunger for other humans to connect with. It's just built into our DNA. Because our jobs and family commitments isolate us a lot of the time, it becomes harder and harder to find and create connections. Our online communities can help to fill that void. The most successful communities are the ones where people truly care about each other and try to help each other. When you give of yourself, you open yourself up to receive more in return, and this is where Social media shines! It is the perfect platform for giving to others.

7. Clients - Studies show that people prefer to do business with other people they know like and trust. Once you grasp all the previous concepts the next logical step is for your friends to do business with you. The cool part about this is you don't need to "sell" your products and services. Those people who need what you are selling come to you presold. Because of everything you have given them for free online

8. Find People Interested In Your Product or Service

Social Media Marketing is an excellent way to find people interested in your product or service. You can easily find discussions and join in the conversation. Keep an eye on the conversation, drop in when you see where you can add value,

offer tips and resources, however, do yourself a favor, Be Social! If you wade into the conversation with constant "buy my stuff" you will be ignored.

9. Deliver Quality Content

You can create blog posts, share pictures of your products, ask questions, conduct surveys, and write articles, share teleseminars and webinars. There are 100's of ways to share quality content. However, in the beginning, it can be challenging to know just what to post. You can find information that others have posted and share it. Remember this content does not always have to be yours, but please do give credit where credit is due. Make sure you name who created the content, they deserve the credit.

10. Gather Their Information

You may be creating a list of followers on Twitter or a great group of friends on Facebook, remember that information belongs to Facebook and Twitter, it is not yours. They could shut down, or god forbid, block you. You must have a way of gathering the information of the people who are interested in your product or service. There are various services out there such as Infusion Soft, 1Automation Wiz or Mail Chimp that can enable you to collect the names and email addresses of the people who are interested in your product or service. These systems will also enable you to follow up and stay in touch consistently and easily

People ask me "just how do I make money with social media?" That would be similar to asking "How do I make money with a yellow pages ad?" Social media is where you find people who are interested in your product or service and where people find you. Take the time to learn it yourself or find someone to do it for you.

11. Share tips, tricks, and ideas

If you have a way to help do something faster, share it with others. They will appreciate it.

12. Retweet or repost other people's stuff

This one will get some great Social media love going on, and they will be more likely to help promote you as well.

13. Be part of the conversation.

Don't just post your stuff. Talk to people, share with them. Offer advice and help them out. Comment on what they have going on as well.

14. Be consistent.

Don't slack off. Ideally, you will post once a day, but at least post once a week. Keep connected with other people. Reply to their comments, ask questions, and answer other people's questions.

But post often. You can't expect to be good for a week and then let it go to nothing. People will think you dropped off the Earth and stopped following you. They will give up on you because they expected you to be part of the conversation and you let them down.

It takes time and consistency to work for you.

Pretty much every marketing venue out there is the same, but social media marketing is more so than anything else I have ever seen. Let me tell you about an example of this. I have a lot of followers on Twitter. From time to time I like to go in and clean up my list. One of the first things I do is look for people that haven't posted for a while. I just wiped out over 100 people that haven't posted anything in over six months. YES, six months!

Many of these people started their accounts for business, and then were really good for a month or so and then gave up on it. They stopped posting and say that Twitter isn't a good marketing tool. Now I hear this about just about every type of marketing I see people trying from postcards to networking, to newspapers, to online marketing. Too many business people think that they can just try it for a bit and if it doesn't work, drop it and move to the next shiny object.

If you want any marketing to work, you have to give it time to work. People aren't going to buy from you right away. They don't

know anything about you. They need to get to know you first and get to trust you. Especially, with Social Media. It's a harder place to get people just to buy. It's exactly what the name implies "Social" media. That means that you have to be social and build a relationship with your followers. And one of the most vital things is that consistency will help you build that relationship.

With all the tools out there to cross promote your social media sites like Twitter, Facebook, LinkedIn, etc., there isn't any reason you can't keep up with it. I spend about 15 minutes a day, and most of that is actually in direct communication with other people. By the way, that 15 minutes is for ALL of my social media sites, not just one.

You need to keep up with it. If you can spend 5 minutes to post something that you can share with your followers, it will build each and every day. You will build a better relationship with those people and the byproduct of that... more sales. Here is a couple of things that you can post that will help build that relationship with others.

By just following these few steps a few minutes a day you will build up a large following of loyal fans that want to know what you have going on and share out your message with their followers. But, be consistent. Don't let your work go to waste. It's going to take a bit longer but you will have a much stronger following, and

people will be much more likely to want to hear what you have to say.

14. Connection to a combative diary post: There's nothing higher for inspiring engagement than somewhat disputation.

16. Let Interest move you: Interest could be a goldmine regarding finding staggering pictures you'll share (especially pictures with quotes). Essentially make a point to offer right credit.

17. Share a valuable asset: If you're included concerning sharing the first accommodating information along with your adherents, don't be hesitant to direct them to various individuals' significant substance (not just your own).

18. Post a Slide Share Introduction: If you might want to search out one that is as of now turned out to be very much enjoyed, visit the 'Inclining in Social Media' segment at the most reduced of the Slide share landing page.

19. Connection to a contextual investigation: Case examines pleasant for conveying accommodating data in an exceedingly way that is extra food and vile than an average weblog post.

20. Connection to partner industry-related IFTTT formula: Haven't distinguished of IFTTT (short for If This Then That)? You might want to find out it out. At that point share a connection to a recipe your supporters would see accommodating.
21. Fire audits or tributes: Eliciting surveys from fans or devotees is one among the best ways that to encourage tributes you'll use as social verification on your site.
22. Fan photographs: scrounge around for hashtags related to your business or item, and offer a client picture on Facebook, Instagram or Pinterest.
23. Advocate an instrument: Share an (ideally free) device or asset you're suspecting that your supporters would notice helpful.
24. Share a most loved book: practically like #23, offer a book suggestion your fans or supporters would appreciate.
25. Every day inside the life post: gives a recap of a commonplace day inside the lifetime of a visual creator, creator, CEO, and so forth.
26. Advocate your most loved items: If you're AN internet business site, share a stock of your high merchants or most noteworthy evaluated item. In case you're an administration

provider, share a stock of the item that helps you achieve your business.

27. Share irregular tips: sporadically post an arbitrary tip or trap your supporters would acknowledge accommodating. Imply: abuse irregular tip numbers adds enthusiasm to your post (e.g. Tip #256: _____)

28. Connection to your most smoking web log post: gives a transient introduction to the post and put forth a defense for why it's your most sweep and shared post.

29. Offer a proposal: Share the affection by prescribing a business you've worked with accomplishment inside the past.

30. Share a work/life adjust tip: Your web-based social networking adherents wish to comprehend you're a genuine individual with proportional battles as them. Share a tip you've learned for an evening out work, life, and family.

32. Bring a visit to a world of fond memories: Share photographs of late logos, sites or your awfully starting item.

33. Arbitrary posts that show you're a genuine individual: for instance, what you had for supper the previous evening or what you're doing this end of the week.

34. Share boundless Reddit subject: Visit Reddit's Trending Subreddit page to search out across the board and slanting themes to post concerning.

35. Advocate another person to take after via web-based networking media: Share a connection to another person's web-based social networking profile and urge your fans to "like" or tail them.

36. Share a Pinterest board: If your clients are on Pinterest (imply: if your statistic is instructed, high-salary females, they more likely than not are), offer a Pinterest board using Facebook or Twitter.

37. Share a comic book or image: acquiring your clients to snicker with you might be a decent approach to begin building connections.

38. Post a video tribute: Share a video survey; or higher, be that as it may, raise your online networking devotees to present their video tributes.

39. Advocate a partner on LinkedIn: Encourage your associations with accomplishing never going to budge some person UN organization goes about as a profitable asset for your business.
40. Hold icon photograph} challenge: Fire photograph entries so get your fans to vote. Share the triumphant photographs, as well!
41. Share an inclining Twitter theme: Use Topsy to search out a substance that is far reaching and slanting on Twitter.
42. Have a dialog via web-based networking media: this could increase before long, subsequently, make sure to stay on high of it!
43. 'Inscription this': Post a photo and raise your fans to return up with imaginative or entertaining subtitles.
44. YouTube video see an adorable or consecrated video and induce you to purchase to your fans or supporters.
45. Tag another Facebook page: Generate some sensible fate by serving to push another business.

46. Share breaking the business news: be a stop of what's occurring in your business or specialty by exploitation Google Alerts.
47. Share nation particular occasions: need your supporters from round the world Merry Christmas (a full rundown of overall occasions are frequently found
48. Offer (and raise for) forecasts: for instance, "I anticipate that Germany can win the planet Cup. Who does one accept can win?"
49. Supply a free digital book: Build your email list while producing some goodwill alongside your fans.
50. Bring up issues: Let your fans raise you something.
51. Post a question see: Play argumentative third party, however, tread critically.
52. Utilize Facebook Interest records for substance thoughts: See what points square measure drifting and offer them alongside your fans or utilize them to think of your substance.
53. Profile a worker: Let your adherents comprehend they're adapting to genuine people.

54. Post item review sees: Keep your ear to the base in this manner you'll have the capacity to be the essential to share fundamental wellbeing information alongside your adherents.
55. Post a 'truth or fiction' address: Let your fans figure regardless of whether it's the truth or a story.
56. Share an inclining Google seek: Visit Google's high Charts to seek out what people square measure is presently searching for; give your particular turn on one in every one of these subjects.
57. Enthusiast of the Month: Acknowledge your total ministers and enable them to comprehend they're valued.
58. Share exchange investigation: Post a connection to and synopsis of research your fans would see accommodating.
59. Hold a blazing deal: Use Snap chat to supply a constrained time coupon.
60. Celebrate odd occasions: For example, did you know June 17 is Apple Strudel Day? Utilize an apparatus like Days of the Year to discover what today's vacation is.
61. Honors or awards you've gotten: Just do this painstakingly... the thought is to fabricate trust, not to boast.

62. Advance another person's deal: Share a connection to a coupon or deal from a complimentary (not contending) business.

63. Most recent organization news: Anything changing in your business? New representative? New hours of operation? New item advertising?

Share pictures from a current industry occasion: Don't neglect to utilize the occasion hashtag for a greatest introduction.

65. Advance a free download: This could be a module, white paper, digital book or whatever else that would be helpful for your gathering of people.

66. Thank your fans: A basic thank you can go far too building associations with your fans.

67. Offer master experiences into a point: This sets up you as an idea pioneer in your field.

68. Do a post arrangement: We do this on our web journals, why not via web-based networking media? Share a progression of comparable posts over a specific number of days.

69. Week by week round up: Post a rundown of the 'must read' articles for the week.

70. Get your workers to visitor post: Have your representative's alternate posting a 'fun reality' on Facebook or Twitter.
71. Make and offer an aggregation of industry news stories: Flip board is an awesome approach.
72. Have a Google+ joint: Promote it through all your online networking channels.
73. Urge your devotees to bolster a cause: Post a connection to an online pledge drive (and add to it yourself).
74. Post a specialist cite: Ask an industry master a question and post their answer via web-based networking media. This is incredible for getting retweets and offers.
75. Hold a giveaway: This can be as straightforward as asking your fans or adherents to remark to enter.
76. Offer a sneak look: Whet your fans' hunger by demonstrating a sneak look at an up and coming blog entry, challenge or item dispatch.
77. Begin a discussion with an industry pioneer: Tag or say an industry master in a post (simply know you may be left hanging!).

78. Post a photograph montage: A device like PicMonkey can help you make one.
79. Secret substance: Posting a connection to a blog entry? Try not to uncover the punch line. This will, as a rule, increment your clickthroughs.
- Make an industry forecast: Speculate on what's in store for your specialty or industry.
81. Post an innovative or surprising use for your item: Be certain to likewise approach your fans for thoughts.
82. Connection to a blog remark: Have an especially accommodating or dubious remark on your blog? Post a connection and get your fans and supporters to say something.
83. Answer a FAQ: Have a question you get asked a great deal? Answer it via web-based networking media.
84. Present a connection on old pamphlets: Recycle your bulletins and increase new endorsers in the meantime.
85. Approach your fans for substance thoughts: Find out which issues or issues your fans require help with.

86. Present a connection on an accommodating Facebook or LinkedIn gathering: If you are aware of a supportive asset on Facebook or LinkedIn, share a connection with your fans.
87. Recount a story: Share an entertaining or intriguing account from your life.
88. Discover what your rivals are sharing, and improve: A simple approach to do this is by utilizing an apparatus like Social Crawlytics.
89. Utilize your site examination to discover content Thoughts: Take a speedy look through your investigation to discover which points produce the most enthusiasm from your group of onlookers.
90. Add in exclusive offers mostly to people who follow you on social media accounts. Grab your customers with a unique post. You can also include a contest for all the fans on your social media site. If contests are not your thing, you can still give your followers access to deals that regular customers won't be able to get.
91. Share a supposition: Your devotees need to know you remain for something; don't be reluctant to take sides on an issue (the length of you can and do remain behind your perspectives).

92. Present a connection on a representative Bio: If you have profiles on your site, present a connection on help your fans become acquainted with the brains behind your organization.
93. Answer a question from Quora: Find an important question on Quora and answer it via web-based networking media.
94. React to a tag or say: See who's been attempting to stand out enough to be noticed and react to them in a post.
95. Post an extract from a blog entry: Rather than simply posting a connection and rundown of the post, cut and glue an especially fascinating selection to arouse your per users' advantage.
96. Share an outline: Share an intriguing diagram or chart that is important to your group of onlookers.
97. Post a screenshot of an online networking discussion (with consent): Add your contemplations to the discussion.
98. Advance an industry-related occasion: This can either be a live or online occasion.
99. Share an amusing business: Post a business that would claim to your fans or supporters.

100. Advance your items or administrations: There's a reason this one keeps going on the rundown. There are a period and a place for self-advancement via web-based networking media, however as a matter of first importance, utilize online networking to assemble connections, set up trust, and construct your notoriety for being an industry master. At the point when individuals would like to purchase, who do you think they'll come to first?

Be aware of what time of day you get more responses and re-tweets on your Twitter page. Find out when your followers are online and post your updates at that time. Regardless of how it fits into your schedule, you want to send your tweets when the largest number of followers are likely to see them. An automated service can help you launch your messages in this ideal window.

You want to eliminate any overlap between your professional and personal Facebook presence. You probably don't want your followers to know too much about your personal life. If using your real name on a professional Facebook profile, try using a nickname on the personal page to prevent being found via a search.

Use pictures to effectively market your brand on social media websites. Pictures can often speak louder than words. They can help consumers to visualize brands and become interested in purchasing yours. Include pictures of your products, pictures of

events you have attended, and any other interesting pictures that are worth talking about.

You should do your homework and find out what works best with social media marketing. Tools and options differ between sites.

If you don't already have a Yahoo account, make one, so you can go through Yahoo Answers. This portion of the Yahoo website is a service that allows people to submit questions, which other users then answer. Look up questions about issues related to your products, and write an answer mentioning your products.

Social media has actually existed for quite some time, even though it may not seem like it .Social media is so popular at the moment that a business absolutely must utilize it to succeed. Since social media is still in its infancy, it will continue to evolve for some time to come, but the basics should stay constant.Social media is growing off late at a faster pace than ever before, a properly planned and effectively targeted social media marketing campaign can help your small business thrive and succeed.

Whichever sites you pick, make sure to add quality content that you enjoy. Spamming is ugly no matter what type of marketing it is being done in. People want value, so give it to them. Also be diligent in picking the tools you use to automate. Look for quality features and a great reputation when you choose your tools for success.These tips will help you to build up your business using

social media. The websites you're personally using each day could be effective and helpful for business use. You can reach a global audience with social media and thrive thanks to tips from this article.