

Social Media Strategy Overview

- ✔ What's the PURPOSE of Social Media?
- ✔ Is Social Media Traffic as valuable as other traffic?
- ✔ What type of posts should you use for Social Media?
- ✔ What the heck is a "hashtag" and does it matter?
- ✔ How to achieve a "Viral Effect" on Social Media
- ✔ Tips for different Social Media accounts
- ✔ How to use SM accounts together for more power
- ✔ How to "future proof" your SM strategy

Is Social Media Traffic As Valuable As Other Traffic Sources?

NO. Social Media traffic is some of the lowest converting, lowest quality traffic online.

BUT... Social Media traffic CAN bring us new leads & customers, and at a very low cost due to the **VIRAL NATURE**.

Is Social Media Traffic As Valuable As Other Traffic Sources?

So... you should still link to and promote your Social Media accounts anywhere you can.

And... everytime you make a blog post, promote a link to it on Twitter, Facebook, and anywhere else that's relevant.

What's the Purpose of Social Media?

- ✔ To **ENGAGE** with some of your target market
- ✔ To **BRAND** your products & services and company
- ✔ To **SUPPORT** your customers or prospects
- ✔ To **PUBLISH** some of your content
- ✔ To **SYNDICATE** and link to your Web Site content
- ✔ To help others **DISCOVER** your content & products
- ✔ **WARNING:** Social Media 'surfing' can be a HUGE WASTE of your time and won't make you money.

What The Heck Is A Hashtag?

A hashtag is simply a keyword with the pound symbol in front of it. i.e.

#vacation #gotigers #savingmoney

DON'T overuse hashtags! Rule of thumb to keep in mind is to use a maximum of 1-3 highly relevant hashtags. **DON'T use any on Facebook!**

Type Of Social Media Posts

- ✓ Asking A Question
- ✓ Interesting Images
- ✓ Educational Content
- ✓ Entertaining Content
- ✓ Opinionated Content
- ✓ InfoGraphics
- ✓ Full Content or "Content Teaser"
- ✓ 'Some' Sales Promotions & Offers

How To Achieve The Viral Effect?

- ① NATURALLY FOUND (Organic)
- ② We **ASK** People To Share, Like, Follow
- ③ We **INCENTIVIZE** People To Share, Like, Follow

Facebook Tips

- ✔ Consider **OUTSOURCING** your Social Media efforts
- ✔ Tell Stories and share 'real life' with your audience
- ✔ **COMMUNICATE, DON'T JUST SELL**
- ✔ Start Facebook Groups related to your target market
- ✔ Facebook hates links within posts; Share a link
- ✔ Try to post 2-3 times per week if not more
- ✔ Post as your Facebook Page on other people's posts
- ✔ Run **CONTESTS!**

Facebook Tips

- ✔ Talk about “Mistakes people make” in your market
- ✔ Share helpful resources
- ✔ VISUAL gets most attention - videos & images
- ✔ Post related images WITH content posts
- ✔ MIX IT UP - post full articles and article teasers
- ✔ Use 80/20 Rule to post more of top engagement
- ✔ Create a SERIES around most popular posts
- ✔ Try posting late at night or “off” hours

Twitter Tips

- ✔ **NOTE:** I don't recommend heavy Twitter usage
- ✔ Use an easy to remember/spell username
- ✔ Try and use a maximum of TWO relevant hashtags
- ✔ Link to your domain URL in your BIO
- ✔ Share links to your blog posts using compelling copy
- ✔ Engage with other users in your market
- ✔ Retweet relevant posts from your market
- ✔ Use Twitter for competitive research

Instagram Tips

- ✔ If you have a “visually appealing” product and/or market use it, if not maybe spend your time elsewhere
- ✔ Link to an Opt-in Page in your BIO with a CTA
- ✔ Consider using a URL shorter or redirect for your URL
- ✔ CROSS-PROMOTE with similar companies
- ✔ Use up to 3 relevant hashtags but don't overdo it
- ✔ Pay close attention to competitors' posts
- ✔ In post description “encourage” the CTA in BIO link

Instagram Tips

- ✔ Post “share-worthy” photos and videos
- ✔ Once you see conversions coming from Instagram activity, EXPAND your Instagram efforts...
- ✔ Buy a Sponsored Post from large follower accounts in your market – reach out to them directly
- ✔ Do deals with “Instagram Influencers”... get them to tag your account in their posts and promote you
- ✔ If it’s really working well... test advertising on Instagram but be very careful to track ROI

LinkedIn Tips

- ✔ If YOU are the 'product' in your business as an expert, and you sell to a certain industry, consider investing time in LinkedIn marketing – if not, don't.
- ✔ Network appropriately with others in your industry
- ✔ Attach "Rich Content" to your profile - promote CTA
- ✔ Examine competitor profiles for ideas
- ✔ Optimize your profile with great copy and keywords
- ✔ Participate in discussions and post GREAT CONTENT

Pinterest Tips

- ✔ If your marketing and/or products are related to a “visually appealing” market then consider investing time into Pinterest efforts. If not, don’t.
- ✔ Explore Pinterest to see what types of products are the most popular – if what you sell is, go for it!
- ✔ Write compelling, keyword-driven, SHORT descriptions
- ✔ Pin items multiple times per day
- ✔ Follow Pinterest suggestions - no hashtags, no promotional language, no CTA mentioning

Pinterest Tips

- ✔ Vertical pins work best – 600px wide x 900px tall, 800px wide x 1200px tall, 600px wide x 2100px tall, 400px wide x 2800px tall
- ✔ Overlay compelling copy onto images
- ✔ VERIFY your web site with Pinterest