

Social Media Marketing **SUCCESS**

IMPROVE YOUR SOCIAL MEDIA MARKETING BY IMPLEMENTING
THE BEST STRATEGIES USING PROVEN METHODS THAT WORK



Social Media Marketing Success

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Introduction

Getting the most out of your social media will have a positive effect on your return on investment and that's what you want to see.

Social media can be a very powerful tool when used correctly, but the problem is far too often it's not utilised in a way to get the most out of it.

Let's have a look at some of things you can do to make the most out of your social media campaigns.

Make sure you navigate users to your landing page via your social media. A landing page is a great place to have your visitors land. Make sure that you include this link on Facebook, Instagram, Twitter, Google+ and any other social media channels you use. **Then make sure that your landing page is a key part of your marketing strategy.**

Make sure that you are watching for posts that are from users that have a concern about your company or your brand. It can be something simple like your return policy or it can be something more complex like the impact your product has on the environment.

Gather all of the information relating to their concern and then answer their questions. If it is a problem with your product, make sure that they person with the concern knows you are aware of their concern and that you are working on answers.

This is a great way to build a positive image. Others will be watching how you handle the situation.

Make sure that you create profiles that are complete and include important information like your website, contact persons, phone numbers, addresses, etc.

This will build confidence among your followers that you are legit and that they can reach you should they need to. The more open you are, the more trust you will build.

When you are posting to your social media channels make sure that you are posting information that is valuable and informative. In other words, don't post just to post.

If you have not anything interesting to say your followers will become annoyed and they may stop following you. There's plenty of information that comes across a newsfeed, make sure yours is worth seeing.

Take advantage of the various formats there are. Some formats are better for some industries than others. For example, YouTube can be a great choice if you can show your followers how to use something or do something, or if you offer something of visual or audio interest.

Twitter can be really good for industries that have short messages they want to share often, such as changing stock or sales throughout the day.

Make the most out of your social media and you'll enjoy the real benefits.

Social Media Tips You Need To Know

Social media has so much to offer and your business is missing out on revenue if you aren't taking full advantage of it. These 6 social media tips will help you maximize your marketing.

Know What Time Is The Best Time To Tweet

There are some solid rules about when the best time to tweet is and which days are best.

Look at your Twitter activity and determine when you get the most activity and interaction on your feed then plan your upcoming tweets to work around those 'hot' times.

Ask Questions on Your Facebook Page

Ask a question, get a response. Questions are excellent conversation starters and they are also a good way to do a little market research. Turn a picture into a question.

Choose a trending topic and include a hashtag, then watch your interaction go through the roof. Your hashtags are a key way to draw people to your page.

Update or Edit Facebook Posts

It's a breeze to edit your posts on Facebook, which makes it easy to add to an existing post. For example, let's say you ran a contest and now you have your winner. You can simply edit the original post and add who won the contest. It's the easiest way to validate the giveaway too.

Spend Time on Twitter Interacting

It's important for you to have a presence on your social media channels and that includes more than just posting. On Twitter rather than just tweeting respond to tweets your followers have made. You'll

be amazed at how this can really grow interest and followers. It's a great way to connect with your followers and they feel like you are connecting with them.

Go for a Branded URL

The shortened URL is pretty standard these days. But you can take it even further and create a branded URL that will keep your website or brand in the minds of visitors. It also helps you to create tracking information that can be very valuable in helping you make sound decisions.

Have a Good Call to Action

Whether you want your visitor to buy something, say something, explore something or do something you need a good call to action to get them to act in the way you want. For example, save 40% by entering code TodaySale20.

These tips will help you to make the most out of your social media.

How You Can Have an Awesome Social Media Marketing Campaign

There's a tremendous amount of marketing campaigns taking place. Everyone is busily putting together their campaign, but many without even a little understanding of what they need to be accomplished.

So, let's look at how you can have an awesome marketing campaign and really enjoy the benefits.

Be Genuine

Did you know that you can turn your landing page for your campaign into a social hub? If you want to see an excellent example of this have a look at what Travelocity did with their Gnome marketing campaign. They were 'real' and 'genuine' with their followers.

Their goal was to create a space where consumers were inspired to participate and that's just what they created. Their landing page has over 32 million impressions and more than 95 percent of their visitors scrolled down to the comment section. This is how you need to be thinking.

Traditional Media Partnerships

If you really want to get the most out of your marketing campaign and your hashtags, partner with traditional media like television to create a strong awareness and brand recognitions.

Another successful example for Travelocity is their partnership with the "Amazing Race" that turned their name into a household word. It makes for an excellent jump off point.

Be Strategic When You Pay for Promotion

Not all promotions are going to come to you free. Some of your marketing campaign(s) are going to involve you paying for them. How

much will usually depend on how many people it's going to reach. For example, a marketing campaign that reaches 50 million people is going to cost a lot more than a campaign that reaches 5000 people. Don't just spend your money. Make sure that you are being strategic when you pay for promotions.

Seek Out a Creative Real Time Marketing Opportunity

You need to keep your marketing campaign fresh and interesting. The best way to do this is to be creative and find a real time marketing opportunity that connects with current trends and interests.

The success of any marketing campaign is measured by the results you achieve. You need to measure your metrics, including your social metrics and brand metrics to tell how effective your marketing campaign is. Then tweak or change accordingly.

Have Your Own Awesome Hashtag Marketing Campaign

Do you use hashtags? Are you running hashtag campaigns? If you said yes, are they successful? Would you like to have more successful hashtag marketing campaigns?

There have been some very successful hashtag campaigns carried out by a number of companies but look around the internet and one that's getting a lot of attention is the hashtag campaign that Travelocity ran.

There are few companies that wouldn't like to enjoy this kind of success.

Let's look at how you can have your own awesome hashtag marketing campaign:

What's Your Audience Already Discussing?

If you want to enjoy great success you need to know what your followers are already talking about. The best way to do this is to simply ask them and then let them dialogue among each other.

For example, if you sell smart phones and you want to know what it is your audience is looking for out of smart phone then ask them.

Use Low Barrier Entry for Contest Entries

Make it easy for them to participate whether that's in a dialogue or a contest. If you are running a contest minimize your channels. Pick two or three ways they can enter.

For example, Facebook, Google+ and Instagram. Make it easy to entry by keeping the form they need to fill out simple and the entry process easy.

Target Their Behaviours

Targeting their behaviour can really pay off. In Facebook you will do this by selecting them in the ad set menu. When you target their behaviour, you'll enjoy the benefits.

Understand How To Use Hashtags

Everyone is running around using hashtags but few understand their importance or what it is they even do, so before you decide to go hashtag crazy make sure that you do your homework and learn more about what it is they do, how they function, why they are so important to your marketing campaigns, and how to use them correctly.

It's In The Results

The success of your campaign is in the results you achieve. You can measure social metrics like engagement and impressions. You can also measure brand metrics to determine the growth in brand recognition.

There are tons of factors that contribute to your success, but letting your followers have a voice and letting followers inspire other followers can make a huge difference in the success of your marketing campaign.

Things You Should Do With Social Media

If you want to get the most out of your social media campaigns, you should incorporate these 4 things.

Optimise YouTube Videos

The second largest search engine next to Google is YouTube. If you want the best exposure you need to make sure that you optimise your YouTube video titles and descriptions with your keywords.

For Example, Nike Runners would be detailed using a strong introductory sentence that focuses on your keyword Nike runners.

Daily By Buffer

If you aren't familiar with 'Daily by Buffer' then it's time you were. If you want a quick way to find new content and then share it with your audience this is it.

This free iOS app is the creation of Buffer who is one of the most used social media management and scheduling tools. Buffer makes it easy to share content with its latest app.

Value Your Fans Taking Time To Vote

There are tons of ways you can use social media to discover more about your audience. Creating a poll where you ask your followers to vote is one way and it's a good way.

Asking your followers for their opinion is a win-win because you gain information you need, and your followers feel like they have a say.

All You Want is a Wish List

Social media is a great way to tap into your audiences needs and to encourage them to add something to their wish list. This call to action

helps excite your customers about something you are offering. It's a tool that you really should learn to use to its fullest ability.

Explore Vine Videos

If you would like to get more attention from Twitter you should spend some time creating Vine content. It takes only a few seconds and you'll enjoy the benefits of Vine, which will help to get your visitors excited and engaged.

Social media is such an important tool for today's business, whether you are strictly an online business, or you have a brick & mortar store. You can increase your following and your sales by making the most out of your social media strategies and tools, and there are plenty.

These 4 are just a great place to start to increase your followers and ultimately maximize your sales. Don't be afraid to think outside the box and try new tools and marketing strategies.

Social Media Tips You Should be Using

Do you have the latest social media marketing tips – Here's some you should certainly add to the list if you want to enjoy success.

Have A Plan For Your Social Media Channel

Many companies find it overwhelming to have to create content for their social media channel. Worse, some companies create one type of content and then send it out across their social media platforms.

You need to be creating a plan for a social media channel. Your plan needs to include choosing a channel (i.e. Facebook), the goal (i.e. sales goal), who you are targeting, the structure, type of content (i.e. video), your tone (i.e. funny), the desired action (what behaviour do you want from the user) and your channel integration.

Consistently Deliver Content

One of the quickest ways to grow the number of followers you have is to be consistent. Put the proper system in place to make sure you are always providing relevant posts that are valuable and interesting to your audience.

Don't overwhelm your followers by providing the same types of posts repeatedly, instead manage your categories and make sure you are not repeating posts.

Strategically Implement Hashtags

One way to help to increase your social media success is to avoid random hashtags and instead use a strong hashtag that will tie your campaign pieces together. Use a hashtag that's both easy to remember and easy to spell.

Make sure it's not already being used by someone else. Once you have your hashtag created you should follow the conversation and then join it.

Host A Private Hangout On Air Event

The success of social media is often linked to having an open dialogue with the right people. Google+ is a great tool to help you build lists. You can do this a number of ways.

One that works great is to combine Google+ hangouts on air with a private community to ensure you have an open dialogue with the right people. Get away from the general chatter and engage the right audience.

Try Pinterest And See If It Works For Your Brand

Pinterest is a popular social media channel, especially among women. You do not necessarily have to have something visual to show to be successful with Pinterest. Play with it, experiment, see if it can be helpful in branding your product.

There you now have 5 excellent tips that should be part of your repertoire for social media marketing success.

Ways To Build Your Credibility On Social Media

Social media is an incredibly powerful marketing tool that can help you to reach a potentially unlimited number of people with the very minimum investment in terms of time, money and effort.

But while social media might be incredibly powerful, it's still only going to be as good as the strategy you have in place and if you haven't first established yourself as a credible authority then you'll find that everything you do falls on deaf ears.

To improve your effectiveness then, you should make this one of your biggest focusses.

Here are ten ways to build that credibility:

Create a Blog

Then fill it with well-researched, in-depth and informative posts and share them on social media. This is content marketing 101 and one of the best ways to establish trust and authority. If you can't write, hire someone who can to do it for you.

Build Followers

Unfortunately, if you have a social media account with 14 followers, you will have a hard time convincing people to put stock in what you say. Of course, it shouldn't necessarily matter but it does. People see this as an indicator of your authority. So get to work growing that number.

Be Personal

People like to know that there's a real human being behind a social media account which can help to build trust and therefore credibility.

Every now and then posting a personal image will help to build that connection with your fans.

But Not Too Personal

That said, a drunken rant or a Tweet about your toilet habits can also seriously undermine your respectability. You might think it's amusing/poignant, but your business account is not the place for that kind of content.

Branding

Your social media pages should have strong branding that utilises high definition images and well written information. Make sure that everything says 'quality'.

Spelling

Does a misspelling necessarily mean that your interesting fact isn't true? It shouldn't do really but to a large portion of your audience it does.

Post Regularly

If you go days, weeks or months on end without posting then your social media will look like a ghost town which suggests it's not a professional account.

Network

One of the easiest ways to be persuasive is to appeal to another authority on a given subject. If you can get a referral from another big social media account, then this will help you greatly.

Participate

Communities on social media give you a chance to answer questions and demonstrate that you know your stuff. You should consider this almost as an opportunity to 'advertise' your expertise and knowhow.

Deliver Quality

Most importantly: make sure that all your posts are interesting/entertaining and that you are consistently delivering quality and value.

Reasons To Use Social Media In Your Business

If you run a business and you're interested in extending your reach and spreading the word to as many potential customers as possible, then ignoring social media is simply not an option.

Social media is an incredibly powerful tool for any business that wants to promote itself to a large audience and has been instrumental in the success of many modern products and services.

In case you're still thinking you can do without it, read on to see some of the reasons you should definitely be using social media:

The Market Is Huge

It's a well-known fact that Facebook would be the third largest country in the world were you to take every member and put them in one place.

That's an absolutely insane number of users that you can gain access to then, simply by signing up to the platform and starting to promote yourself there. Then if you consider all the other social media platforms available, this is simply too huge of an opportunity to miss.

It's Conducive To 'Virality'

If you want an idea, video or article to 'go viral' then you need social media. Social media's design makes it perfectly suited to helping media to go viral as all the tools for sharing and are right there and the networks are already in place.

It's Interactive

Social media isn't just about reaching your audience, it's also about interacting with them. Because social media lets you respond to

comments, it means that you can actively engage with them and thereby build a relationship.

It's Personal

Social media is also personal and often the networks that are in place are based on real-world social networks. So, when you see that someone 'likes' a product that isn't just a meaningless statistic, it is a referral from a friend or colleague who you trust.

It's Targeted

When you sign up to a given social media channel as a user, you will start out by giving your personal details. These include your name, age, marital status and more.

In other words, you are providing tons of information that can then be used by businesses to identify their precise target demographic. You don't just have a huge market here but a tailored one!

And there's more!

Social media has many benefits beyond these five though. Whether it's the incredible networking possibilities you're interested in or the tools and apps that make it so easy to manage your accounts there are many more ways that social media sets itself apart as one of the most powerful tools available to businesses of all sizes.

What Is The Ideal Length of Your Content On Social Media Platforms

How long should a Twitter post be? Well, how long is a piece of string?

In reality the 'ideal length' of any content is likely to vary depending on your niche/industry, your target demographic and the intent of said post.

That said though, statistically speaking there are some useful guidelines to keep in mind when deciding how long to make any given post.

Here we will look at what has been shown to be most successful across a variety of platforms:

Twitter

On Twitter the ideal length for a post is apparently 100 characters. This is according to Twitter's own 'best practices' guidelines where they state that tweets of 100 characters or less enjoy 17% higher engagement. That's not an insignificant stat so keep it short and Tweet!

Research from Buddy Media though only somewhat supports this claim, finding that retweets peak for Tweets of 100 characters while longer ones do better than shorter ones. It seems that 100 is definitely the Tweet spot (sorry).

Facebook

It seems that brevity is also preferred on Facebook where 40 characters and less seem to do best. Jeff Bullas conducted a study on retail brands on Facebook and found that short posts and particularly those below 40 characters would receive 86% higher engagement.

Many more studies have similarly supported the idea that shorter-does-better on Facebook. The point to remember is that people are in a rush. All the time. And especially on social media. If your content is really long, chances are they won't read the whole thing.

Blog Posts

While it's not social media, chances are that you'll be integrating your social media strategy with content marketing. So how long should a blog post be?

According to a site called 'Medium' the content that gets the most attention is 1,600 words, taking the average reader 7 minutes to read. It seems that a little more depth is actually a good thing at this point!

Gaining The Trust of Your Audience On Social Media

Marketing is largely about building and maintaining trust. It's one thing to be able to reach out to a huge audience but that doesn't mean anything if said audience is simply going to ignore everything you post.

This is why it's so incredibly important that you ensure you are doing everything you can to build the trust of your followers and to establish yourself as an authority.

So how do you go about doing that?

How Building Trust Works

The first thing to understand when it comes to building trust and authority through social media or any other means, is that it takes time. This is not going to be something that happens overnight or with a single post but rather something that you need to develop and build on.

At first when people read your posts, they are likely to pretty much ignore them. If you manage to get them to stop and take it in and if you manage to teach them something, then it might sink in. Still though, they are unlikely to become paying customers at this point.

The second time they notice a quality post of yours though, you might find that it registers with them and sparks a memory but only if your branding is good.

In other words, they might remember that they enjoyed the post you shared last time and therefore they might decide to pay attention to you in future.

Over time they will then go from 'taking note' of what you say, to 'actively seeking you out'. It's only once you reach this latter point that

you will then have their trust and attention and it's only then that you can start effectively making sales.

The trick here then is consistency and quality. It's tough going to continually be posting relevant, informative and accurate information but that's what it takes to really become a thought leader in your industry or niche.

Helping Things Along the Way

There are a few things you can do to speed up the process though. For one, if you can get a mention from someone that your audience already trusts this can go a long way by sharing some of that trust.

Likewise, it's also important to engage with your audience, to respond to their questions and to make sure you appear approachable and responsive.

Pay close attention to what the leading names in your industry are doing and you should be able to pick up more pointers that way. It's not by accident that some accounts rise to the top but rather through careful planning and hard work.

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