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Welcome to Social Marketing Tips. This special report will show you how to quickly and easily improve your social media marketing skills. PLUS...you'll get some great tools listed at the end that will help you with all your social media marketing campaigns.

If you think that you just have to join any social network, then post and tweet your product or service, over and over, and the money and sales will come flooding in...you're sadly mistaken.

This report will give you some simple, yet extremely important lessons that will help with your social campaigns, no matter where you're starting from. You'll learn that these tips are the foundational building blocks of a successful social media campaign.

Social marketing has evolved, just like anything else does, into the biggest, and still growing, Internet segments online. Just take a look at these numbers, then tell me that you don't need to include social media marketing in your over all marketing plan.

Don't have a social media marketing plan? This is what you're missing...

- **FaceBook launched in 2004 – now has OVER 500 Million users**
- Twitter has 105 Million registered users - - Over 50 Million tweets per day
- **LinkedIn has over 60 Million users**
- MySpace has over 57 Million users
- **Internet users worldwide spend over 110 BILLION minutes on social networks & blogs**
- Second tier networks - Tagged, Hi5, MyYearbook and Bebo, receive 3-6 million uniques per month...nothing to sneeze at!
- **Black Planet has 20 Million users – Targeted especially for the African American community**
- 60% of web users visit social networking sites

Those numbers are really mind boggling to say the least...and there's more then what was touched on above.

'Visiting social networks is more popular than personal email or online pornography'

✓ There are over 13.000.000 articles on Wikipedia. Studies show that Wikipedia is more accurate than Encyclopaedia Britannica.

✓ **More than 100.000.000 videos are viewed on YouTube daily**

✓ Flickr stores over 3.6 billion photos

✓ **Over 90% of social media users think all companies should have a presence in social media**

✓ Close to 90% of social media users think companies should interact with their clients using social media

✓ **The fastest growing demographic on Facebook is 55 to 65 year old women.**

I sincerely hope that you will find the information that I provide helpful information, and that you will become a successful social marketer and of course, a happy, longtime associate. Now let's get down to the business of social marketing!

Quick Tip 1

Avoid the #1 Mistake most make:

When it comes to successful social marketing one of the biggest mistakes that many marketers make is that they are too focused on making money and not enough on socializing. As an end result they unknowingly spam their followers which often ends up in getting your posts ignored, blocked or even banned.

When it comes to social marketing it's very important that you use social networks as they were intended (to socialize), especially if you want to see any real results from your efforts.

Always remember to socialize first and promote second! When you do this you will have no problem attracting hundreds, maybe even thousands of happy fans, friends and followers that will be interested in what you have to offer!

This tip alone could save your social marketing campaign from crashing down, as it is one of the first foundational selling principals of **ALL** successful marketing campaigns. It's where the selling cycle really begins...without it you're dead in the water. You may get a few sales, but they won't be long lasting or sustainable.

Quick Tip #2



This tip is all about socializing and building trust:

When it comes to social media marketing the most important thing you should do is to spend time socializing, as discussed previously.

This should be obvious, but too many marketers skip this vital component when using social media to advertise their products or services, and it becomes their death sentence for their social media campaign.

While it may take a bit of time to socialize, it is an important step of the process, because people aren't willing to pay attention to you and your marketing messages if they don't know who you are, and if you aren't adding a very high level value to their lives.

You must make sure that you socialize with your friends fans and followers, especially if you want them to respond to your marketing message.

Think about it this way for a minute.

- Who would you trust more?
- The opinion of your friend, family, coworker
- Or the opinion of salesperson you just met.

That's why the social media scene is thought of as the most powerful form of 'word of mouth' or 'referral marketing' advertising...on complete steroids. With the speed at which information can travel online, your message can go around the globe and back in literally seconds.

So in order to capitalize on that great power, you'll want to show all those that follow you that when you provide something, or recommend something, it will add value and solve a problem(s) that they're encountering in their life.

'If you solve problems for a few people, you'll make a little money...if you solve problems for the masses, you'll make a lot of money.'

The simple fact is that people will be much more likely to buy what you recommend if they trust you and you can earn their trust by socializing with them, letting them get to know you, only recommending quality products and posting useful information on a regular basis.

Quick Tip #3

This tip is all about Facebook:



Marketing on Facebook is fairly easy, but there are several different ways to go about it. The easiest way is by setting up fan pages, so that people can click the "like" button and follow your updates.

A screenshot of the Facebook 'Create a Page' interface. The page is divided into two main sections: 'Community Page' and 'Official Page'. The 'Community Page' section includes a description, a note about name editing, a text input field for the page name with examples like 'Elect Jane Smith, Recycling', and a 'Create Community Page' button. The 'Official Page' section includes a description, a note about name editing, a 'Create a Page for a:' section with radio buttons for 'Local business', 'Brand, product, or organization', and 'Artist, band, or public figure', a text input field for the page name with examples like 'Summer Sky Cafe, Springfield Jazz Trio', a checkbox for 'I'm the official representative of this person, business, band or product and have permission to create this Page. Review the Facebook Terms', and a 'Create Official Page' button. The top of the page shows the Facebook navigation bar with the logo, search bar, and links for Home, Profile, and Account.

It's important that your fan page has a purpose if you want it to be successful. You must have a specific plan for your pages because people won't click that button unless they like what they see.

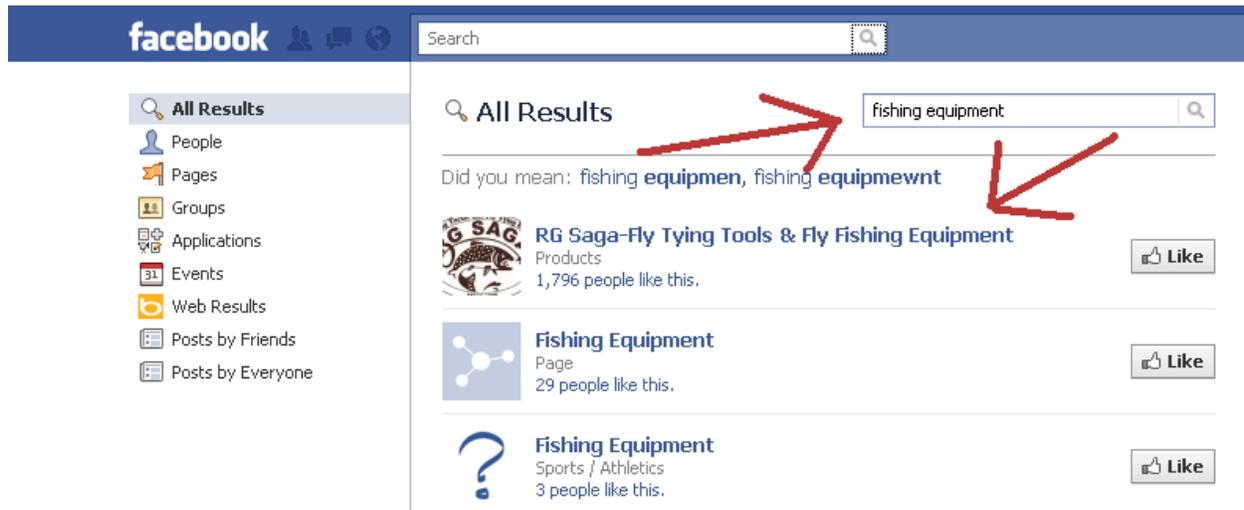
Start by investing some time to create a high-quality fan page. This page should include links to your site, a well-written description of what you do, and a brief description of the purpose of your fan page (i.e. to provide all of your loyal customers with free information about upcoming product launches, product giveaways, and coupons).

Once you have created a great looking fan page make sure that you regularly post tips, gifts and links to videos on the page to keep people coming back to read and comment often. You can even run contest to encourage participation.

If you don't yet have enough "fans" to get the ball rolling, it might make sense to start by giving people an incentive to become a fan. You could do something like

this: offer everyone who joins your fan page a 20% off coupon for one of your products. You could then say something like "if this fan page has over 5,000 members by July 10th, every fan will get product X for free."

If you are stuck for ideas just login to your Facebook account and do a search for your top keywords and see what others in your market are doing on their fan pages.



Quick Tip #4

Number 4 is all about providing useful information:

When you are trying to market your products or services successfully with social media, one very important thing that you should always do is post useful, interesting and valuable information on a regular basis.

This actually has two major benefits;

1. It makes people like you, because people love getting free stuff...ebooks, reports, audios, videos etc...
2. It establishes you as an expert, because it proves you know what you're talking about within your niche.

That's why providing only relevant, high quality info or products is so important. If you don't use or follow the advice and the things that you're recommending to your followers, then you shouldn't be sharing it with them at all.

While you can't always post a lot of information on some of the social networks themselves, you can create helpful posts, free reports and ebooks then post it on your blog and use one of the many free applications available to update to all of your social network profiles at one time letting all of your followers and fans know about the new content.

By adding a page to your site that contains the source of your ebook, report, audio etc...you can then post and tweet your page link for your followers to click on and access it for themselves. It also makes it very easy for anyone of your followers to re-tweet or 'like' the content and there by recommending it to all of their friends and followers...going viral in minutes.

By doing this on a regular basis you will build your reputation of someone that really knows what they are talking about.

Quick Tip #5

This tip is all about content ratio:



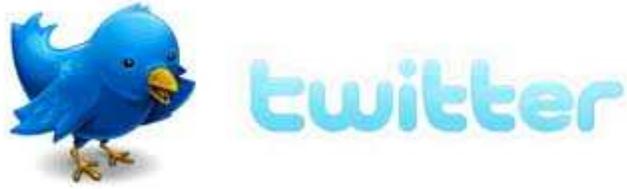
When it comes to promoting products and services with social media there is no magic ratio when it comes to the amount of ads versus the amount of content that you put out there.

It can vary from niche to niche, and also based on your target market demographic. Some markets will respond kindly to a 2 to 1 ratio of content versus advertising messages, while other markets will become extremely angry if they get a marketing message for every two content posts. A good way to play it safe is ratio of at least 5 to 1.

By posting at least five quality content messages for every one marketing message, you will make it much easier for people to deal with the marketing, and they will pay more attention, too!

Quick Tip #6

This tip is all about Twitter traffic:



Marketing on Twitter is very easy, but you must be aware that it doesn't always yield the desired result unless it is done properly.

Twitter marketing has to be approached in a completely different way than other forms of advertising because Twitter limits the size of posts to just 140 characters.

This means you must keep your posts very short. This means you can't ramble on endlessly. You have to get to the point and do it in a way that piques your followers' interest and get them to click!

A good way to write a proper tweet is to write your entire tweet out then edit it so that only the most important benefits and features are highlighted. It's very similar to writing a good headline for a sales copy or advertisement.

It's a very good idea to read your Twitter page daily and respond to messages that your followers post. This is how you can enter in to a conversation, or how you can get a new conversation going. Try to respond to some of the tougher comments or questions...the more of these tougher issues that you can solve...the faster your expert status will climb.

By interacting with them directly, you can establish friendships. This is very important, because your followers can "re-tweet" (RT) your messages to their own followers, potentially allowing you to reach a wider audience. So the key is to always tweet relevant, valuable information all the time.

Quick Tip #7

This tip is all about contests:



Contests are a fantastic way to get a lot of people to join your fan page!

People really enjoy entering contests, especially if they are easy to enter and have great prizes. You can even specifically state that the prize will be awarded when you hit a certain number of followers. This way you can get people post the contest to their wall in order to get more entries, which will help the contest go viral.

That way you don't have to award the prize unless you reach your target number of followers. Just be sure to keep the target number realistic, otherwise people won't enter because they will feel the contest is a scam.

Another great way to use contests for marketing is to actually give away one of whatever you are selling. If you have your own product, this is even more effective. Your entire contest can revolve around giving away a copy of your product, which will bring a lot of publicity and recognition to the product.

No matter what you're using to entice people to sign up for your contest, be sure that you can actually deliver it, and that what you're delivering will be beneficial to your followers. Don't give away crap 'cuz people won't sign up...plain and simple!!

Quick Tip 8

This tip is all about MySpace:



Did you know that MySpace was the first really massive social network? It literally gained millions of users its first few months online.

Their format was simple, but effective, and their growth was an internet phenomenon.

Unfortunately, their rules made it very difficult for marketers to use the site without getting banned. Even a hint of marketing could sometimes attract the ban hammer, so it became very tricky to use them for marketing purposes.

However you can still market on MySpace, but you have to be careful. One easy way to market to people on MySpace is to simply direct people to your blog whenever you make a blog post. This usually won't get you banned, although it can if you are too obvious.

Once you get people to your blog, you're free to market to them however you choose.

The most important thing to know is that you can't just blantly advertise your products or services...you really need to get social with your followers first, build the trust and confidence...then the money will follow.

Quick Tip 9

This tip is all about using Bebo:



Bebo.com is the largest social network that specifically targets the UK and Ireland.

They have millions of users, but most of them are from the UK. If you have products or services that are specifically directed to residents of these areas, Bebo.com can be a great place for social marketing!

Bebo users are relatively friendly for marketing. In fact you can use Facebook marketing tactics on Bebo because they are very similar in structure.

The best way to market on Bebo is to create a profile page for your business or product. Just like with Facebook and Twitter the most successful profiles are the ones that actually offer something back to the community.

For instance; freebies, contests, games and useful widgets will win over more Beboers than a marketing message every time.

Remember, when it comes to social media marketing, no one wants to interact with an advertisement. They want to interact with you...so always keep it social.

Quick Tip 10

This tip is all about LinkedIn



LinkedIn is a business network that is meant primarily for business professionals as a place to connect with one another and market tier products and services in a (B2B) business to business environment.

It's a great way to connect and network with business owners and people in a mutually beneficial way!

You can add links to your websites, blogs and other social profiles. You can also set up groups that are similar to Facebook fan pages, and you can also have other recommend your services in exchange for you recommending theirs.

LinkedIn also has a lot of authority on Google and other popular search engines. If you currently have a LinkedIn profile, try doing a search for yourself on Google. There is a good bet that it will show up on the first page of results.

That is authority ranking and you don't want to miss out on it! Post often, and of course only valuable, useful information.

This tip is all about Friendster



Friendster is pretty friendly toward marketers, especially within groups. If you want to market on Friendster, it's a good idea to set up a group that you can use.

Groups basically work like Facebook fan pages, so use the same basic tactics you would use on Facebook. Set up a group around a specific topic, and hold contests to gain followers.

Friendster has a higher percentage of younger members compared to Facebook, which has users from all age groups. If your target demographic is comprised primarily of people between 18-34, Friendster will work well for your business.

Quick Tip 12

This tip is all about Hi5 and Orkut:



Both of these networks are contenders. Ranking in the top 10 of all social networking sites. That alone makes them worth joining from a business point of view.

Much like Friendster, Hi5 caters to a younger crowd with a very interactive environment.

On Hi5 it's your profile page that will put you ahead of the game. There you can add information, links, pictures and more. You can also take advantage of invitations, notifications, friend updates, and other methods that will help you market your business using viral techniques.

Orkut is Google's attempt at social networking and is still in its infancy. There you create your profile, upload photos, create albums and add apps. You can also add scraps which are things like YouTube URLs, widgets and podcasts which are meant specifically for your friends.

One other nice feature that Orkut has is the "ask a friend" feature. This allows you to post a question and get responses from your friends. It works like a mini poll and is a great way to collect data and feedback.

While neither of these social networks are as popular as Facebook, Twitter or MySpace they are well worth taking a look at for any business.

Conclusion

In short...no matter if you're a complete newbie or a seasoned system of the social media marketing arena, the most valuable lesson you can take away from this special report is that you must be social, build relationships...and nurture those relationships. If you can start off with this mind set, you'll be miles ahead of your competition.

Remember the early days of email marketing a few years ago...those that took the time to build relationships with there subscribers were extremely success, and continue to be very successful to this day...years later. Those that just went out and bombarded their subscribers with blatant promotion and advertisements may have found some success...but it was definitely short term success.

The basic principals of successful marketing have not changed over the years, so follow them so you can reach the level of success you desire. It's not rocket science, so believe me when I tell you that anybody can achieve success if they just follow a proven method.

I hope you found some valuable information that can help you with your social media campaign. Don't just read this...go out and start your campaign TODAY!!

Here's some good resources that we at <http://Social-Media-Management-Experts.com> use to help automate some tasks of our social media campaigns.



Some tools to help automate some aspects of your social campaigns:
Socialloomph.com, Socialblaster.com, Socialposter.com

These are a few tracking methods that are free to use and invaluable... knowem.com, SocialMention.com, HowSociable.com

Grab your free copy of 'Social Media Marketing Explained'
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'10 Essential Questions to Ask When Setting Up Your Social Media Marketing Campaign'
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ABOUT...



Ron Richardson is the Founder of <http://Social-Media-Management-Experts.com> with dedicated, passionate people to handle all your companies' social media marketing needs! A consistent, comprehensive social networking and marketing campaign every day / week / month to dramatically increase a steady flow of website traffic, leads, referrals, better SEO rankings, word-of-mouth, name recognition, reputation management and of course new, life long business.