

Social Media Marketing Explained

**It's Easy, Fun and Profitable...
If You Do It Right!**

facebook

You Tube twitter

Linked in



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Introduction to Social Media Marketing

In a short period of time, after you finish reading this, you will know some very crucial elements of social media marketing such as...

- What is Social Networking
- Why Is It So Popular
- How to set up and use, Twitter, Facebook, LinkedIn, YouTube and more
- Which networks are best for your business?
- How to avoid the biggest mistake most businesses do in there social marketing campaigns
- How social media can increase your profits and customer loyalty.
- Socializing to Promote Your Business brand and reputation.
- How to Protect Your Reputation Online

In this first section let's talk a little aboutwhat social networking is exactly.

Social networking as defined in http://en.wikipedia.org/wiki/Social_media_marketing

Social media marketing is a recent component of organizations' [integrated marketing communications](#) plans. Integrated marketing communications is a principle organizations follow to connect with their targeted markets. Integrated marketing communications coordinates the elements of the promotional mix—[advertising](#), [personal selling](#), [public relations](#), [publicity](#), [direct marketing](#), and [sales promotion](#)—to produce a customer focused message.^[1] In the traditional marketing communications model, the content, frequency, timing, and medium of communications by the organization is in collaboration with an external agent, i.e. advertising agencies, marketing research firms, and public relations firms.^[2] However, the growth of [social media](#) has impacted the way organizations communicate with their customers. In the emergence of Web 2.0, the internet provides a set of tools that allow people to build social and business connections, share information and collaborate on projects online.^[3]

Socializing for profit is all about making new friends, prospects, customers and business contacts. It's really like one big party where you meet and learn about different people from around the world, most having similar interests as you, or in your businesses services and products.

Today the Internet gives us, as individuals and businesses, the chance to meet new people from all over the world. It gives us the opportunity to connect in a way that has never been possible before. It is amazing if you really take a minute to think about it. You can develop a friendship with someone across the world just as easily as if they lived next door...and that friendship could turn into them purchasing your products or services for a lifetime...if you treat them right!

Two of the most popular online social networking sites are Twitter and Facebook. However they are not the only ones available, there are many more like YouTube, LinkedIn and Friendster.

****If Facebook was a country, it would be the 3rd largest in the world!****

You can find all types of social networking groups geared towards specific interests and niches just by doing a quick search on social sites like FaceBook and Twitter - <http://search.twitter.com> You'll be able to find thousands of people that share an interest in your specific niche. These people are potential long term customers, buying from you over and over again.

Think about...when you connect with these people that are already 'sold' on your products and services, you eliminate the biggest challenge of a marketer...the convincing or selling them on the product or service that you offer.

'No matter what product or service your business sells...your business is marketing...he who can market the best, gets paid the best!'

People buy from those that they know and trust, and that won't happen over night. It takes time to build up to that level, so don't be impatient, and expect your social marketing campaign to explode right out of the gate. This is where a lot of businesses have trouble, and

give up way to early on their campaign.

Social media marketing is also an essential part of managing your reputation online. At the speed of which information can travel around the world, you need to stay on top of what others are saying about you and your business...good and especially the not so good.

Some of the largest companies in the world are now realizing that social media marketing is here to stay and getting bigger and bigger. Companies like Pepsi have pulled ad dollars from their television and print campaigns and allocated it towards social media marketing.

But, before you go and join every network you can find let's take some time to learn more about them and once you have learned everything that you feel you need to know, about social networking you can decide which network will work the best for you and your business.

Social Media Explosion & Some Common Mistakes That Will Kill You Biz

Social networking sites, over the past few years, have exploded in popularity, so much so, that many people and businesses are no longer wondering why start a social media campaign, rather they're wondering why they didn't start one sooner. They're realizing that there is a lot of profit to be made with the right social media marketing campaign.

One of the many reasons why social networking sites are so popular from a business stand point is because they are a fantastic source of free marketing vehicle, not to mention fun and fairly easy to use!

****Don't let that last paragraph fool you, although the social sites like FaceBook, Twitter, LinkedIn and others are free to join and use, if you make the typical mistakes, or do not have the time to do it properly, then they'll end up costing you, your time and much more in lost revenue****

Imagine for a minute having the ability to reach thousands if not hundreds of thousands of people all interested in what you have to say! It gets your blood pumping doesn't it? While not all will join you, or become a customer at all, when you look at the sheer numbers of POTENTIAL customers, well they just can't ignored.

Check out the staggering numbers below...

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 – most have forgotten about them

- **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

With Twitter, Facebook, LinkedIn and YouTube, and other sites like them it is entirely possible and it can be achieved in a relatively short period of time.

- They are fun and easy to use.

- **They make it easier to connect and meet new people.**

- They make building a list of prospects (friends) a breeze.

- **They give you the ability to reach around the world.**

- They are the fastest growing segment on the Internet today.

- **They are gaining favor with some of the biggest corporations in world...Pepsi, WalMart, IBM, Starbucks, Ford and many more.**

I want you to keep in mind the main goal of socializing for profit is meeting new people, building new relationships and increasing the visibility of your business. This can all be done once you learn how to use social network sites correctly. Not to mention the fact that it can mean a huge boost in profits for your bank account.

When you are first starting out and connecting with those that are interested in the same niche market that you are (doing a search on the social sites) as seen below on Twitter...



...you'll want to avoid some very common mistakes.

Most people think that it's as easy as building a list of friends or connections, then tweeting or posting your advertising message...over and over again until they buy...big no-no!

The last thing these people want to read is a blatant advertisement trying to sell them something...after all, they only see thousands of advertising messages every single day...Most people will never do any current or future business with you or your company if you use this approach. It can almost be considered spamming. And just as a properly set and maintained social marketing campaign can boost your business...set it up wrong and it will destroy your business very quickly.

Don't get me wrong, there's nothing wrong with wanting to sell your products or services...so long as they're of quality and legal...but when using social media sites you have to first build a relationship with trust and confidence with each follower...and again...

'People only buy from those that they know and trust.'

If you look back to the earlier days of email marketing, it's really the same concept that was being taught then. Building that relationship first was key to getting people to sign up and open your email messages.

Hell...if you really look back as far as you can in regards to the direct

selling industry...most of the proven successful foundations have never really changed since the beginning...just the methods of delivery.

When you go to McDonalds for a meal, you're not going there because you want the best burger in town, you go there because you know that you can expect the same experience every time...a decent burger, good fries and a drink at a reasonable price.

You need to show people that when they deal with you or your business, they'll have the same positive experience every time. That every time you tweet or post something on FaceBook or LinkedIn, it's going to be something that will add value to their life, personal or business, something that they will feel the need to read or look at.

'You must give without want before you can receive'

Next let's learn about Twitter and YouTube...

Twitter & YouTube Explained

Now we are going to look at two modern phenomena's, Twitter and YouTube and how we can use them to get new customers.



Let's start with Twitter..... <http://www.twitter.com>



twitter

Twitter has fast become one of the most popular social media websites online and is among the top ten most visited sites on the Internet.

Twitter is considered 'micro blogging' as you are only able to use up to 140 characters per tweet. (a tweet is what they call a status update)

It's like a lot of ongoing conversations, similar to texting via your cell phone, but unlike a text message that only gets sent to a few at most, your tweets are sent out to everyone of your followers. When you tweet, then press update, those that are following you will receive it instantly.

People use Twitter for a variety of reasons like making friends, establishing their identity, socializing, expressing their views, promoting themselves and their business. Though Twitter is not a commercial organization we can use it to expand our business.

When you decide to socialize for profit on Twitter you need to fill out your profile and make it as appropriate as you can, to what you are promoting. Remember it's your billboard to the community, so you want to make it count.

Make your profile as interesting as you can so that people will have no choice but to click on it. You want something such as a free book,

report, software, audio or video in the niche market that you're promoting, and that your potential followers also have a deep interest in.

By adding the freebie in the first few lines of your profile, will guarantee that it is seen when people are on your profile page. It's best not to try and tell them everything in your profile, as this is best done in the relationship building period.

You should also NEVER try and sell something in your profile...I will just let you know that you will have very few followers if you do try. The selling and promoting comes in the days after that trust has been built. And by days, I mean it could be weeks or months, depending on how often you use the social sites.

Most any size business can speed this process up by outsourcing their social media marketing needs. By using a social media manager (SMM) or virtual assistant (VA), you can dramatically increase the speed at which you build your list of followers, and communicate with your current and future customers. This is possible because that is what a SMM or VA is solely responsible for...it's their job.

They help build, promote and maintain your business in the social networking world. A good SMM or VA should always post or tweet pre-approved message and respond in your businesses manner of speaking. And because it is the job of your SMM or VA, they are on top things instantly when they happen...such as a customer complaint or comment, and they can direct it to the appropriate channels in your company to be resolved fast...this job function alone is priceless and can increase your customer retention rate 10

fold.'

Think about just that last fact again...you know how it would make you feel about a certain company if your complaint was taken care of immediately, and to your satisfaction...I would guarantee you that you'd be telling all your family and friends about that company...word of mouth marketing is one the most powerful methods of advertising there is....and on the other hand...

...bad word of mouth can destroy a business almost over night because the Internet never sleeps...and the info becomes super viral, traveling around the world in literally minutes.

When you have built up a good list of followers, you can start 'Tweeting' on the subject that you are trying to market. But do not just try to make a sales pitch, that is not what Twitter is about. Join in and interact on your topic, answer questions that people are Tweeting about. Be as helpful as you can...remember...

'You Must Give Without Want Before You Can Receive'

...give your followers value and they will return for more.

You have to build relationships, just as in any other type of marketing. Once you have the trust of those that are following you, then and only then should you introduce them to your products or services and all the benefits that they will receive from purchasing them. Maybe this doesn't sound very productive, but when you have a list of 10,000 followers that trust, listen and are interested in what you are saying, then it can add up very quickly.

Now let's talk about YouTube... <http://www.youtube.com>



Youtube is a website that will host videos for you free. This has led to its popularity increasing very quickly. Youtube was only set up in May 2005 and already it is the best-known hosting sites for video on the Internet. Individuals who use it to product videos, host home movies, bands to launch their new videos, filmmakers to launch film clips and independent filmmakers to get their films to a wider audience.

It is very easy to join and you can upload short videos free. This can be anything from a home movie with your friends, to an infomercial. Of course you are trying to market your product and you want people to know about your business, so you need to make a short video about that. You can do this with a home video camera, or get a professional to make it for you if your business can afford it. An easy way to make a video if you have a website is to use Camtasia.

Once you have created your video and uploaded it to Youtube they will give you a small piece of code to put on your website and this will link straight to the video so you do not have to host it yourself.

But the real way to make money on Youtube is to make a viral video. This means that when people see your video, either on Youtube or on your site, they pass it on and share it with their friends. This is the true beauty of YouTube. Your video could go viral in a very short time, and when it does, be ready for you business to explode.

I know a lot of people are dreading the possibility of being in a video and talking in front of the camera, but there are several way around that. You could just do a voice over of the text that is appearing on the screen, so basically you're just reading along with the slides. This can be done with power point which is usually found in your Microsoft office suite of tools.

You can also try and outsource you video. This can be done on sites like Elance, oDesk, Get A Freelancer and several others. You sign up, post your project and sort through the bids on the project to pick the winner. It's really not that hard nor is it expensive.

Depending on what type of business you are trying to promote, one of the fastest ways for a video to go viral to make a funny or unique piece that people will automatically want to tell everyone in their address book. This can take a video and it's contents around in a matter of minutes.

Twitter and Youtube are great ways to get tons of people to notice your business. It takes a bit of work, but if done properly it can make a lot of money very quickly.

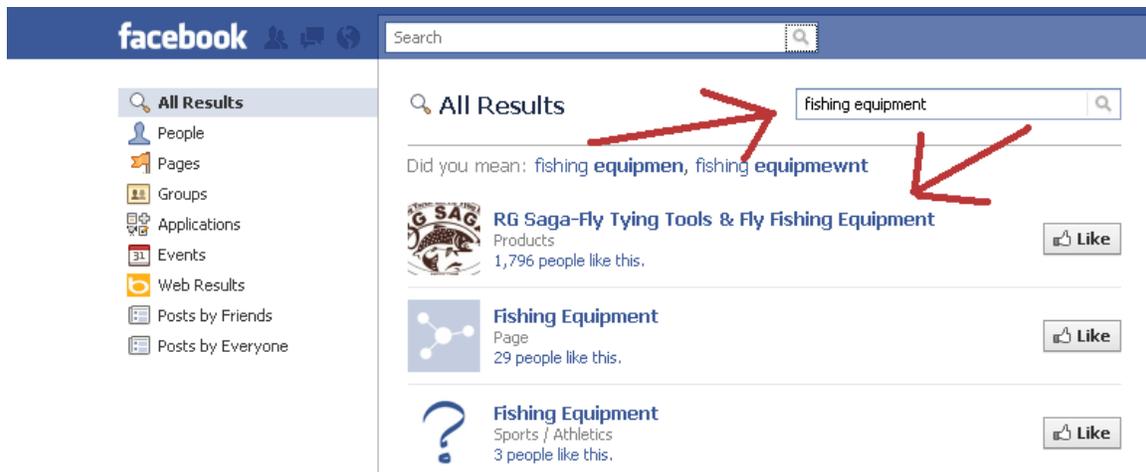
And by the way...don't worry if you've never set up a profile on these sites, it's really straight forward and very easy to use.

FaceBook Explained



Well if you've never heard of FaceBook, then I'm not sure what planet you've been living on for the past few years. It is the #1 site for social networking, and therefore, is essential for your social media marketing.

As like Twitter, you can do a search on FaceBook to find individuals and groups that share an interest in your niche market. If you're selling fishing supplies, then search that out and begin participating in their group discussions and listening to what others are saying. Try and be helpful by answering some questions that are a little more difficult and those that have not been addresses.



The screenshot shows the Facebook search interface. The top navigation bar is blue with the Facebook logo and a search bar. Below the search bar, the left sidebar lists search filters: All Results, People, Pages, Groups, Applications, Events, Web Results, Posts by Friends, and Posts by Everyone. The main content area shows search results for 'fishing equipment'. The top result is 'RG Saga-Fly Tying Tools & Fly Fishing Equipment' (Products) with 1,796 likes. Below it is 'Fishing Equipment' (Page) with 29 likes. The bottom result is 'Fishing Equipment' (Sports / Athletics) with 3 likes. Red arrows point to the search bar and the 'All Results' filter.

You'll want to start making 'friends' with as many of these people and groups that you have searched out.

I've referred to making connections with people and groups. Once you get familiar with FaceBook and have made some 'friends', you could think about starting up your own group. Anyone can start a group on any topic they choose. Once you have created your group, you can start inviting your 'friends' to join and start leading the discussions. This will start you on your way to becoming known as an expert in your field.

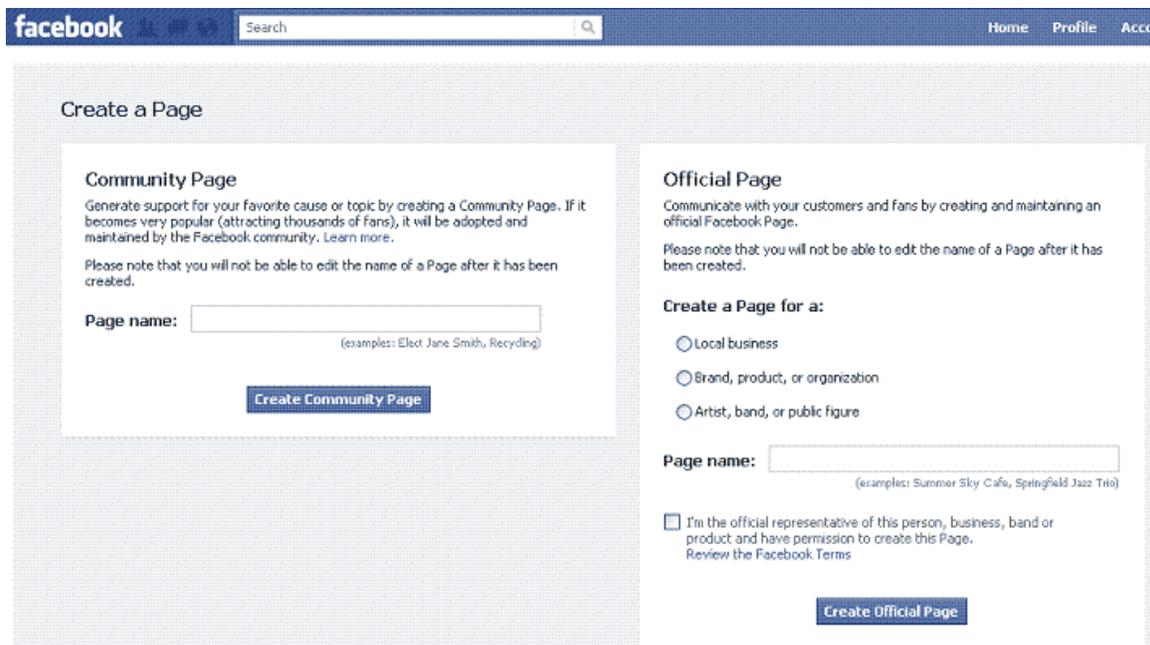
Don't limit your invitations to those just on FaceBook...although with the millions of FaceBook users you could...try and cross promote over all your social networks including Twitter, LinkedIn and YouTube. After all...they're all interested in your niche market right.

You'll also want to make 'friends' with other high profile personalities on Facebook. Of course you want to know what the best of the best are talking about, and now you'll be able to get right in the middle of their conversations.

When you connect with these types, not only will you be learning of ton of great info, but people will see your name with theirs, this will build up your own reputation on all the social networks.

Create a Fan Page for Your Business on Facebook...

One good way to use Facebook is to create a fan page on the site; and to use it to draw in potential customers and buyers. 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).



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 'X' date, every fan will get product 'Y' for free."

Another thing you can do once you have a fan page ready is to change the default setting for people who visit it. Frequently, businesses and organizations will leave their "info" or "wall" pages as the default arrival page; however, one recent trend is to make a "splash" page as your default page. This splash page can include a variety of different things, such as coupons, news, sales information, and product launches.

Another benefit of having a Facebook fan page is that you can send out information to your fans easily. If you followed my earlier tip of contacting your autoresponder course subscribers and getting them to become a fan on Facebook, then you should now have a broad base of fans to contact. You can make use of this situation by sending them information about your business, such as dates of sales, coupons, and upcoming product launch information.

In addition to sending out information from your fan page, you can also use it to gather information from your fans, as I've mentioned previously. This is the core concept of all marketing...let your fans have

a voice in the products and services that you deliver. Some of the biggest companies are using this to gather and develop new ideas that turn into new products or services...not just any new product will do, these new products are exactly what your customers want...so the actual selling of the product basically takes care of its self.

In particular, there are three things that you should try to recover from your fans:

1. Survey data about your business. If you can get your fans to fill out surveys about your products (perhaps by offering some incentives), you have a good chance of capturing vital information that you can use to create, market, and fix your products.
2. Photos or art related to your business. In many cases this simply isn't applicable, but in others, it is; and can be one of your greatest assets. If you can get your fans to post pictures of themselves using your products, this can be a very useful way to draw in additional people on Facebook.
3. Testimonials. Regardless of what business you are in, testimonials can play a vital role in improving your credibility. For this reason, you should make a concerted effort to get testimonials from your customers through Facebook.

One often-ignored feature of Facebook fan pages is the "insight" feature. This will allow you to break-down your fan site traffic in great detail, including the location, IP addresses, likes and dislikes, and other details about your fan site traffic. This can prove extremely useful if you are trying to analyze your visitors to determine what types of people buy your product and have an interest in your niche.

Another thing you may want to consider doing is adding a "tweet this" and/or "post this to my Facebook account" button to your blog posts. This will make it easier for visitors to promote your site to their friends and family members, which will ultimately benefit you.

There are several good ways in which you can add followers to your social sites. I've listed some of these below:

1. Try to capture members for your network from larger, non-niche networks, such as Yahoo360 and Myspace. You can do this by seeking out people who look like good matches for your network; and then casually exposing them to the network, so that they can decide

whether or not to use it.

2. Use Twitter to draw members into your network. Since your Twitter marketing campaign will revolve around capturing people who already work in your niche, most of the people who are following you on Twitter will already be good matches for your network.

3. Search for new members on blogs in your network; and capture them by commenting and including a signature. Whatever you do, remember that creating and populating a social network is not a trivial task; however, if you decide that it is a good route for your business, then make sure you spend the time and resources to make it work.

4. Once you've found good matches, you start to build the all important relationship with them. Find out what their talking about and join in. See what issues they are having problems with and find solutions to their problems.

Don't start out by trying to sell them anything...heck, they'll tune you out so fast it'll make you head spin...and you may have a few thousand followers or friends, but what's the point if they don't hear a word of what you're saying.

Take away a persons pain and they will not only thank you again and again...they'll also be a customer for life. And this could even be by providing a no cost solution to them...this ranks you way up their list in terms of importance, and they'll read everything you post and tweet about.



Conclusion

Over the course of this report, we've gone over many different strategies for employing social media services to grow your customer base, to market your products, to come up with new product ideas, and to collect information about your visitors.

Throughout this report, we've gone from general suggestions about social media etiquette to specific suggestions about how to use certain social media tools. We've also discussed how to create your own social networks and populate them if you believe this will be a good option for your business.

Take time to learn the different features of each of the social networks that you are taking part in. Give out as much value as you can...all the time. Slowly build the trust and confidence of your followers and invite them to join you list by giving them something to BENEFIT them. If

you've built your relationships properly, this won't be a hard step for them to make.

Once they get on your list, the process just continues, but now is when you can start to think about promoting your products or services. By this point, they've shown that they want what you have, and they want to know what you know.

Now that you've read all of this, take some time to process it, make plans accordingly; and then jump in. Don't make the mistake that many other businesses make of waiting and worrying. Instead, get to work building your social media empire; and use it to generate massive flows of income for your business.

If you're like a lot of businesses out there, you now realize that you need to include social media marketing into your overall marketing strategy, but maybe you don't have the time or the expertise to make it happen. This is not unique as many business owners face the same dilemma.

One solution, as mentioned previously, is to go out and outsource your social media marketing needs. You can find a social media management company that specializes in the daily tasks that you need performed. By outsourcing this job function you will have more time to concentrate on the day to day running of your business.

About the Author



Ron Richardson, Founder of [Social Media Management Experts](#) - has been an online marketer for over 12 years. As well as the owner/editor of [Business Opp News](#) - Dedicated to helping you succeed - Faster & Smarter -

Ron owns and operates both online and offline businesses, but has now moved a lot of his attention towards the social media scene by helping individuals or any size business grow their social status, and

therefore, helping them achieve greater customer retention, customer satisfaction while increasing profits and managing their reputations.

Social Media Management Experts, has a qualified, trusted network of virtual assistants, web designers, SEO experts, graphic designers, copywriters and more. We can take care of all your marketing easily and in one place.

While these VA's do some of the work, it is all overseen by Ron, as well as the development of a specific social media marketing package or an entire marketing package that fits with our clients wants and needs.

'I love the fact that companies are realizing the importance of social media marketing as a primary source of their advertising spending. I also love the fact that here at Social Media Management Experts, we have the ability to help our clients realize significant increases in all areas of their business.'

The social media revolution is here...and it's here to stay, so let's get social now!!!

You can send any comments, questions or inquiries here...
<http://www.social-media-mangement.com/contact.html>

Read more on how to gain a distinct advantage over your competition...
<http://www.social-media-management-experts.com>