

# SOCIAL MEDIA MARKETING INFLUENCE

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Discover effective social media marketing secrets with this practical beginner's guide.



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# INTRODUCTION

# Introduction

## **Understanding That Social Media is All About Communication is the Key to Getting Likes and Shares... Here's Why!**

Want to get more people to like your content on social media and share it with their friends? Then it's time to go right back to basics and to remember why people use social media in the first place.

You need to remember what it is that social media is first and foremost. And what is it? It's a form of communication. And communication is inherently about expression.

Once you understand this, you'll be able to better understand the psychology of sharing and thereby encourage people to share much more of your content. So, read on...

### ***Why People Share***

So social media is about communication, which is about expression. This holds true in real life too – when we communicate, we are largely expressing something about our views, our feelings or our personality. We love to express ourselves and in fact, most of us are pretty narcissistic. Given half a chance, we'll almost always try to steer the topic onto something about us!

And this is also apparent when you look around someone's bedroom or home: it will be decorated with things that say things about them. It's about their sense of style, their hobbies and interests and their families and friends.

Your Facebook profile is very much an extension of this. And the things you share on your wall and the pictures you post are all about showing people what matters to you and what you like to do (or what you'd like them to think you like to do!).

Knowing this, what is it that makes someone like a Facebook page or share a link often? Self-expression.

If you write a post that's all about the health benefits of martial arts, then who do

you think is going to share it? Martial artists! Why?

Because they want people to know that they agree with your statement and thereby make it a part of their identity.

Likewise, if you write something about working from home and it's amusing/relatable, then people will post it to those who work from home so that their friends can learn a little more about the way they work.

As you can see then, sharing content is very commonly just a way to show off different aspects of your own personality.

### ***Sharing With Friends***

And the other reason we share? That's to show that we're thinking of someone. When we're not expressing ourselves, we're usually sharing content that we think is ideally suited to someone else.

So, what do both these scenarios have in common? In both situations the content is aimed at a single, very specific person. Don't try and please everyone – try to write expressive content that the right people will identify with.

## **Why You Need To Provide Value To Have A Great Social**

### **Media Page**

Want to build a big social media page with thousands of followers? Hoping you can use this to build awareness for your brand and drive traffic and sales? Great!

But if any of that is going to happen, then you need to ensure that you're approaching social media in the right way and that you understand the secret to success.

The good news? That secret is very simple and easy. And we're going to share it right here...

### ***The One Thing You Need To Do To Succeed***

When you're trying to succeed on social media, there is just one thing you need to do and that is to provide value.

In other words, you need to make sure that you have a social media account that is offering something useful to the follower. That might take the form of jokes and entertainment, it might take the form of inspiration and encouragement, or it might take the form of useful links and posts.

But whatever the case, it needs to be actually useful. And a good way to know whether you're accomplishing that is to imagine that your social media were to get taken down tomorrow. How would people react? Would they be genuinely disappointed that something they enjoyed reading or found useful is no longer available? Or would no one care?

If you answered the former, then well done, you're on the right track!

### ***What a Lot Of Businesses Do***

But unfortunately, a lot of businesses just don't do this. That's because they think the purpose of social media is simply self-promotion. Sure, it is in a way, but if that's all you're doing, then what incentive is there for anyone to follow you?

A lot of small businesses will create social media pages and then all they'll post is the occasional statement like 'We Make the Best Till Systems in the Area!' or 'Find out why we're number one... call today!'.

But ask yourself: if you followed a page like this, would you stick around for long? Or would you eventually unsubscribe? Most people would say the latter.

Not only that but using this kind of approach will just make a business look out of touch and outdated – they appear to not understand how to use social media!

So, think differently and start asking what your followers would want to see from you!

## CHAPTER 1

# **HOW TO CREATE AN INTERESTING SOCIAL MEDIA PAGE**



# Chapter 1: How To Create An Interesting Social Media Page

**If you look for advice on how to create a buzzing social media channel, you'll find that the general consensus is to try to offer something of genuine value.**

Your aim is to try and create something that people will be entertained or informed by and that way to think of your social media page as almost a product or as a service in its own right. The aim is to make a page that people will be excited/eager to check in on.

That's easy if you have a business in fitness. All you need to do is to regularly post inspiring quotes, workout tips and pictures of people training. Job done!

But what if you work in life insurance? Or accounting? How then are you supposed to come up with a channel that people can relate to? Being Tangential

In these scenarios, the simple solution is to make a social media page that is not directly about the niche or industry that you're focused on but rather one that is tangentially related. A great example of this for example might be a company that sells lightbulbs.

Now this is a pretty dull (no pun intended) product and it's not something people will want to read about every day! But what's tangentially related here is interior décor. People have lightbulbs in their lamps and lamps are a key part of our decorating.

So, you can therefore create a social media page that's about decorating. A great example of this would be a Pinterest board where you collect inventive and creative ideas for interior décor. This could include 'hacks' for storage or beautiful home-made designs.

Either way, you now have a page that's filled with unique ideas that homeowners might want to check out for inspiration and you're providing a service. You can build a big following, get lots of shares and only then occasionally try and promote your lightbulbs!

## ***Know Your Why***

What's also important is to know the reason that your business exists and what drives it. Why do you do what you do? What is your value proposition and how do you make the world better?

Once you know this, you can find that 'through line' that connects your topics. So, for example, if you sell life insurance, your mission statement might be to create happier families. And if that's your mission statement, then a Facebook page about 'fun activities for families' will serve the same end goal and be a perfect marketing strategy!

## **Why You Need To Know Your 'Why' On Social Media**

Want to be a big sensation on social media? Then you need to go right back to the basics and ask yourself what it is your business actually does and why it does it.

It is not enough to think of your social campaign in a vacuum. It is not enough to think of it as something separate and distinct from everything else you do. Rather, you need to look at this from the perspective of what you want to achieve and how you're going to go about doing it...

### ***The Golden Circle***

'Know your why' is something of a catchphrase that has become popular among businesses and the origin of this lies with Simon Sinek's talk on 'The Golden Circle'.

Simon explained in a TED talk that there are three different 'layers' to what a business does – an outer, middle and inner ring that make up the golden circle.

That first outer layer is 'what' your company does. Maybe you make computers, or you sell insurance. The second middle layer is 'how' you do it. Maybe you are a reseller, or a manufacturer. And the final inner layer is why you do it.

Do you do it to make the world a greener and cleaner place? Do you do it because you love futuristic hardware? Do you do it because you believe in small business?

Whatever your reason, this is your driving force, your ethos and your mission statement and this needs to lie at the center of your social media strategy?

### ***So Why?***

The answer is simple: people will follow you on social media if they are your fans. That means that they need to identify with your business in a way that goes beyond simply liking your products.

You might find that you use toilet paper from a certain brand a lot of the time and perhaps you like that product. But you won't be a fan of the company unless you find some deeper meaning behind the toilet paper – like a big push for eco friendliness, or perhaps an ethos of comfort and luxury.

If you want to make fans out of your followers and gain a huge boost in shares and likes as a result, then you need to know what it is that people can identify with about your business and how you're going to communicate that!

## CHAPTER 2

# HOW TO TAKE GREAT PHOTOS THAT TELL A STORY

# Chapter 2: How To Take Great Photos That Tell a Story

**Being successful on Instagram is all about storytelling. It's all about being able to paint a bigger picture than the one you actually include – and it's about implying a lifestyle and an ethos.**

This is something that many Instagram celebrities do very well. What immediately springs to mind are the women who post photos wearing outfits provided by sponsors. They earn millions of dollars but how did they get to this point?

Simple: by posting photos that make them look highly attractive, while also showing off a glamorous and desirable lifestyle. They'll post pictures stepping out of luxurious cars or running down the beach in a beautiful frock. Perhaps working out with immaculate makeup!

These images might not be true to life, but they sell an ideal and a way of life. And their followers buy the dresses because they believe that by doing so, they can accomplish that way of life too.

To a lesser extent, this is what you're trying to do with any photos you take on Instagram to promote a brand.

## ***How To Do It***

So how do you do it? A good place to start is with a better camera. A good camera will make everything look better and especially if you use features like macros in order to bring the extreme foreground into focus while blurring out the back.

Learning to take good photos will also help. There are many aspects to this, but the basics are to think about lighting (actually position yourself to get the best Rembrandt lighting on your subject) and consider composition.

Think about how you can create a sense of movement, of depth and of scale and think about how you can frame the shot and the subject matter in a way that's interesting and dynamic.

You also need to think about what the lifestyle you're trying to promote is and everything that comes with that. You can start by thinking about your target audience and what it is that they want. What are their hobbies? How do they dress? What inspires them? Who are their heroes? You can then integrate this seamlessly into your photos.

One way to do this is by making a photo just a single piece of evidence, left by a much bigger event. What's more powerful – a photo of a big party? Or a photo of empty lipstick-stained-glasses the next day?

## **Make People Excited To Follow You On Social Media**

When we're trying to build a big following on social media, often we will ask our website visitors and customers to follow us and thereby imply that they're doing us a favor.

*“If you liked this video, then please consider liking us on Facebook – it really helps!”*

This is a good strategy and it can certainly lead to a few more likes and shares.

But it's not the best strategy. Because if you're asking people to follow you on social media, then you're implicitly suggesting that they're doing you a favor and thus there's nothing really in it for them.

To get a HUGE number of followers, you need to make them WANT to follow you.

One way you can do this is to do what we're always taught to do as marketers: to supply value. If you're posting useful or interesting content, then people should automatically want to follow you to see more of it.

But to go further than this, you need to suggest that following you makes someone a VIP – that they are becoming part of an exclusive club or group.

People love to belong, and they love to have things that other people can't have. We love feeling like a part of a privileged group and this is why 'Gold Memberships' are so important. It's not just about what that gold membership gets you: it's about the status and feeling of importance and belonging that comes from it.

You can create this same kind of identity through your social media by making your brand into more than just a product and instead making it a movement.

For example, you'll find that a lot of fitness and weight loss brands will talk about themselves as 'The New Fitness Revolution' or something comparable. Of course, people will want to sign up for that! Who wouldn't want to tell people they're part of a new revolution? Or to feel like they're a part of a big movement?

And this has another amazing benefit too: you're making people feel as though they're taking a step closer to their goal simply by following you.

When someone makes the decision to get into shape and to look and feel healthier than ever, they will want to do something to cement that decision and to make a statement to that end. Following you is the perfect way to do this!

## CHAPTER 3

# **SOCIAL MEDIA TIPS YOU NEED TO KNOW**



# Chapter 3: 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:

## ***1. 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.

## ***2. 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 keyway to draw people to your page.

## ***3. 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.

## ***4. 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.

## **5. 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.

## **6. 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.

# **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 behavior 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 hangouts is a great tool to help you build lists. You can do this in 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.

## **Top Tricks You Need to be Using in Social Media**

Social media should be an important part of your online marketing campaign. However, you need to do more than just use social media. You need to be using it right.

These top tricks should be part of your social media campaigns:

### ***Create Your Facebook Marketing Campaign***

Create your Facebook marketing campaign from an email List Facebook gives you the ability to create advertising audiences based on your email list(s). You just need to create a txt or csv file.

Take that file and click Audience then Create Audience and then choose Custom Audience. Now click Customer List and then upload your email list. That's it – it's that simple. Remember you can also upload a phone number list to target

through your Facebook ads.

### ***Test Different Bid Strategies***

Bid strategies influence just how successful your Facebook ads will be.

There are 3 key categories for bidding:

- Cost per thousand impressions
- Cost per click
- Conversion optimizer

You need to test various bidding methods to learn which will reduce your cost per conversion while getting the volume you need. Start with CPC. To set up your bidding method go to Ad Set Level (Under Optimization and Pricing) and choose bid type.

When you use the conversion optimizer or bid per click you will determine what your maximum cost per click is going to be or your target cost per acquisition. You can also let Facebook select a value for you, but this is riskier. Then set the pricing per ad.

### ***Schedule Your Ads***

Facebook lets you segment your ads by hours and days, if you choose a lifetime budget. It isn't available on a daily budget. This is why businesses seldom use this feature. Lifetime budget is the total budget of your ad set and it does not have a daily limit.

If there is no established performance pattern for the campaign that already has a proven track record this is not a setting you want to play with. If you want to set up day/hour parting go to Budget and Schedule under Ad Set, then choose scheduling for your ad.

### ***Use Instagram To Generate Interest***

Instagram has gotten a great deal of attention and is said to have 15x the engagement that Facebook has. It's also one of the fastest growing mobile apps. You can influence interaction on multiple channels by tweeting your Instagram links to your photos. The results can be very impressive.

## CHAPTER 4

# **MAKING THE MOST OUT OF YOUR SOCIAL MEDIA**

# Chapter 4: Making The Most Out Of Your Social Media

**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 utilized 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, 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 there 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.

## **The Power Of Social Media For Entrepreneurs**

Social media is a powerful tool that smart entrepreneurs learn to take advantage of and use to their fullest ability. There are many different ways that you can ensure that you are getting the most out of your social media and getting the best return on your investment.

### ***Focus On Important Days Throughout The Year***

The important days that occur throughout the year give you content topics you can write on and if you have an editorial calendar, they make an excellent addition. Figure out how you can connect your brand to those important days.

### ***Use Dark Posts To Hide Facebook Ads***

We are constantly being told that we need to make sure we have a social media presence so the use of dark Facebook posts sounds contradictory.

However, some top brands have enjoyed great success when they publish posts that do not reach the newsfeed of their fans until after it is converted into an ad. This method works great to test two different ads.

### ***Become Involved In Public Conversations That Are Relevant***

It can be hard for your brand to take a stand on some issues without the concern of alienating your customers. If you are an online company, this can be less of a concern. Take the time to reply to public conversations that are relevant to your brand or company and that you feel comfortable posting to.

### ***Short and Sweet Facebook Updates***

Did you know that the perfect length for an update on Facebook is actually 40 characters or less. Experiment and learn how to get straight to the point and keep your messages short and sweet.

### ***New Product Launch***

If you have a new product, you should consider your social media as your best audience and market to them immediately. Share on Facebook, Twitter, and other relevant social media channels. Social media is an excellent way to launch new products.

### ***Focus On Minimizing Any Negative Feedback***

When you post on your social media channels, you can get both positive and negative feedback. Negative feedback should be responded to as quickly as possible. The faster you can minimize negative buzz the better, whether it's about your company or your brand.

If you receive a complaint, gather as much information as possible about the complaint, make your customer feel like you care and that they are being heard, and then get to work to fix the problem or if not fixable explain why and address the customer in detail.



## CHAPTER 5

# **EXPLODING YOUR SOCIAL MEDIA CONTENT RESULTS**

# Chapter 5: Exploding Your Social Media Content Results

**When I first started marketing on Facebook, I really did not have a clue.**

I thought that if I produced content, somehow, some way, my audience members would love what I wrote. To a very limited extent, this was true. Maybe 5% of my audience would appreciate my content.

But given how expensive it was to produce content, it quickly dawned on me that this was a dead end. As hot as the content may seem to me, my friends and my family, it fell flat with the vast majority of my page fans.

I was pretty much ready to throw in the towel because I was not getting the return on effort, much less the return on investment that I had hoped for. I was spending thousands of dollars and getting only a few dozen bucks in return. Not exactly a winning proposition, right?

Well, I was pretty much ready to quit marketing on Facebook until I discovered something by accident that led to an explosion in my profits. I found out that when I posted articles on Facebook, people would wonder if there is some sort of cheat sheet, shortcut, or even tutorial video.

A significant chunk of my readership on Facebook loves the content. They would "like" my stuff, they would post comments, but somehow, somehow, I wasn't able to take them from engagement all the way to profitability. All that changed when I paid attention to the comments, they were leaving on my Facebook page.

People were clamoring for diagrams, infographics, explanatory cheat sheets, resource sheets, and videos. So, what did I do? I took the exact same articles that I've written several months before, and turned them into short videos, which were essentially just glorified slideshows with voice-overs, diagrams, infographics, and a whole host of derivative or repurposed content.

I then posted these materials on Facebook as well as on other platforms that specialized in that type of format. For example, for infographics, diagrams and explanatory pictures, I would use Pinterest and Instagram. For videos, I would

upload them on YouTube. For good measure, I would make sure I would submit everything to StumbleUpon.

After repurposing a couple of articles, I was just blown away by the results. I was getting a lot more traffic, a lot more engagement, and finally, a small but increasingly significant portion of my traffic was actually converting into cold, hard cash. People were signing up for my affiliate products. Some signed up for my webinar.

Based on my experience, repurposing content can go a long way in maximizing the results you get from your social media content.

While it is far from some sort of slam dunk or magic bullet solution, it definitely goes a long way in maximizing your reach because if you have more content to post on your Twitter feed, Facebook page, Facebook groups, Pinterest pin board, YouTube channel, you have many bites at the apple.

Also, if you go the extra step of making all these pieces of content refer back to each other, you are essentially branding your target audience members several times on many different platforms. Don't be too shocked if a lot more people sign up to your mailing list and eventually you start making a lot more money. [Click here](#) to read my book on how to optimize content repurposing.

Just like with anything else in online marketing, there is a right way to do it and the wrong way to do it. Let me warn you in advance. If you repurpose content or create derivative materials the wrong way, you will end up in a much deeper hole than when you began.

## **Get More Results from Your Original Social Media Content**

I can't even begin to tell you how many times I come across people who produce social media content in a way that pretty much guarantees they will fail.

Now, these people are not stupid. In fact, a lot of them are quite smart, clever and creative. Some are even quite innovative. When you look at their content, you can see that there's a lot of work put into it. They are not superficial, they are not shallow, they are actually quite deep, useful and insightful.

Now, given this reality, you may be scratching your head and wondering why

these people are failing. What are they doing wrong? Well, the sad reality of social media marketing is that, by and large, it's not the quality of your content that determines your success.

I know that sounds crazy. It sounds almost heretical because all the other books out there tell you that content is king and people should focus on quality, quality, quality. Well, here's the truth. No matter how awesome your original content may be, and no matter how much value you bring to the table, if nobody sees your content, it's worthless.

I know it hurts to hear that. I know that's probably not the kind of thing that would encourage you, but this is the absolute truth. And it really breaks my heart to see so many would-be social media marketers getting out there, publishing their content, and have very little to show for it.

The reason why they fail is because they do things manually, they do things randomly, and they really do not have a content promotion plan. I'm sorry to be the one to clue you in on this, but no matter how awesome your content is, if you can't get it in front of the right eyeballs at the right time, you won't get people to do the right things that would put money in your bank account. It's as simple as that.

If you are having a tough time with your social media marketing campaigns, click [here](#). Download my book to find out how you can get more results from your original social media content through effective content promotion planning.

It's not enough to target your content for the right eyeballs. It's not enough for you to add a tremendous amount of value into content. You have to go all the way. You have to have a plan that gets that content in front of the right eyeballs.

## CHAPTER 6

# **THE TRUTH ABOUT VIRAL SOCIAL MEDIA CONTENT**

# Chapter 6: The Truth About Viral Social Media Content

I wish I had a penny for every time I see a social media marketer get excited about "viral" social media content.

Let's get one thing clear, "viral content" is one of those phrases that get kicked around the internet so often and used by so many self-proclaimed experts that it is in danger of having absolutely no meaning.

If you were to ask ten people how they define viral content, you probably would get ten different answers. Still, if you look through the patterns of these answers, one idea comes to mind.

It's this idea that unites all the different personal definitions of viral content on social media. The idea, put in rough terms, is that the quality of the content pretty much determines how well it would be received.

According to this thinking, you only need to come up with the right content and somehow, some way, people would instinctively push your content to their social networks. This is classic magical thinking. Seriously.

You're basically hoping and praying that your content would resonate with different people going through different circumstances, living in different situations, to act the exact same way. In your mind, they're just going to get so impressed by your content that they click the share button without thinking.

It is not surprising that a lot of people who try viral social media content fail. They really do. And I don't fault them for trying. In fact, it's common practice for these people to take content that is already viral and try to republish it.

They end up failing again and again. Why? Well, they did not do it right. While they're definitely on the right track and they have the right concepts, they did not execute the right way.

You have to understand that viral social media content can only spread if you have two ingredients present. First, it has to be compelling content. Now, like I

said above, there is a shortcut to this. Instead of creating your own from scratch, you can reverse engineer this content or you can republish already viral content and share it in "virgin" areas of Facebook.

The other ingredient involves the network. Now, by network, I'm not talking about Facebook and Twitter as a whole. Instead, I'm talking about the network of people who are friends with each other or who belong to certain groups together.

In other words, you get your content in front of individuals that are already talking about a particular subject. They're already excited about certain themes.

When you share your compelling content in the right networks, people are more likely to share. People are more likely to add their comments to try to get more eyeballs to your content.

The best part to all of this is that they would do this voluntarily. You're not paying them any money, but they are still motivated to do this.

Why? Your content fits their interest profile. This is exactly the kind of stuff that they are searching for on Facebook.

By simply getting the right content in front of people who are actively looking for that content produces a viral spread. This is the truth about viral social media content.

You have to pick the right tried and proven content and get it into the right networks. Simply spamming hashtags or posting your content on your Facebook page or spamming groups is not going to cut it.

Unfortunately, as awesome as this advice is, it can also burn up a lot of your time. It takes a tremendous amount of effort and at the end of the day, you might not be any closer to your goal.

## **Reverse Engineering Your Competitors For Social Media**

### **Success**

I know you probably freaked out the first time you realized that a lot of your competitors are already on social media. You probably had this idea in your head

that you only need to publish content on places like Facebook, Twitter, Instagram and Pinterest for all that yummy, free online traffic to start pouring into your website.

Eventually, enough of that traffic would convert and you would start seeing a few thousand dollars in your bank account month after month.

I'm sorry to report this, but your idea is actually quite common. There is no shortage of wannabe internet millionaires. The problem is a lot of them have the wrong mindset.

Too many would-be marketers get freaked out by the fact that regardless of their niche, somebody else has already beaten them to the punch. Somebody in their niche is already competing with them on places like Facebook, YouTube, Pinterest, you name it. In fact, quite a number of these would-be entrepreneurs get so discouraged that they throw in the towel.

That's too bad because the only way to lose in anything is to quit. You probably already know this. Make no mistake about it, just because your competitors are already on social media, it doesn't mean that you have already lost. In fact, I would argue that it's the precise opposite.

The more competitors you have on social media, the happier you should be. Why? Chances are, they are committing mistakes. Chances are, they are throwing good money after bad and blowing through thousands of dollars every single month in Facebook ad buys.

In other words, they are committing errors. They are learning hard lessons. They are going through an educational process that shapes their content strategy and the look and feel of their Facebook page. In other words, they're doing your homework for you.

Don't get depressed by the fact that they obviously have a far superior budget. Instead, pay attention to the changes on their pages. I can guarantee you that they are making these changes in reaction to the feedback they're getting from their campaign statistics.

This is free money, my friend. Instead of you making those costly mistakes, let your competitors do it. Let them do your homework for you. This is how reverse engineering works. You just need to pay attention to their most successful



content.

How do you know? Well, look at the number of likes and shares and comments. The more shares and comments there are, the higher the likelihood that the particular piece of content you're looking at from your competitor, gained traction with your target audience members.

This is precisely the kind of content you yourself should be publishing on your very own Facebook page, blog, and other online communication platforms. This is the quickest way for you to learn from your competitors and replicate their success while avoiding their mistakes.

Unfortunately, this process can burn up a lot of time. Also, it's very easy for you to quickly reverse any progress you make, unless you are very careful. If you don't know what to look for, chances are, you will be creating a lot more problems than you would be solving.

[Click here](#) to read my book on how to optimize this solution. There is a right way and a wrong way to do reverse engineering. Believe me, I've wasted thousands of dollars doing reverse engineering the wrong way.

When you read my book, you get the inside scoop on how to do this cheaper, faster and with higher quality. In other words, instead of just taking shots in the dark and hoping to get lucky, I'm going to teach you a system for reverse engineering content that will enable you to produce winners time and time again.

## **Why Do Most People Ignore Content On Facebook While**

### **"Liking" Them?**

If you've been doing any kind of Facebook content marketing, you probably have run into a very annoying problem. To the uninitiated or the completely clueless, this may not even seem like a problem.

You post something on your Facebook page, it gets on the timeline of some of your fans, and they "like" what they see. Your content has more than its fair share of thumbs up as well as "love" icons and even an occasional laughter icon. It seems like it's well received.

Unfortunately, you need to look beyond surface appearances. Sadly, until and unless your fans share your content, it's not going to gain much traction. If they don't share or comment extensively on your content, chances are, only a very few of your Facebook fan page's existing fan base would see your update. That's how tight Facebook's algorithm has become.

Back in the day, your content only needed to get a few "likes" for it to be shown to a lot of eyeballs. And this, of course, triggers even more "likes," and before you know it, almost all your page's fans get to see your content.

Those days are over. Now you face a very annoying problem. It seems like, on the surface, people like what they see, but your content doesn't get anywhere.

### ***The Core Problem***

The heart of the problem really boils down to the fact that people actually ignore your content. They see your headline, they see the link, they see the preview, they obviously like enough of the text that you featured for them to engage with your content with a thumbs up, but that's pretty much the extent of your impact on them.

Most would not click on your link to visit your site. Most would not share your link, much less comment. There's quite a bit of a disconnect here.

What's really happening is that people are ignoring your content because they are scanning. They are not really reading. They just look for a few keywords, and if they get a favorable enough impression, they engage with your content.

But that's all you get out of them. You don't engage them to the point where they actually do something more. These additional actions are what puts dollars in your bank account. Anything less than sharing, commenting and clicking through your link wouldn't do you any good.

A lot of Facebook fan page operators who boost their posts find this out in the worst way possible. They spent hundreds of dollars, throwing good money after bad, and at the end of their campaign, they have very little to show for it. Very few people click through, much less buy. This is due primarily to how you write your content as well as content elements. Somehow, some way, you did not connect deeply enough with your target audience members, so they did not do what you wanted them to do.

## CHAPTER 7

# **CREATING AN AMAZING LOGO FOR YOUR SOCIAL MEDIA BRAND**

# Chapter 7: Creating An Amazing Logo For Your Social Media Brand

If you want to make a big impact on social media, one of the key factors is to have strong branding and an excellent logo.

One of the big roles of social media is to help you promote your brand and increase visibility. At the same time though, a great logo will also help to make your brand appear more professional and it will ensure that there is consistency between all of your different channels.

If the same professional looking logo is used everywhere from your Twitter account to your Facebook account, then these will become linked in the minds of your visitors and that will send a clear message.

But in order for this message to be a positive one, that logo needs to look the part. So how do you go about designing a great logo for your social media campaign?

## ***Quality***

It starts by ensuring that your logo is high quality and that it looks professional. To accomplish that, you either need to have the right tools and know-how yourself, or you need to hire someone who does.

One thing that is crucial here is that your logo be made with a vector file. These are files that are easy to edit and that don't lose any quality when they are resized. It's what will ensure your logo always looks maximum quality.

## ***Design***

Of course, the design is also very important and in an ideal scenario, you will ensure that both the image itself and the name of your company together tell a story of what your brand is about.

So, for example, if you are a fitness brand then you need to make sure that's immediately apparent. And not only should your viewers be able to see that

you're a fitness brand, they should also be able to see what kind of fitness brand you are. What's your mission statement and ethos?

### ***What kind of person will like this?***

The aim is to create a logo that when viewed with any of your posts, makes the right kind of person instantly want to click subscribe because they feel that it's exactly the kind of thing that they're going to enjoy.

If you can manage that, then you should expect to see a huge increase in traffic and better engagement from the fans that you already have!

## **Integrating Your Social Media With Your Website or Blog**

When you think about social media, it's important to not only think of it as a way to promote your blog. This is how a lot of webmasters and bloggers approach social media and thus their posts are all about building traffic for their main site.

The point they're missing here though, is that their main site should also be promoting their social media. Your social media should in this sense be viewed as equally important from a marketing standpoint and when you get this right, you'll find that you can much more effectively generate traffic.

### ***The Virtuous Cycle***

Why? Because then you create a 'virtuous circle' where one aspect of your brand is helping to fuel the other, which is then helping to fuel the first!

Each time someone visits your site and likes your content, they should be shown your social media and given the chance to follow. When they do that, they will then be updated with more of your content through their home feed.

When that happens, it will lead them to then click on those links and return back to your main site. When they share the content, they bring more people to your website, which in turn brings more people to your social media!

### ***How To Get To This Point***

So, what tools and strategies can you use to make this happen? The first is that you should place social media buttons – simple links to your social pages – right on your home page. This way, as soon as someone comes to your site and gets

a good idea of what you are all about, they'll then be able to click to visit your social pages and sign up for more similar content.

Another tip is to use a feed as a widget. This way, people can actually see your latest posts on Twitter or Facebook right on your site – and if it's good, then you'll get more people to sign up.

Of course, it's also important to include sharing buttons in the content itself. This way, if someone enjoys a post of yours, they can then click to share it with their friends and followers, which will mean yet more people are exposed to your brand and more people come to your site. With just three simple WordPress plugins then, you can put rocket fuel in your marketing strategy!

## CHAPTER 8

# **SELLING THE DREAM THROUGH SOCIAL MEDIA**

# Chapter 8: Selling The Dream Through Social Media

When you are trying to build a successful social media page that will help to sell your products and build you a big following, what's important is to try and 'sell the dream'.

So, what does that mean? It means focusing on your value proposition.

A value proposition meanwhile is the way in which your product or your service can change people's lives for the better. What is it that people should get from your product if all goes well?

The old saying goes that you don't sell hats, you sell warm heads! This is to say that people don't buy hats because they want to wrap fabric around their heads – they buy them for an end goal that will make life a little more comfortable. Your product and your service are more than the sum of their parts.

## ***The Emotional Hook***

This is even more important when what you're selling has an 'emotional hook'. The ideal example here is the 'Make Money Ebook'. This is just a PDF with lots of words, which in itself doesn't offer that much value.

So, the value proposition is tied to what those words can do for the person. And of course, this means that you're going to help your readers to become richer.

More than that, you're going to help them end the stress of debt and you're going to help them to be more attractive to the opposite sex. They can go on lots of holidays and buy nice watches that make them feel more confident!

That's the emotional hook and if you were trying to sell the product on a sales page, that's what you'd focus on.

In social media, you don't want to be so 'on the nose'. Instead, your objective will be to focus on the lifestyle that is associated with the product you're selling and to promote this through your channel.



## ***How To Sell The Lifestyle***

So how might you do this? A quick look on Instagram will quickly show you how people are selling fitness products and clothing: they do it by creating a lifestyle and sharing images and videos of themselves working out, or just looking generally attractive in their clothes.

This helps to gain them followers who want that lifestyle and who want to live vicariously. And it also generates a lot of sales – more effectively than any on-the-nose marketing attempt!

## **Build It and They Will Come Does Not Work In Social Media Marketing**

I remember the first time I heard about blogging for dollars, I was unemployed, living in a foreign country, and didn't really know what to do with my life after graduate school.

I ran into this free book that talked about blogging your way to millions. Of course, I was very skeptical because those kinds of books are a dime a dozen.

Let's face it, there's a lot of hype when it comes to internet marketing, internet promotions and making money online. I was a pretty tough cookie about it and I was not exactly the type of person who would spend my hard earned dollars on pie in the sky, get rich quick schemes.

Well, it turned out that back in the early 2000s, you needed to just put up a blog and target the right keywords with a badly written article and you could make a lot of money. The secret? AdSense.

Google AdSense is a contextual advertising platform run by Google where certain keywords on a page would trigger certain ads. The trick is to target high value ads by focusing on certain content niches.

To cut a long story short, I was making hundreds of these pages and I was banking hard. I'm talking about no less than \$8,000 per month.

Since I was living in Southeast Asia at that time, the conversion rate meant that I

was very comfortable indeed. Since my overhead costs were close to zero, it was pretty much all profit.

Well, unfortunately, Google went through several algorithm changes over the years. You probably have heard of Google Panda, Google Penguin, and more recently, RankBrain. Suffice to say, my AdSense empire crumbled to dust. Now, I make my money doing something completely different.

But I raise this story because back in the day, you could build something, and people would come to your page as if by magic. That's how Google's algorithm was set up. In fact, prior to the year 2010, Google would actively look for new blog posts using RSS feed technology to find the "latest and greatest" content.

Back in the day, you can just publish a blog post, ping your post, and you are assured to get quite a number of eyeballs. Even if one page doesn't get that many visitors, I set up my system so that all my pages, when put together, got thousands of visitors, and this led to lots of clicks. That's how I was banking.

Well, I don't roll like that anymore because the old rules don't work anymore. Sadly, a lot of people missed the memo on this. There are still a tremendous number of books and seminars out there who convince people that we are living in circa 1999-2000.

Let me tell you, building a website doesn't mean anybody will show up to check it out. The same applies to social media.

There's a lot of hype regarding Facebook and Twitter marketing, but here's the truth. Just because you post content on those platforms, it doesn't automatically mean people would be interested in what you have to share. "Build it and they will come" is as equally bankrupt nowadays on social media as it is with content publishing on blogs.

Sadly, I see this all the time. I do a lot of research on Facebook pages and a lot of people publish post after post with no engagement and they just keep at it, until eventually they stop. I keep observing the page, and then soon enough, it gets delisted.

It really breaks my heart to see that because as an entrepreneur, I know what they're going through. Before I got my system down, I was pretty much starving. I know how bad it can hurt.

If any of this applies to you, I've got some great news for you. While the whole "build it and they will come" approach does not work because of traffic technology changes, consumer content habit changes, and evolving monetization rules, there is still a way to generate the same results through social media. In fact, the answer is actually quite obvious. It's probably staring at you right now.

## **Write Titles That Will Generate More Clicks**

What is it about this title that made you want to read it?

If I had to hazard a guess, I'd say that specifically it was the 'three times' part. That's the hook because it is very specific, sounds very impressive and yet is believable.

In reality, I can't guarantee it will get you that much extra traffic but the tips we're going to share can certainly lead to a significant improvement, which can also lead to some big increases in turnover and profit for your business!

So, what are these tips?

### ***Think Like Clickbait***

The key is to think like a clickbait title. If you're not clued in on what clickbait means, it is essentially any title that uses tactics to make you click it even if you normally wouldn't. Often, this in turn means that the title will sound emotive and that it will include some element of mystery.

A good example is something like this:

*"Learn this one weird trick that is making men transform their muscle growth!"*

What works about this is the 'one weird trick' part. Not only does it sound believable (rather than claiming it's a supplement, which sounds money-motivated) but it also sounds interesting and people will want to know what that one mysterious factor is.

Finally, you have the 'transform muscle growth' element which is very emotionally charged for anyone who would like to be stronger.

The combination of these things makes the title very effective at generating clicks!

Another example would be:

*“10 ways to massively increase traffic to your website. Number 3 will shock you!”*

That last statement here is what drives home the mystery and makes people want to find out what number three is all about. Meanwhile, the 'massive increase' is emotionally charged and makes people imagine what that could do for their site.

### ***Learning The Difference***

Those two titles get clicks whereas titles like:

- “How to build muscle from home”
- “10 SEO Tips”

Just really don't. Those two titles are far too similar to things we've seen before to be interesting.

That's the point really – you need to imply that you're offering something new, something exciting and something potentially life changing.

You know what the very best way to do that is? To actually offer all of those things! Come up with something amazing and then your title will automatically become 'clickbait'.

# CONCLUSION

# Conclusion

I figured I would look at the equation from a completely different perspective.

It's one thing to learn about practices that would help you generate profits from Facebook, Twitter, YouTube, and other social media platforms, it's another to actually implement them.

As you probably already know, most people don't really do what they should. We know what we should be doing. If we simply follow through on the things that we should be doing, we would weigh less, we'd be smarter, we'd be making more money, and yes, we would be happier.

Instead, we focus on the things that we feel we must do. So we perform in less than optimal ways. This is the harsh reality of life, and yes, this applies across the board and also impacts your social media campaigns.

So instead of telling you what you should be doing so you can make more money from your social media marketing campaigns, I figured I'd mix it up by telling you one guaranteed way to lose money on social media. This is guaranteed to lose you money. No joke.

What is this one-way ticket to potential bankruptcy through bad marketing? Well, it's actually quite simple. You run ads with absolutely no advanced research.

You have to remember that a lot of entrepreneurs such as yourself get all freaked out when they find out that their competitors are already on Facebook. They think it's the end of the world. Well, I beg to differ because it's actually amazing news.

When you see your competitors running ads and conducting campaigns on Facebook, they're actually doing your homework for you. Seriously. They're running ad after ad, and let me tell you, not all those ads will be successful. In fact, I would bet that a vast majority of them will fall flat.

Instead of worrying that your competitors have beat you to the punch as far as Facebook marketing goes, pay attention to their ads. Pay attention to their pages. Look at the content that they share.

By looking at these different indicators, you should be able to connect the dots. A certain pattern should emerge, and you would be in a better position to formulate and run a social media marketing campaign that has a higher chance of becoming successful.

Now, this isn't a slam dunk. You still have to roll up your sleeves and put in the work and the time. You obviously have to have a tremendous attention to detail. But by choosing to learn from your competitors, you save a lot of money and time.

A lot of people who try to reverse engineer their way to social media marketing success use a trial and error approach that costs them a lot more money.