

SOCIAL MEDIA MARKETING INFLUENCE

Checklist



Checklist

It's recommended that you print this checklist out so you can work side-by-side with the main ebook. The idea of this checklist is to mark off 1-by-1 what you've learned and had an understanding about.

Once you have had a full understanding of each chapter, topics, and subject throughout the main ebook, simply check it off. A great way to keep organized and not backtracking what you already have learned.



- **Introduction**
 - Why People Share
 - Sharing With Friends
- Why You Need To Provide Value To Have A Great Social Media Page
 - The One Thing You Need To Do To Succeed
 - What a Lot Of Businesses Do

- **How To Create An Interesting Social Media Page**
 - Know Your Why
- Why You Need To Know Your 'Why' On Social Media
 - The Golden Circle
 - So Why?

- **How To Take Great Photos That Tell a Story**
 - How To Do It
- Make People Excited To Follow You On Social Media

- **Social Media Tips You Need To Know**
 - Know What Time Is The Best Time To Tweet
 - Ask Questions On Your Facebook Page
 - Update or Edit Facebook Posts
 - Spend Time On Twitter Interacting
 - Go For a Branded URL
 - Have A Good Call To Action
- Social Media Tips You Should Be Using
 - Have a Plan For Your Social Media Channel
 - Consistently Deliver Content
 - Strategically Implement Hashtags
 - Host a Private Hangout On Air Event
 - Try Pinterest and See If It Works For Your Brand
- Top Tricks You Need to be Using in Social Media
 - Create Your Facebook Marketing Campaign
 - Test Different Bid Strategies
 - Schedule Your Ads

- Use Instagram To Generate Interest

□ **Making The Most Out Of Your Social Media**

- The Power Of Social Media For Entrepreneurs
 - Focus On Important Days Throughout The Year
 - Use Dark Posts To Hide Facebook Ads
 - Become Involved In Public Conversations That Are Relevant
 - Short and Sweet Facebook Updates
 - New Product Launch
 - Focus On Minimizing Any Negative Feedback

□ **Exploding Your Social Media Content Results**

- Get More Results from Your Original Social Media Content

□ **The Truth About Viral Social Media Content**

- Reverse Engineering Your Competitors For Social Media Success
- Why Do Most People Ignore Content On Facebook While "Liking" Them?
 - The Core Problem

□ **Creating An Amazing Logo For Your Social Media Brand**

- Quality
- Design
- Integrating Your Social Media With Your Website or Blog
 - The Virtuous Cycle
 - How To Get To This Point

□ **Selling The Dream Through Social Media**

- The Emotional Hook
- How To Sell The Lifestyle
- Build It and They Will Come Does Not Work In Social Media Marketing
- Write Titles That Will Generate More Clicks
 - Think Like Clickbait
 - Learning The Difference

□ **Conclusion**