

SOCIAL SUCCESS

Checklist



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You've read the full ebook and hopefully you now know how to go even beyond the basic social media principles and to understand what it is that *drives* those principles. A great social media campaign is all about having something of value to offer and a real 'mission statement'.

Now it's time to put that theory into practice and so you'll find here a handy recap on all 27 of those social media principles that you can start putting into action today...

- Provide Value**
The single most important way to gain followers and keep them is to give them something of *value* worth following!
- Don't Just Promote**
And this means you can't just post about how good your business is – no one wants to read that!
- Post What YOU Would Want to Read**
To know if you're on the right track, ask yourself if *you* would read it!
- Learn How to Create Titles That Grab Attention**
Titles need to promise something different and speak to readers on an emotional level.
- Understanding the 'Value Proposition'**
Tap into the *reason* that people are interested in your niche. How does it improve their lives?
- Always Deliver on Your Promise**
If you have a bombastic title, make sure the content can back it up!
- Make Your Followers Feel Important**
Talk about your brand in a passionate way and make your subscribers feel like a part of an important 'movement' of some kind!
- Give Back to the Community**
Don't just post about your blog – take part in the communities you're using to promote to.

- Be Personal (Where Appropriate)**
Consider creating a personal brand if it suits the tone and subject matter of your business.
- Promote Your Social Media on Your Blog**
Your blog promotion and social promotion should be synergistic.
- Learn to Sell the Lifestyle**
Show the lifestyle that your customers want!
- Respond and Engage**
Social media is a communication tool first and foremost.
Make sure you actually respond to comments and questions!
- Be Consistent**
Once you have created a pattern, stick to it!
- Experiment With Other Types of Content**
Don't be afraid to try quizzes or even computer games!
- Be Everywhere**
Don't just focus on one social media channel – use multiple different channels to 'be everywhere'.
- Take Advantage of New Technologies**
Live video streaming is big right now and new – meaning it provides new opportunities. Don't miss it and keep your eyes open for more opportunities like this in the future.
- Create a Professional Brand**
A great logo will go a long way toward promoting your business.
- Go Cross-Niche**
Stuck for ideas? Want to appeal to a new audience?
Then try combining two different niches into one new one!
- Don't Try to Cater to Everyone**
Try to please everyone and you'll end up pleasing nobody!
Focus on one particular type of person with particular interests and be unapologetic about it.
- Use Advertising**
Facebook ads are fantastic for finding targeted fans.

- Work With Partners and Influencers**
Influencer marketing is one of your most powerful tools for gaining more followers.
- Use Contests and Other Events**
Contests and other events help to get people more engaged and involved and they can also lead to more shares and promotion for your channel.
- Offer Discounts**
The one type of self-promotion that is *also* providing value is a genuine discount. Make sure it is exclusive and appealing!
- Understand the Psychology of Sharing**
People share things that allow them to express themselves. This is worth remembering when thinking of what to post to go viral.
- Make Great Quality Posts**
Ultimately, what's really important is that you write great content and present it well. This is what will really provide value. Can't write? Hire a writer!
- Learn to Take Amazing Photos**
Social media is also often very visual. Learn to take amazing photos and it will really help you to grab attention and build a following.
- Automate**
Using automated posting tools etc. can be useful in the right doses!
- Cultivate True Fans**
Ultimately, the aim is not to build a large number of subscribers but to think more about quality. Build true fans and your business will thrive like never before!