

# SOCIAL MEDIA

## Marketeers Blueprint



Our Exclusive Report on ....  
Branding and Promoting your  
Products and Services

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# Now's the Time to Experience the Social Media Revolution

Social Media Marketeers



How to Make More Sales and Engage More Effectively with Your Customers through Social Media

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# Introduction

If you think that Social Media Marketing is a buzzword and nothing more, think again... it's *much more* than that.

Few are alien to Facebook, Twitter, LinkedIn, Digg, Google +, Flickr and other social sites and if you are, then we will enlighten you. The phenomenal growth and popularity of social networking sites have become hugely popular online, with the private sector and companies alike implementing various Social Media Marketing tools to get their share of attention.

Planning is one of the most essential strategies that can make you taste success or failure while implementing Social Media Marketing. Just like all businesses need a methodical and systematic approach, the same goes for Social Media Marketing.

It's a fact that Social Media Marketing has transformed the way people do business online. It helps to understand that connection is the key word. All you need to do is 'connect' with the right clients and customers, which is a fairly easy task. This makes the scenario transparent as you can gauge your success and keep abreast of what your peers and competitors are doing as well.

With Social Media Marketing, it's possible to reach out to your target audience in an innovative and original way. In fact, social sites are the perfect platforms that allow you to:

- ☑ Make friends and reconnect with old friends
- ☑ Create a niche for your products and services and attract warm prospects to your site
- ☑ Market and brand your products and service in an explicit manner either by blogs, social communities and so on
- ☑ Generate interest and even attract new potential customers and clients by exposing them to your products and services online
- ☑ Interact and engage your prospects in a one-on-one environment.

You'd be surprised to learn that there are hundreds of Social Media Marketing sites online where you can communicate with prospective clients and customers. You can build credibility and trust and increase the value of your reputation by establishing interesting Social Media Marketing contacts and utilizing these modern marketing methods.

Did you know that this year around 82% of companies are planning to implement Social Media Marketing skills in their marketing strategy? Well you'd have to agree that the Internet is bigger and better than newspapers and magazines, with far more readers from around the world.

# Statistics Revealed

Once you start implementing Social Media Marketing tactics, both you and the business you represent are in the spotlight. It's worthwhile to track the results of your marketing efforts with analytical information that makes it simple to understand the metrics of statistical data.

When it comes to marketing your business, it pays to undertake some research to learn more about the target audience at each Social Media Marketing web site that you choose to promote through.

Right now, [Facebook](#) is dominating the social network scene in its earlier days well covered in the 2010 film "The Social Network". The prolific win against [Myspace](#) in 2009 clearly indicated its victory to everyone. The unique 57 million users are not threatened by the overwhelming growth and response experienced by Facebook.

In fact, other sites like [Tagged](#), [Hi5](#) and so on are doing very well as they receive 3-5 million visitors a month.

[LinkedIn](#) has been growing at an extraordinarily fast pace with over 60 million users that swear by it. Amazingly, over 5 million users have been added in recent months alone.

If you're still wondering whether you need to integrate Social Media Marketing into your business, the answer is most definitely, "Yes". This is still a very rapidly growing phenomenon as powerfully highlighted by [Google+](#)'s

spectacular growth from starting in July 2011 to over 90 million users registered by the end of December 2011. Latest estimates are that there will be over 400 Million registered by the end of 2012.

It is glaringly obvious that Social Media Marketing can help you attain success in your business and add popularity to all your products.

### **How can it do all that?**

1. You can engage with customers and communicate in a personal but professional way.
2. You can listen to others and also be heard.
3. Dialogue between customers, clients and followers will help you to effectively manage your marketing and product development strategies.
4. A customer will feel special as one-on-one conversation progresses and their feedback can help you tremendously.
5. It can improve your public relations skills.
6. Unexpected opportunities may suddenly knock at your door.
7. You will build strong relationships that will help you attain more business and carve a niche for your products and services online in the future.



# Social Media Marketing Misconceptions

At first, Social Media Marketing may seem *'too advanced, hi-tech and sophisticated'* for you, but believe me when we say that it's worthwhile delving into and implementing into your business - especially if you want to remain modern, up-to-date and ahead of the competition.

But many think that Social Media Marketing is something other than what it really is due to misconceptions that get stretched out of all proportion ... therefore, to separate the fact from the fiction, let's sort them out right now :

## **1 - Social Media Marketing Is Hard Work**

The first misconception to cloud the minds of people is that Social Media Marketing is hard work. This couldn't be further from the truth ... in fact, young people use Facebook and don't find it difficult. (Let's face it, if teenagers can create and keep a Facebook account, wouldn't an adult find it fairly simple?)

Yet there's much more to these programs than just making general comments and having conversations. Business-wise, Social Media Marketing can help to brand your products and services in the available online markets.

There is some level of work involved, but it's not hard if you have an idea of what you're doing. If you don't know, you can learn. You'll need to have some level of PR skills, being capable of communicating effectively with others so you can carry out various functions. If you know how to answer questions in a prompt, polite manner, that's a good start.

Some of the required skills could be complex in nature and harder for some to master than others, but that doesn't necessarily mean it's imperative you possess experience before you start. You can learn on the go, as most do ... it just depends on how fast you want to reach your desired destination.

Nevertheless, it's better to become more aware of the functionality, capabilities and opportunities available with Social Media Marketing to gain the most advantage from it for your business. Learn these things and you'll learn how to become successful with your future marketing campaigns.

You must know what to do, how to do it and what to avoid. Following social etiquettes will earn you brownie points and you will be fondly accepted and acknowledged by all. On average, Social Media Marketing isn't that tough, it's interesting, but it does vary depending on which areas you choose to participate in. You should continually try different types of programs as time permits, because what works well for others may or may not work for you.

## **2 - Social Media Is Only For Young People**

This is a very narrow-minded conception that should be totally ignored because it simply isn't true. Social Media is not only for young people and it's very much enjoyed by people of all ages. Recent studies have showed that people within the age group of 30-50 years of age are avid users of Social Media. People of this age group believe in the positive results of networking and Social Media Marketing.

Once you start using Social Media Marketing for yourself, you will discover a whole new world of consumers that will differ considerably in age.

If you have a business of your own, then you're old enough and have enough responsibility to undertake the learning that you need to know about Social Media Marketing to make a huge difference in your future success.

## **3 - Social Media Marketing Has Strict Rules**

There are some guidelines that you need to follow so your Social Media Marketing is a success. But don't confuse guidelines with rules. The great thing about Social Media is that the space is evolving and we are all learning together.

There are rules, or Terms, that pertain to each Social Media site that you might join and you should read them to become aware of what you're agreeing to by becoming a member.

Using common sense Social Media Marketing etiquette would dictate that you are 'nice' to others, that you don't spam, that you listen and give more than you receive, that you add value and enjoy building relationships.

Taking this positive action will result in building credence with your followers. You can be sure that if you act in a professional manner and are sincere, that you reply to questions promptly and give kudos where it's due, then Social Media Marketing will work very well for you.

A smart tip to follow to become successful is to be honest and down-to-earth. This is the secret ingredient behind any good and valuable Social Media Marketing campaign. If you know your audience, locate them online, listen, add value, respond, refrain from spamming and just be yourself, you'll have far better and longer-lasting positive results than if you try to be someone, or something, you're not.

## **4 - Social Media Gives Immediate Results**

This is an unreal expectation, because one must first build rapport with customers and potential clients over time, while direct advertising campaigns are timely and can become

costly. While some web sites may experience certain levels of success relatively quickly, it isn't a good example of the normal result. Simply by understanding common sense business marketing principles and carrying out market research beforehand should ascertain the proper levels of expectation for any campaign.

Like any marketing campaign, testing is the best way to gauge response levels from advertising and testing can be actively applied to Social Media Marketing communications for long-term benefit. It's all about putting solid strategies into place and not just considering Social Media efforts to be a tactical exercise.

The biggest truth is that there is no clear path and Social Media Marketing has to start with a clear understanding of goals, objectives, communication style, a content plan and other more strategic elements. Therefore each company/product should have a custom-built marketing strategy, just like any other good marketing endeavour.

## **5 - Social Media Marketing Is Risky**

Is Social Media Marketing very risky? This is one of the most common questions and misconceptions that people have today. It's partly due to ignorance and being cautious is fine, but there's really no need to be apprehensive about the effects of Social Media Marketing - especially when you consider that you can start usually for little or no cost and build a large following over a period of time.

You only need to look around the internet at current trends to see that something so popular couldn't possibly be very risky, otherwise far fewer people would be getting involved.

With such high numbers of prospective customers logging into Social Media Marketing web sites each day, it's a highly lucrative market that should be utilized for increased profits. Social Media Marketing doesn't always guarantee short-term results, but it shouldn't be considered risky when doing nothing may be even riskier.

The biggest reason most Social Media Marketing campaigns fail is fear - fear of jumping into something new and trying a Social Media Marketing strategy. Instead it's better to think outside the box and tackle your marketing campaigns in a positive manner, ensuring you're open to new ideas and techniques.

When it comes to investing in Social Media advertising, you - or the company you use - will need specific skill sets to market your products and services by using Social Media Marketing tactics. Some companies spend an astronomical amount of money on their advertising budget, while smaller individuals and companies pay much less.

There are many different advertising models offered online for Social Media Marketing and you should look much closer at them before deciding which way to go for your business. But the best thing to do is make a plan, then take a deep breath and try it out for yourself.

# Social Media Sites

This section introduces you to some of the more popular, well-known Social Media Marketing sites. You can reach out to millions of people, expose your products and services in style and have some fun at the same time!

## Facebook

Facebook opened its doors in 2004 and named after the book given to university students in the US to get to know other students.

Facebook has grown and is still growing, at a faster pace than the 'almighty' [Google](#). The king of all social sites is Facebook, which has more than 400 million registered users today.

After 10 years, Google had amassed 50 million users, which is quite impressive. But Facebook has broken all records and is still 'growing' strong. If you want to build a brand, Facebook is a good place to consider starting with Social Media Marketing having the largest audience.

People all across the world wide web come together to connect, share and enjoy themselves through social networking. You can make friends, reconnect with lost friends and if you have a business - market your products and services at the same time.

Facebook is so popular because it suits all ages and is an engaging and entertaining experience for the end-user. It's a program that is continuously evolving and improving while growing over time. You can share photographs and movies, recommend the sites you visit, receive birthday reminders, show off your latest achievements, catch up with friends, chat, comment on posts, announce events, create social groups and interactively connect like never before.

### **Facebook Advertising**

You can advertise on Facebook in style and in an innovative manner.

#### **Here are three good reasons to use Facebook:**

- Reach over 400,000,000 active Facebook users.
- Attach social actions to your ads to increase relevance.
- Create demand for your product with relevant ads.

#### **Facebook ads are appealing and you can:**

- Quickly create image and text-based ads.
- Advertise your own web page or something on Facebook like a Page or an Event.
- Choose to Cost per Click (CPC) or Cost per Impression (CPM) in your local currency.

Here is an explanation of how CPC versus CPM works. For any available ad inventory, Facebook selects the best ad to run based on the cost per click or impression and ad performance.

If you choose a Cost per Click (CPC) model, you will also bid on how much you are willing to pay for each click on your ad.



Facebook will display your ad in the Ad Space. The amount you are charged will never exceed your daily budget.

If you choose a Cost per Impression (CPM) model, you will also bid on how much you are willing to pay for every thousand impressions of your ad. Facebook will display your ad in the Ad Space and the amount you are charged will never exceed your daily budget.

One of the advantages of the Facebook advertising system is that you have the ability to optimize your ads.

**You can effectively:**

- Track your progress with real-time reporting.
- Gain insight about who's clicking on your ad.
- Make modifications to maximize your results.

Targeting options available for ad placement includes country location and demographics such as age, sex, relationships and languages. You can also choose the likes, interests, education and work categories to suit your ideal prospective audience. While you're setting up an ad and choosing the targeting options, you will see the estimated reach number change to show the size of the prospect base that will see your ad.

On the [Facebook Ads Page](#) you can find case studies and reference guides, join discussions with other advertisers and stay on top of the latest Facebook Ads news.

To create an ad, login to your Facebook account, then [click here](#), or go to your home page and click the link on the right

hand side near where the ads display that prompts you to create a Facebook Ad.

For help writing your ads, try visiting the [Suggested Best Practices page](#) and the [Advertising Guidelines](#). You may also want to review the [Common Ad Mistakes](#) page for free tips. If you have any questions about creating Facebook ads, [click here](#) for more answers.

You can also create a fan page, which helps to brand yourself and your product or service in an engaging way. It's relatively easy to create a fan page and there are tutorials available on the subject [here](#). This will give you the ultimate exposure and people worldwide will know about your product/service.

You can find out more at: [www.facebook.com/advertising](http://www.facebook.com/advertising)

## My Space

Known as "A Place for Friends", since its inception in 2003, Myspace has created a defined niche and is known as one of the most sought after social networking sites. [Myspace](#) has millions of viewers and members from USA. It is an excellent platform to market your products and services from. You should make a point of understanding more about this social site before conducting a marketing campaign and exposing your brand to a targeted audience.

**Some of the applications included in Myspace are:**

## **Myspace Mobile:**

There are a variety of environments in which users can access Myspace content on their mobile phone. Myspace Mobile launched in 2006 and allows users access to their profile and lets them communicate with other members.

## **Myspace News:**

Myspace launched a news service called Myspace News in April 2007. It utilizes RSS feeds to display news that users submit. It also a ranking system that enables users to vote on each news story. The more votes a story receives, the higher up the story moves on the web page.

## **Myspace Karaoke:**

Launched in April 2008, Myspace and kSolo combined to form ksolo.Myspace.com. This application lets users upload audio recordings of members singing to their profile for rating by their friends.

## **Myspace Video:**

Similarly, a video application has been launched where members can share the videos that they're watching and upload their own videos for their friends to vote on.

## **Myspace Polls:**

This is a feature on that was reintroduced back in 2008 to enable users to post polls on their profiles and share them with other users.

## Myspace Forums:

Myspace has a large community forum system for its members.

You can customize your marketing campaign using interesting graphics, informative content and realistically tap into thousands of potential customers and clients. You can even logon to [www.Wix.com](http://www.Wix.com) and make unique Myspace pages that will help you reach millions of users.

## Myspace Advertising

Full service classified listings started publishing in August 2006. Myspace Classifieds grew by over 33% in the first year. Myspace Classified was launched right at the same time the site appeared on the Internet.

Myspace also utilizes Google AdSense PPC advertising and you can initiate contact with a Myspace advertising representative [here](#).

## Twitter

Since its initial release in July 2006, micro-blogging site [Twitter](#) has grown by leaps and bounds. Facebook's largest competitor is Twitter, which has experienced rapid growth starting with 500,000 tweets posted per quarter in 2007. This grew to 100 million tweets posted per quarter in 2008. By the end of 2009, 2 billion tweets per quarter were posted. In the first quarter of 2010, 4 billion tweets were posted.

According to Twitter, there are currently a phenomenal 65 million tweets posted each day, equalling about 750 tweets per second.

This fantastic information network proffers conversations in a short manner. It's amazing what can be said with a concise 140 character 'tweet'. This initial character limit was created to be compatible with SMS messaging.

You can make strong connections and tap into potential clients and customers as well. Well-known company Dell makes money on Twitter by promoting exclusive offers, to its Twitter followers. Dell recognizes the power of Twitter as do an increasing number of other companies.

The flexible API system can enable external third parties to create Twitter applications and enhance the appeal of the web page. You can follow in style and advertise your products and services to millions of members. The more followers you have, the higher your popularity will become. You can create relationships and establish rapport with potential customers and clients alike.

You can even add the URL of your site, which is a popular interactive marketing technique. You need to be original and innovative. In fact you can even carry out market testing and read reviews of your product/service.

If you want to advertise locally, you can set your location and see trends of what is happening around you.

You can forget costly newspapers and glossy magazine advertisements, as the current rage is to market via Twitter

tweets. You can tweet, manage your product and even establish a large fan following as well. It is one of the best ways to establish your product online.

## LinkedIn

One of the most professional and popular business networking sites online is [LinkedIn](#) with 70 million members. Founded in 2002, this social business community is an ideal place to make a move in the right direction by establishing relevant and meaningful connections with other business people.

Once you have made these important connections, you can search out opportunities, find out information, stay in touch with colleagues, friends and effectively brand your business with little effort.

Like most Social Media Marketing sites, it's free to create a LinkedIn profile and linking it to your existing web site will increase the page ranking in search engines.

Company profiles are a powerful research tool that helps you find and explore potential companies to work for or do business with. Profiles feature a company overview, who you know at the company and unique data from the LinkedIn network.

## Orkut

You can easily reach out to millions of viewers by advertising on [Orkut](#). This social online community has millions of members, especially from Brazil and India.

You can create community pages, share videos, share pictures and keep in touch with friends and associates. It's a good place to consider exposing your products, services and you can make use of various applications provided to members.

### Orkut Advertising

With the average user visiting their account 26 times per month and spending over 8 minutes on the web site, Orkut is an ideal place to consider advertising your business.

It has some impressive demographics, with over 52 million active users worldwide and 34 billion page views per month.

You can run highly targeted text and image ad campaigns through Google AdSense and run ads on user's pages or at internal search result pages. For more information about advertising on Orkut, click [here](#).

## Google+

Last but not least is the relatively new kid on the block [Google+](#), already with over 90 million registered users after only a few months. Google has now started to connect the dots between people and businesses with their related content, topics and online activity.

Who someone has in their circles will give Google an idea of how influential they are about various topics, which will allow Google to position their content more accurately in search results. With this Google will be able to tell apart content written by people connected with a relevant community from those who don't.

If a Blog on scuba diving has an online network with no one interested in scuba diving, Google might question whether the author of the Blog is actually relevant to that topic.

This means Google will be able to elevate the rankings of websites written by people who genuinely participate in communities around the topic they write about. Using Google's logic, that person is likely to be more credible, knowledgeable and hence the higher ranking as reward.



# Final Thoughts

Social Media Marketing is bigger now than ever before and will continue to grow exponentially over time. If you aren't actively participating in the Social Media bandwagon, then you're simply missing out. If you aren't blogging about your business, sending out tweets and re-tweeting, commenting on opinions, or following people of interest in these social networking sites, then your business is leaving good profits on the table unclaimed.

The best way to create awareness and expose your products and services to the masses is through Social Media Marketing. Now is the time to create a new account at these sites and get with the times!

If you want to market your business online and become successful, you simply can't ignore the inevitable power and impact Social Media Marketing makes. If you're still using the old fashioned methods of marketing online with little or no results, isn't it high time you took a positive step towards learning more and jump into Social Media Marketing with both eyes wide open?

We encourage you to embrace Social Media Marketing and to discover the pleasures of engaging with your customers in a new and interesting way, while increasing your revenue.

“Learn, Connect, Promote”



# It's Time to Experience the **Social Media** **Revolution**

Learn How To Mix Traditional Marketing With Social Media  
To Generate Higher Conversions & Make More Sales Than Ever!

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