

Cheat Sheet



SOCIAL MEDIA MARKETING 2019-20 Made Easy

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Social Media Marketing 2019-20 Made Easy

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What is Social Media Marketing in 2019-20 All About?

- ✓ More specifically, social media marketing is the process of using social media sites to promote products, brands, and businesses of all sizes.
- ✓ Social media marketing strategies are simple to execute because they usually generate an instant response.
- ✓ The outcome of this strategy is that the company that created the social profile to run the optimized updates will start getting followers in a matter of hours.
- ✓ Social media marketing helps you build a presence on some of the most popular websites on the planet.
- ✓ Social media marketing provides your brand with unprecedented levels of engagement and interactivity.

Tips To Build Influencer Marketing Campaigns In 2019-20

- ✓ Identify The Right Type Of Influencers For Your Business
- ✓ Find Out How They Perform
- ✓ Approach Them Correctly
- ✓ Be Clear About Your Objectives And Ask For Input
- ✓ Track And Optimize Your Influencer Campaigns

Social Media Marketing Best Practices In 2019-20

- ✓ Define Your Theme
- ✓ Avoid Unnecessary Trends
- ✓ Research Your Target Niche Or Industry
- ✓ Follow Your Competitors
- ✓ Use Technology
- ✓ Advertise

How To Build The Perfect Social Media Marketing Plan For 2019- 20

- ✓ Step 1 – Track And Audit Your Previous Performance
- ✓ Step 2 – Define Your Social Media Marketing Objectives For This Year
- ✓ Step 3 – Create Audience Personas
- ✓ Step 4 – Identify The Best Distribution Channels For Your Business
- ✓ Step 5 – Monitor Your Competitors

Social Media Marketing Trends To Take Advantage Of In 2019-20

- ✓ Social Monitoring
- ✓ Video Content
- ✓ Micro Influencers
- ✓ Personalization

Advanced Social Media Marketing Tips and Tricks That Work In 2019-20

- ✓ Post At Strategic Times
- ✓ Curate User Generated Content
- ✓ Hold Contests And Offer Incentives
- ✓ Create Communities For Your Audience
- ✓ Build A Presence On Smaller Niche Social Networks

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Don'ts

- ✓ Don't Spam
- ✓ Don't Post Too Much
- ✓ Don't Be Irrelevant
- ✓ Don't Beg For Interactions
- ✓ Don't Post On Every Social Network
- ✓ Don't Push Controversial Issues
- ✓ Don't Mislead Users
- ✓ Don't Publish Text-Only Posts All The Time
- ✓ Don't Argue
- ✓ Don't Buy Engagement

Do's

- ✓ Get To Know Your Audience
- ✓ Engage
- ✓ Be Active
- ✓ Pay Attention To Your Analytics
- ✓ Use A Consistent Voice
- ✓ Proofread All Your Posts
- ✓ Be Original
- ✓ Provide Great Customer Service
- ✓ Listen To Your Followers
- ✓ Adjust

Social Media Marketing Shocking Case Studies in 2019-20

- ✓ [Peel](#)
- ✓ [Wayfair](#)
- ✓ [Wholesome Culture](#)
- ✓ [Casper](#)
- ✓ [ASOS](#)
- ✓ [Blenders Eyewear](#)
- ✓ [Lyfe Marketing](#)
- ✓ [Mercedes Benz](#)
- ✓ [Dove](#)
- ✓ [Harris Teeter](#)

Social Media Marketing Premium Tools And Services To Consider in 2019-20

- ✓ [Hootsuite](#)
- ✓ [PromoRepublic](#)
- ✓ [Sentione](#)
- ✓ [Awario](#)
- ✓ [Mention](#)
- ✓ [Brandwatch](#)
- ✓ [Synthesio](#)
- ✓ [Idomoo](#)
- ✓ [Smarp](#)
- ✓ [Drift](#)