

Special Free Report



# **SOCIAL MEDIA MARKETING 2019-20 Made Easy**

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# Table of Contents

<b><u>Introduction</u></b>	<b>04</b>
<a href="#"><u>Chapter 1: What is Social Media Marketing in 2019-20 All About?</u></a>	<b>05</b>
<a href="#"><u>Chapter 2: Social Media Marketing Best Practices In 2019-20</u></a>	
<a href="#"><u>Chapter 3: Advanced Social Media Marketing Tips and Tricks That Work In 2019-20</u></a>	<b>07</b>
<a href="#"><u>Chapter 4: Social Media Marketing Do's And Don'ts in 2019-20</u></a>	<b>11</b>
<a href="#"><u>Chapter 5: Social Media Marketing Premium Tools And Services To Consider in 2019-20</u></a>	<b>13</b>
<a href="#"><u>Chapter 6: Social Media Marketing Shocking Case Studies in 2019-20</u></a>	<b>15</b>
<a href="#"><u>Chapter 7: Social Media Marketing Frequently Asked Questions in 2019-20</u></a>	<b>17</b>
<b><u>Conclusion</u></b>	<b>19</b>
<b><u>Top Resources</u></b>	<b>20</b>
<b><u>Special Offer</u></b>	<b>21</b>



## Introduction:



Welcome to the latest and very easy to apply “Social Media Marketing” Special Free Report, designed to take you by the hand and walk you through the process of getting the most out of Social Media Marketing in 2019-20, on behalf of your business.

I’m very excited to have you here, and I know that this will be very helpful for you.

This Special Free Report Will Show You Step-By-Step, Topic By Topic, And Tool By Tool, What You Need To Know To Dominate Social Media Marketing, In The Easiest Way Possible, Using The Most Effective Tools And In The Shortest Time Ever.

This Special Free Report Is Comprised Of 7 Chapters, Ready To Show You The Latest Social Media Marketing Strategies Through 2019-20.

Well, It’s Time For You To Start Getting The Most Out Of Social Media Marketing In 2019-20, On Behalf Of Your Business.

I know you’ll love this training.

# Chapter 1: What is Social Media Marketing in 2019-20 All About?

Social media marketing is a recent online marketing trend initiated by companies and individuals that realized the potential of social media platforms such as Facebook and Instagram as powerful marketing and advertising channels.



More specifically, social media marketing is the process of using social media sites to promote products, brands, and businesses of all sizes.

Social media marketers leverage aspects of social networks that facilitate interactions between companies and users, including instant messaging, social interactions such as likes, shares, and virality.

Social media marketing strategies are simple to execute because they usually generate an instant response. An example of a common social media marketing strategy is a company that sets up an optimized profile on any of the big social networks to start composing updates that are also optimized to generate organic reach.

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. A good percentage of those followers will convert into referrals, brand ambassadors, as well as into customers down the line.

Given these results, it is no wonder why agencies and businesses are flocking to social media. Social media marketing is cost-efficient, and it produces quick results.



## How Can Social Media Marketing Help Your Business In 2019-20?

- ✓ Social media marketing doesn't require you to invest up front as long as you know how to apply the right strategies.
- ✓ Social media marketing helps you build a presence on some of the most popular websites on the planet. For Free!
- ✓ Most social media networks have integrated advertising solutions and built-in advertising tools that let you run paid ad campaigns for a fraction of the cost of an ad campaign on traditional media.
- ✓ You can develop social media marketing strategies that help your brand stay top-of-mind.
- ✓ Social media marketing will help you personalize customer relationships because social media users LOVE to interact with the brands that they love.
- ✓ Social media marketing provides your brand with unprecedented levels of engagement and interactivity.
- ✓ Social media marketing integrates with every possible placement. You can link your social channels to your websites and to your other social media channels.

# Chapter 2: Social Media Marketing

## Best Practices In 2019-20

### Define Your Theme

Make sure to create a specific theme that your brand can stick to. More specifically, you need to develop a “look and feel” that is unique to your brand and that can help users know what to expect from your brand on social media.



Developing a theme includes picking a typeface that you’ll use on all your media, a combination of colors, developing a set of digital assets such as logo watermarks, and creating props such as a mascot.



### Avoid Unnecessary Trends

Marketers love to leverage trending topics or viral stories under the false impression that it will generate exposure, but taking part in a viral challenge or sharing a viral image that has no relation to your business can hurt

your brand, badly.



You should also avoid using internet slang or terms unless it makes sense in the context of your brand. You risk looking out of touch with your target audience, and you also risk getting unfollowed.

## **Research Your Target Niche Or Industry**

You already know that knowing your audience is crucial, but so is knowing your target niche or industry. By closely monitoring your target niche or industry, you will know what type of content you can feed your social followers, what keywords you can target, and what type of customer decisions are taking the industry forward.



You can monitor your target niche or industry by following news sites, niche influencers, and industry leaders.



## **Follow Your Competitors**

Your competitors can be a better source of information about your audience than you can imagine. Also, by following them, you can contribute to conversations in their social

channels, boosting your presence.

# Chapter 3: Advanced Social Media Marketing Tips and Tricks That Work In 2019-20

## Post At Strategic Times

People on different social media platforms are most active at different times of the day, so the best you can do is to adapt your content calendar to publish your most engaging content at optimal times on each social network.

According to social media marketing studies, the best times to post on social media are:



- ✓ The best times to post on Instagram are at 8 Am, at 1 PM, and at 9 PM on Fridays.
- ✓ The best times to post on Facebook are at 9 AM to 10 Am, at 12 Pm to 1 Pm, and at 4 PM to 5 PM on Thursdays, Fridays, Saturdays, and Sundays.
- ✓ The best times to post on Twitter are at 8 Am to 10 Am, at 12 PM, and at 7 PM to 9 PM on Saturdays and Sundays.
- ✓ The best times to post on LinkedIn is at 12 PM on Wednesdays.



### **Curate User Generated Content**

Encourage users to post pictures or videos of them using your products. Then ask them for permission to post those pictures and videos on

your own account.

You can also interview satisfied customers and share their positive stories on your social channels. These two strategies will help you build solid social proof, which will increase trust and loyalty around your brand.



### **Hold Contests And Offer Incentives**

You can hold contests and offer incentives and ask for interactions such as shares in exchange for entries for free stuff. This would motivate users to further spread word about your brand.



### **Create Communities For Your Audience**

Users like to feel part of a big family of like-minded individuals sharing the love for a brand or product. You can build a stronger community of users that can attract more customers by creating groups on social media, or by sending out



personalized invites to join your live streams, your newsletters, and your private chat rooms.

## Chapter 4: Social Media Marketing

### Do's And Don'ts in 2019-20

#### Do's



##### **Get To Know Your Audience**

It is crucial that you learn all about your target audience, including all about their interests, their buying habits, their online behaviors, and their demographic information. This will improve your reach and your relevance.



##### **Engage**

Participate in conversations started by followers, reply to comments, like and share stuff that followers share with you when appropriate, and reply to direct messages to keep your audience happy and loyal.



##### **Be Active**

Keep all your social accounts active to stay top-of-mind. Posting at least once a day, curating content, and interacting with other accounts in your niche are great ways to stay active and relevant on social networks.



##### **Pay Attention To Your Analytics**

Always check your performance. The number of engaged followers you



keep and the quality of your interactions will always tell you more about how good your social media marketing strategy is than any industry benchmark would.

## **Don'ts**



### **Don't Spam**

Don't spam the newsfeeds and timelines of your followers with recurrent promotions and direct sales posts.



### **Don't Post Too Much**

Limit the number of posts you publish per day. Posting too many times a day, every day, will only make your followers consider disliking or unfollowing your social account.



### **Don't Be Irrelevant**

Don't post content that is not relevant to your audience or content that doesn't represent your brand. That can only damage your account's reputation and authority.



### **Don't Beg For Interactions**

Don't ask users to like or share your content. This is an outdated strategy that can lower your brand's authority.



### **Don't Post On Every Social Network**

Creating a social profile on every possible social media site doesn't



improve your reach. For example, if your products are targeted at young adults with kids, then you don't have to create a Snapchat account. Just focus on social networks where it makes sense to build a presence for your business.

## **Chapter 5: Social Media Marketing Premium Tools And Services To Consider in 2019-20**

### **[Hootsuite](#)**

Hootsuite is a social media marketing tool that will allow you to manage all your social media accounts from a single dashboard.

With Hootsuite you'll be able to find, compose, schedule, post, manage and monitor social media content more easily.

Besides letting you schedule and publish hundreds of social media posts at once, it also secures all your social media account login information and saves all your content on the cloud.

### **[PromoRepublic](#)**

PromoRepublic is a social media management tool that allows small businesses and marketers to automate their social media marketing efforts.



With PromoRepublic you'll be able to get more followers, post more awesome content, and to promote and boost sales on autopilot with features such as smart posting, social monitoring, editable content bundles, content calendars, and much more.

### **Sentione**

Sentione is a social monitoring tool that will allow you to explore the web to collect online opinions and get a clear vision of how your brand is perceived online.

With Sentione you will be able to monitor billions of discussions and brand mentions on sources such as blogs, forums, and social media, to analyze unlimited keywords, to get instant access to real-time and historical data, and to track word-of-mouth spreading around your brand.

### **Awario**

Awario is a social listening tool that allows you to monitor the entire web to help you track and join online conversations about your business.

Awario crawls over 13 billion web pages daily and you can use it to research your target industry, to get important customer insights, to discover opportunities to engage leads, to identify top influencers, and to manage your brand's reputation.

### **Mention**

Mention is a real-time media monitoring tool that monitors over 1 billion sources that includes top social media sites as well as blogs and forums to track



mentions of your brand name, the name of your competitors, and any keywords you need to monitor.

It allows you to respond to mentions directly through a mentions dashboard, to get insights about your searches, and to generate reports.

## Chapter 6: Social Media Marketing

### Shocking Case Studies in 2019-20

#### Peel

Peel is a company that sells super thin and stylish cell phone cases for Apple and Android devices.

**Objective:** The company's objective was to stand out in the over-crowded cellphone case market.

**Strategy:** The company ran Video Ad campaigns on Facebook to reach a very targeted audience. The company also built a very attractive Instagram feed, where it showcases its products.

**Results:** The company's various social media marketing campaigns have been very successful, increasing its revenue by 16 times and its return-on-investment by 3 times!

#### Wayfair

Wayfair is an online retailer that sells affordable furniture and home products.



**Objective:** The retailer’s objective was to encourage users to go to its website and make a purchase after seeing a post on their Instagram account.

**Strategy:** The retailer started implementing “shopping” features into its posts, adding a buy button into its product showcases.

**Results:** The retailer announced a 32% increase in sales after implementing shopping features on its Instagram posts!

### Wholesome Culture

Wholesome Culture is an ecommerce retailer that sells clothes for people who live a vegan and plant-based lifestyle.

**Objective:** The retailer’s objective was to draw attention to their Instagram profile and attract like-minded customers.

**Strategy:** The retailer started curating user-generated viral content that was popular among audiences in similar industries.

**Results:** The retailer was able to grow its Instagram account to 150,000 followers in little time!

### Casper

Casper is a company that sells affordable, direct-to-consumer mattresses.

**Objective:** The company wanted to increase awareness about its innovative mattresses.

**Strategy:** The company created a series of humorous posts across social media to catch the attention of social media users.



**Results:** The company has built a 1 million people customer base, and is now valued at over \$750 million!

## **Chapter 7: Social Media Marketing Frequently Asked Questions in 2019- 20**

### **Does Social Media Marketing Help Your Business Make Money?**

Yes, social media marketing will help your business make money, just don't expect to see big financial results after only a few days of running social media marketing campaigns.

Your business will make money off social media marketing down the line because it helps you grow your business through exposure. When you get the right message in front of the right audience, your audience grows. And the bigger your audience, the more



customers you get, and the more your business grows. If your business grows, then you will make money.

## **What If You Don't Implement Social Media Marketing To Grow Your Business?**

While it is true that social media marketing works better for some businesses in certain niches, not using social media marketing can actually hurt your business.

This is because building a social media presence is CRUCIAL. When you have an optimized social media presence and you interact with that audience, you build social proof that keeps your brand relevant.

On the other hand, a business that doesn't have an active social media presence is at best perceived as unsuccessful and out of business, and at worst it is considered suspicious.

## **What's The Best Way To Measure The Success Of Your Social Media Marketing Plan?**

Common metrics that will tell you how successful your social media marketing plan is doing are traffic, click-through rates, and the number of followers and interactions your business gets on social media networks, all compared to updated industry benchmarks.

Now, what determines how well social media marketing is influencing your bottom line is how many people are actually becoming repeat website visitors, how many of them become qualified leads, and how many of them end up becoming repeat customers.

## If Your Business Is Active On Social Media, Can You Skip Maintaining A Blog?

Absolutely not! Maintaining a blog where you publish relevant content, content that is original, helps your business stay at the top of search engine results pages, builds your site's authority, and improves your organic reach.

You will actually benefit by maintaining a blog if your business is active on social media because you can use your social media reach to create more backlinks for your content. It is all part of the same content marketing strategy!

## Conclusion:

We're thrilled that you have chosen to take advantage of our Training Guide, and we wish you amazing success.



And in order to take your Social Media Marketing Efforts even farther, we invite you to get the most out of it by getting access to our Step by Step Video Training [clicking here](#) (Insert your Upsell offer URL).

Thanks so much for the time you have dedicated to learning how to get the most advantages from Social Media Marketing.

Social Media Marketing have come to stay in the market forever.



To Your Success,

**Your Name**

## Top Resources



### Videos

<https://www.youtube.com/watch?v=94K-CxKNVko>  
<https://www.youtube.com/watch?v=w-b6ZNkdvmc>

### Tools & Services

<https://optinmonster.com/23-tools-that-will-take-your-social-media-marketing-to-the-next-level/>  
<https://www.jeffbullas.com/10-social-media-marketing-tools-will-make-competitors-weep/>

### Training Courses

<https://digitalmarketinginstitute.com/students/courses/professional-diploma-in-social-media-marketing>  
<https://www.udemy.com/social-media-marketing-masterclass/>

### Blogs

<https://blog.hubspot.com/blog/tabid/6307/bid/5977/36-awesome-social-media-blogs-everyone-should-read.aspx>  
<https://socialnicole.com/2018-10-must-read-social-media-marketing-blogs/>

### Forums

<https://www.warriorforum.com/social-media/>  
<https://www.go4expert.com/forums/social-media-marketing-forum/>

### Affiliate Programs

<https://commun.it/blog/affiliate-marketing-programs/>  
<https://highpayingaffiliateprograms.com/social-media-affiliate-programs/>

### Webinars

<https://www.youtube.com/watch?v=65nOoBW7vNY>



<https://www.youtube.com/watch?v=BOWldksysrw>

#### Infographics

<https://www.dreamgrow.com/9-social-media-infographics-you-must-see/>

<https://www.jeffbullas.com/7-social-media-infographics-will-blow-mind/>

#### Case Studies

<https://www.simplemarketingnow.com/content-talks-business-blog/bid/134174/200-case-studies-social-media-and-content-marketing-examples>

<https://www.socialmediaexaminer.com/7-creative-social-media-marketing-mini-case-studies/>

#### Facts

<https://www.brandwatch.com/blog/amazing-social-media-statistics-and-facts/>

<https://seoexpertbrad.com/social-media-marketing-statistics/>

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