

# SOCIAL MEDIA SMART

USING SOCIAL MEDIA  
TO BOOST YOUR BRAND



# The Power of Social

Humans are, by their very nature, social creatures. Of course, everyone's personality differs and some people are more sociable than others, but by and large we crave human contact.

In recent years, social media has gone from simply being something that people logged into from time to time online, to being an integral part of life.

For some people it's even a way of life.

For others, it's even an addiction. Studies have shown that things like getting a 'like' on social media cause a chemical reaction in the brain.

Suffice it to say, social media plays a huge part in society today and can have a profound impact.

More and more businesses are seeing the power of social media and are making sure that they are plugged into this extremely powerful tool.

It makes sense, then, that we explore ways in which we can tap into the power of social media for our business.

But is this something that someone just starting out can do?

Yes!

In fact, not only that, but I would advise that if you're just starting out, leveraging social media is actually one of the very best ways in which you can get your content out there, connect with influencers, connect with your audience, position yourself as an authority and so much more.

Love social media or hate it, to ignore it with regards to growing your business would be to ignore a huge, worldwide network of free exposure opportunities.

Although you can purchase paid advertising campaigns on social media, we're not going to cover that in this report.

While paid methods have their place and I absolutely encourage you to look into those, that is a whole subject all on its own. Just the subject of Facebook ads alone would require a whole training on that one thing, not to mention Instagram, YouTube, etc.

What we are going to focus on here is the importance of engagement and getting free exposure and traffic through this - the **social** aspect of social media.

After all, that is what social media was designed for, right?

As with everything in your business, you should never lose sight of the fact that your prospects, leads and customers are all real, flesh and blood people, each one with their own set of

circumstances, background, experience, skills, desires, goals and so on.

Behind each statistic, each number, each click, is a person. And you need to always keep that firmly at the front of your mind when it comes to building and growing your business.

So, with social media, you have the opportunity to connect on a real, personal level with those people and get more exposure from doing so.

## **Don't Forget to Monetize**

I know I said a moment ago that you need to be people-oriented and that's absolutely true. But, at the end of the day, you're in business to make money, so all your efforts will be for nought without having a monetization strategy in place.

So, while you should absolutely focus on connecting with people, engaging with people, giving great content, helping people and all that good stuff, you should also keep in mind the fact that you can and should be taking advantage of opportunities to make money from your efforts on social media.

For example, you might make lots of connections on Facebook. You chat to them, give them advice, comment on their posts, like and share their posts, help them and engage in whatever ways that you can.

By doing this, you are 'warming up' your audience. So, along with the engagement and the casual posts, now and then make a post that refers to something that can ultimately make you money.

It could be a live broadcast, an uploaded video, a link to an offer or a link to a blog post of yours that will then get people on your blog and, potentially, clicking on your banners or subscribing to your list.

What I would advise that you do is make sure to create a Facebook 'fan page' for your business and do most of the things I just mentioned from there. But there's nothing wrong with sharing that content to your personal profile or making a business-related post here and there. Just don't make business stuff the primary activity on your personal page - Facebook don't like it.

What you can also do to ensure that only the people who want to see certain content can see it, is create custom friends lists. What this means is that you go to your friends list and then create a custom friends list, picking the people from your main, entire list who should be on the particular custom list.

So, for example, you might create a custom list called "Business" and add all your business contacts to that list. This doesn't remove them from any other list, it simply means that when you make a post, you now have the option to share your content with your custom list, in other words, only the people whom you want to see that post.

There is absolutely no need to be creating multiple Facebook accounts. Aside from the fact that there is no need, it's also against Facebook terms and conditions and could end up with you getting all your accounts shut down.

## **Have a Wide Field of Vision**

Just what do I mean when I say "Have a wide field of vision"?

Well, quite simply, whenever you put out any content online, don't limit yourself by just posting it in one place and that's it. Post it and/or share it to as many different places as you possibly can.

So, when you post to Instagram, make sure that you share that post on your Facebook Fan Page and Twitter. Perhaps e-mail your list to show it to them. Basically, wherever you can share it, share it.

When you post to your Facebook Fan Page, share the post to your personal profile. Again, tell your list about it.

When you make a YouTube video, guess what? That's right - share it on your Facebook Fan Page. Share it on Twitter. On Google+. Tell your list.

When you make a new blog post, make sure that you share it across as many social platforms as you can. And, of course, tell your list. Additionally, at the end of your post, it doesn't hurt to remind people to

share your post on their social media accounts if they have found it useful.

Those are only some basic examples, but are you getting the point?

Don't just put up one piece of content in one place and then hope that people will magically find it.

Get that one piece of content in as many places that you can. It's all about leverage. One piece of content is good. Having multiple pieces of content is better. Multiple pieces of content all being shared across the Internet is better still.

And the more content you put out and in more places, the more likely it is that, not only your content will get seen, but that it gets 'liked' and shared. Those are what we call "social signals", which not only look good to the social media platforms themselves, but also to the search engines.

## **A Simple Example**

Let's take a slightly more detailed look at how we could possibly implement some of this.

Let's imagine that you have some killer content that you want to share. You know that it's valuable and that people will find it helpful. So, you decide to make a live broadcast from YouTube.

Right there, you're putting out content that YouTube and Google like to see. There's a lot of buzz around

live videos and for good reason. And what better platform to leverage this than YouTube.

Now, on its own, it may reach people. It may do some good. It may get you some exposure. And even doing this on a daily basis may do all of that.

But, remember what we said about increasing your field of vision? In other words, why stop there?

First of all, at the end of your video, remind your viewers to share it. Also include that same call-to-action in the video's description. I know this sounds obvious, but it's amazing just how oblivious we humans can sometimes be and a simply reminder to share a video that we've found useful can be the difference with us actually sharing it or simply closing it and moving on. So always include that call-to-action.

Once you've done your broadcast, share it with your list. And, again, remind them to share it.

Next, share your video on your own social media accounts.

All of this is creating activity on your accounts, as well as leaving a web-like trail of activity that the social media platforms and the search engines can pick up on.

Obviously, this doesn't apply to just YouTube. As we considered earlier, any content that you post to social media should be looked at with a broader field



of vision beyond just that one piece of content – look at ways in which you can leverage the one piece of content and get it in front of more people.

## **Beyond the Content**

As we said at the beginning, we are focusing on the social aspect of social media. After all, that is why these platforms were created in the first place, it's their primary function.

Something social involves people. You can't have anything social with only yourself – there has to be other people.

Therefore, to properly leverage the power of social media, you have to use it as it was designed. But there's more to this than simply acknowledging that there are people involved. You have to approach things with the proper mindset.

What this means is, you should use the social media platforms in a way that is detached from your desired outcome.

In other words, you might want to make sales, get subscribers, get clicks, get 'likes', get shares and so on. But if you approach things with those things as your goal, you run the risk of being frustrated and disappointed.

You have to detach yourself from those things.

Yes, have things in place that facilitate you getting the results you want and yes, do the things that you

know can lead to them, but don't make those things the be all and end all.

You have to come from a place of selflessness.

What this means is, you need to get out there and connect with other people, whether that be on their blogs, YouTube channel, Facebook, Twitter, etc.

And I'm not talking about simply 'following' them or sending them a friend request. I'm talking about connecting with them on a real, human level.

That involves actually speaking to them. It involves being genuinely interested in what they're doing.

Now, I know that all this might seem like it could end up being a lot of work, but unless you have the funds to inject into paid traffic methods, you're going to have to do some legwork.

But, the positive side of this is that you will be connecting with people on a personal level and helping people to see the person behind the content.

It's this that can get you raving fans, as well as respect from your peers who will be happy to recommend you and help you out as and when they can.

So, reach out to them. Leave comments on their stuff. Share their stuff. Help them get exposure to their stuff.

If they need help with anything that you're able to help with, help them. Advise them.

When they are good enough to share your content, make sure that you give a 'like' to the content they've shared and always thank them for it.

Again, this not only builds up the relationship between you, but it also generates those social signals that we spoke about and expands the reach of that 'web'.

So, for example, let's say that you've published a blog post and posted a link to it on Twitter. Someone might 'like' and retweet that post. Make sure that you return the favour and 'like' the retweeted post, as well as comment on it.

Or if someone comes across some of your content and shares it somewhere, the same thing applies - 'like' the post they've shared and leave a reply to thank them.

Did you notice that nowhere here have we made any mention of trying to pitch them anything?

While there might be legitimate occasions on which you are able to do so, I would recommend resisting the temptation in most cases. If you do everything else right, people will not only feel comfortable but also inclined to check you out and then they will find your monetized content organically, whether that be checking out your Facebook Fan Page posts and

finding an offer you've posted or perhaps checking out your blog and clicking on a link.

This kind of behaviour is based on trust, which is the third component of K.L.T. - Know, Like, Trust.

When you engage with people via social media in the proper way, you are helping them to get to know you. The more they get to know you, the more (hopefully!) they'll get to like you. And the more they get to like you, the more they'll trust you. Then, the more they trust you, the more they will be likely to seek out you and your content, as well as sharing it to their connections and audience, not to mention recommending you to others.

But, as I just mentioned, please avoid the temptation to outright pitch to people. That is just going to cause them to put their guard up. This includes making unsolicited posts to groups and pages, tagging people just to get their eyes on your stuff, sending unsolicited private messages, etc. Don't make the mistake of thinking that this kind of behaviour only applies to posts of a pitch nature. Taking this approach to even tell someone about, say, a new blog post, can get people's backs up.

Again, it comes down to engagement and coming at things from a place of giving, of selflessness, from a place that's not dependent on your desired outcome.

As soon as you give the impression that you've made a post or comment - a pitch or otherwise - simply to selfishly get attention to your stuff rather

than to be engaging, you'll leave a bad taste in the mouth and you run the real risk of wrecking your reputation.

By all means, make pitch-oriented posts to your own pages and profiles. If you do all the other stuff correctly, your audience will find those naturally and they will be more inclined to take notice of them off their own bat, because they already Know, Like and Trust you.

## **What to Offer**

Earlier on, we mentioned the importance of having monetization in place. But what, exactly, should you be offering?

If you're in a position to sell your own products and services, then great. But not everyone is at that stage, especially when just getting started.

Usually, most beginners look to selling other people's products as an affiliate as a way to get started. And it's a good one, as it removes the need to create your own products.

But even established online marketers, including those with their own products, sell other people's products as an affiliate.

Why?

Because it works, plain and simple.

Having said that, it doesn't work as well as it once did. Also, what many people won't tell you is that it isn't easy to make a good income right off the bat as an affiliate when just starting out.

There is another solution, though, that I think you might find interesting and if you're someone who is looking to get started online, currently has no experience or products of their own, but is prepared to learn and to put in the required effort to make stuff happen, then this is something that, I believe, could prove to be hugely beneficial for you.

It's a free book that has been written by my friend and mentor, Dean Holland. It's called the "Affiliate Marketers Playbook" and you can [grab your free copy by clicking here](#).

In this book, you will learn why the affiliate marketing model no longer works as it used to and what you can do about it.

As I mentioned, affiliate marketing still works and it's still a great way to get started online. But if you're looking for something that gives you a more solid, consistent income then you will want to [check out this book](#).

## **In Conclusion**

I really hope that you have enjoyed the information that I have presented to you here and that you have found it useful.

Now, the key to having any kind of success is to TAKE ACTION!

Don't just let this report gather virtual dust on your hard drive. Get out there and apply what you've learned.

If you would like to learn more about how to get started online and would like to contact me for further assistance, please [feel free to contact me here](#).

In the mean time, don't forget to [secure your copy of Dean's free Affiliate Marketers Playbook](#) and I look forward to hearing from you soon!

To your success!

PJ Friar