

# Why Social Media Marketing is Profitable

You can reach a very large amount of people:

- YouTube: 1 Billion views per day
- Facebook: 400 Million users
- MySpace: 200 Million users
- Twitter: 100 Million users

## Interaction

- People buy from other people, not companies
- Businesses and companies are spending more
- Fast

# The Desired Results

- Brand yourself and your business/products
- Large fan base of potential clients
- Building a quality email list
- Driving large amounts of traffic to your website

# Potential Pitfalls

- Hard Selling
- Trying to sell too soon
- Spamming
- Using automated software

# The Training Course:

- Facebook
- Twitter
- YouTube
- MySpace
- Digg
- StumbleUpon
- Action Plan

# Facebook

- Almost 60% of Americans have a FB account
- One of the fastest and easiest ways to build a fanbase of people who know, like and trust you
- Create fan pages with unlimited fans
- Very viral
- Mass updates
- It's personal

# Profile/Fan Page Setup

- Detailed description on who you are, what you have to offer, and how it can help people
- Be personal, trustworthy, interesting and likable
- Put up lots of personal pics and videos mixed in with business related
- Be real and transparent, be honest

# Getting Friends and Fans

- Join related FB groups
  - in your niche
  - your interests/hobbies
  - products and companies/organizations you like
- Get involved in groups' discussions, leave lots of comments
- Add active users in your niche with lots of friends

# Get Involved

- Follow your newsfeed (check out other ppl)
    - comment on status'
    - be interesting and opinionated/controversial
  - Commenting and wall posting
    - photos & videos (tag anyone you can)
    - status updates
    - links to interesting things you found
- Attracts more people

(Try 3-5x daily)



# Building Your Fan Base

- Start off with your personal profile and build at least 900-1000 friends
- Create a fan page
- Suggest your fan page to your friends
- Send your friends a message asking them to suggest your fan page to their friends

# Building Your Brand On FB

- Use Facebook Ads to advertise your fan page as well as your own products (or affiliate products)
- Use pictures that are interesting and attention getting
- Interlink other social media/networking sites e.g. Twitter, MySpace, YouTube etc.
- Build relationships with friends/fans before selling – don't sell too soon and don't hard sell!

# Twitter

- Millions of users and views
- Quick and simple content (140 characters)
- Everything's up-to-date and in real time
- Can link to other sites in your tweets

# Setting Up Your Twitter Profile

- Use your real name if possible  
e.g. not websolutionsguy411
- Have an interesting bio, be funny and opinionated/controversial
- Profile pic – smile and look friendly and approachable
- Follow real people, not companies

# What To Tweet About

- Ask questions and post surveys
- Personal stuff (but make it interesting)
- Hot topics, the news
- Popular content – bring it to other peoples' attention (e.g. use Digg.com)
- Retweet interesting stuff
- Post motivational quotes
- Stay away from politics & religion

# Showing Your Personality

- Be opinionated, never just neutral
- Develop your own style, way of writing etc
- Be different and stand out, attract interested and similar people
- Be helpful and give value
- Be entertaining and fun
- Be a leader in your niche – support followers goals and offer helpful advice

# Your First Tweets

- Make 5 tweets before following anyone (so you're not totally boring)
- Give value and show personality
- Be funny if you can, find funny things to post
- Post entertaining things
- Stay away from politics and religion
- Try not to talk about selling or making money

# Building Twitter Followers

- Search twitter ([search.twitter.com](https://search.twitter.com)), search by your niche's keywords for targeted followers
- Follow others first and they'll usually follow you back
- Follow influential people in your niche
- Try to aim to follow 50-70 people per day
- Follow during Twitter's peak times:

1-3pm

6-10pm

(higher acceptance rate)



# Effective Twitter Marketing

- Tweet pics (more attention)
- Use symbols in your tweets
- Use numbers/lists/stats
- Point an arrow to your links ←----- (stand out from rest of tweets in your followers' news feed)
- Compliment and comment on peoples' tweets , reply to their questions – show interest in others
- Ask questions and be controversial (very effective)
- Tweet at peak times: 1-3pm and 6-10pm

# Encouraging ReTweets

- Retweeting is a viral way of gaining more exposure
- Shrink your URLs first to make it easier
- Reciprocity – retweet other peoples' stuff and they'll often retweet yours
- If you have a really popular tweet direct message some popular followers to retweet it for you (make sure it's not selling, provide value)

# Building Your Business With Twitter

- Send Twitter Traffic to:
  - your website/blog
  - your FB fan page
  - your other social media pages (your MySpace page, your YouTube channel)
  - Articles and Press Releases
- Use your other social media pages to advertise your Twitter and gain followers
- Advertise your Twitter to your email list (also put in signatures)

# YouTube

- #1 Video Sharing site
- 53% of web traffic comes from YouTube
- You can create your own YouTube channel
- 1 billion views per day
- Preferred way to receive information – very popular e.g. Video sales letters

# Creating Videos

- Create short videos 1-2 mins (short attention spans) keep under 10 mins
- Slideshow
- Screencapture
- Animoto
- Resell Rights Videos

# Video Content

- Be entertaining
- Be yourself, be real and show personality- people will trust you, relate to you and you'll get a better response
- Start with the benefits
- Always have a call to action

# Video Creation - Equipment

- Slideshow
  - Microsoft PowerPoint/Publisher
  - Screenflow (Mac)
- Screen Capture
  - Cam Studio (free)
  - Camtasia \$300 (30 day free trial)
  - Jing Project (free but can't be more than 5mins)
- Flip Cam
- A good microphone

# Your YouTube Channel

- Add your favorite videos, this way you don't have to upload much plus they'll seem like your videos
- Make your channel seem active and popular
- Subscribe to other related channels in your niche



# Getting Viewers

- Provide value and entertainment
- Interact with You Tube users, leave comments
- Make videos on hot topics in your niche – use Google Trends and Google Alerts
- Don't be boring
- Automatically build an audience using TubeToolbox.com – sends out mass subscriber and friend requests

# Getting Involved and Staying Social

- Video Responses (to popular videos)= more exposure
- Rate videos – often ppl return the favor
  - the higher your ratings, the more exposure
- Join YouTube groups
- Commenting – even though backlinks are 'no follow', they increase ranking within YouTube
- Send out friend requests
- Be controversial and entertaining

# A Few Tips n Tricks

- Video Responses to popular videos – you'll be right before the comments (ppl will notice)
- Steal the titles and tags of popular videos - so you will appear when they show up
- Turn your videos into podcasts and submit to dozens of directories

# Video Distribution

- TubeMogul (free)
- Traffic Geyser \$100
  - social bookmarks each video automatically
  - turns videos into podcasts
  - submits to 100+ sites
- Distribute within your Social Networking Sites

# MySpace

- Like FB, use to brand yourself
- Can customize your template – brand yourself
- High PR of 9 – link juice
- Has over 200 million users
- Free blogging feature that FB doesn't have
- Unlike FB, profiles are public – don't have to be a friend
- MySpace pages show up in Search Engines with all content visible

# MySpace Profile Setup

- Promote & brand yourself and your products/business – but don't hard sell
- Include pics of products and links to your site
- People buy from people they like and trust, not from companies
- Be transparent and real
- Blog about yourself, your website, and what you're promoting
- Lots of interesting pics and videos - personable

# Marketing On MySpace

- Use your real name – build credibility & help people find you easily
- Search for people in your target niche, or who have the same interests and add them as friends
- Get involved, be an active member
- Build relationships with people before selling
- Provide value, special deals, free stuff
- Comment and show interest in other people and ask their opinions
- Sell subtly “Hey check out what I just launched...” etc.

# Digg

- Social bookmarking site – free to sign up
- Content-sharing
- Has over 7 million users
- Great way to promote your site by 'digging' it
- Bookmark your own websites, blogs, articles, videos etc. and Digg users can vote on them



# Marketing On Digg

- Digg things in your niche similar to your own things
- Don't only Digg your own stuff (you could be marked as a spammer and get kicked out)
- Digg different things – videos, blogs, articles
- Digg 50% your own stuff, 50% other peoples'
- Links are NoFollow, but can still get very good direct traffic

# StumbleUpon

- Social Networking tool that allows you to find people with similar interests in your niche
- People can 'stumble' your content, write reviews, send links for your content to friends
- More reviews = more views = higher you will appear in StumbleUpon = more traffic
- Build lots of high PR backlinks
- Gain more exposure to your content, your brand, your website and what you offer
- Great way to generate large amounts of targeted traffic

# Marketing On StumbleUpon

- Put your very best content on StumbleUpon
- Give away something for free – something of high value that ppl would usually have to pay for e.g ebook, video, software, e-course
- Build a readership and a list of ppl in your niche. The more targeted your niche, the higher the conversion rates
- When creating posts, include a backlink to your site using your keywords

# Building a Fan Base on StumbleUpon

- Finding People:
  - Use your contacts from your email account. Go to tab that says 'Find your friends on StumbleUpon'
  - Search by country and city. Go to 'Browse People'
  - Search by peoples' categories and interests
- Create a blog using StumbleUpon – fill out your profile and make a few posts before adding friends
- Stumblexchange.com – do a review for someone and they'll do a review for you
- More stumbles = more traffic

# Action Plan

1. Create Accounts at all Social Media sites
2. Join relevant groups in your niche
3. Find/add friends
4. Participate and interact, be interesting and controversial/opinionated
5. Be real, be yourself, someone people can relate to, someone they like
6. Build relationships first, then sell
7. Don't hard sell, include calls to action

8. Share plenty of good quality info, give things away for free
9. Build your brand and promote yourself and your products. Build recognition – be the obvious choice in your niche
10. Build a fan base, create a readership = create a targeted traffic funnel to your site
  - Aim for both quality and quantity