

WRITERS' PUBLISHING HOUSE

1 AUTHOR

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SOCIAL MEDIA
MARKETING GUIDE



CANVA STORES 40

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ISBN: EBOOK 978-1-64873-205-8

Printed in the United States of America

Published by: Writer's Publishing House

Prescott, Az 86301

Cover and Interior Design by [Creative Artistic Excellence Marketing](#)

Project Management and Book Launch by Creative Artistic Excellence
Marketing lizzymcnett.com

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Introduction

What is marketing? By definition, it is “the process or technique of promoting, selling, and distributing a product or service.” But, the art of marketing is more than just assembling product lines or writing simplified phrases. The process takes time and dedication to assemble a unique campaign for each individual company or business.

Writer’s Publishing House has developed an exceptional process; a marketing strategy grows out of a company’s value proposition, by which the client’s campaigns shine above the competition.

The best marketing campaigns are those that revolve around product solicitation. As an example, Walmart markets as a discount retailer with ‘everyday low prices.’ A company does not create a marketing strategy from scratch; they start with the value proposition and distill the campaign from those messages.

The basics behind ‘IAuthor’ is all about matching the customer’s needs to the right product or services. Proper marketing eliminates the struggle to find your potential customer. When a business owner creates content designed to address the consumer’s needs it will attract qualified prospects, along with the ability to build trust-based on compatible interests.

A good marketing campaign is based on educating the potential customer. People do not want to be sold. The best option is to communicate through your knowledge and expertise in the field you practice. When a person understands a concept clearly, it is easy for them to make an informed decision.

In the IAuthor Marketing Resource Guide, readers will find a step-by-step process to develop exceptional marketing campaigns, ones that can compete with large companies who have fully staffed departments to spearhead all product marketing. Once the key fundamentals of social media networking and website basics are learned, professionally creating campaigns is highly simplified.

Understanding the Importance of Marketing

What Does Marketing Mean?

The term marketing entails many activities; however, all are associated with selling your company's products and services. The most obvious area of marketing is advertising, but consumer research should not be ignored. Marketing is all about matching the customer's needs to the right product or services. Proper marketing eliminates the struggle to find your potential customer. When a business owner creates content designed to address the consumer's needs, it will attract qualified prospects. It also generates the ability to build trust-based on compatible interests.

Although, one should never confuse marketing with sales. Yes, they are equally combined in the business world, but they have very distinctive functions. Solid marketing platforms serve as the enabler for sales, by transforming the potential customer into a long-standing client.

The marketing team must work closely to validate a strong advertising campaign based on the value at every stage of the customer's journey with your business. The method of attracting, engaging, and delighting consumers builds trust and helps to grow your company.

Some marketing strategies include these actions:

- Determine the type of product needed through consumer research, studying quantifying sales patterns of similar goods or services within your business qualifications.
- Modify the existing products or services to align with current marketing patterns.

- Analyze the best way to reach potential clients by making them aware of the products and services you offer.
- Design marketing campaigns based on the data you compiled.
- Confirm customer relationships using follow-up campaigns or loyalty programs.

A good marketing campaign is based on educating the potential customer. People do not want to be sold. The best option is to communicate through your knowledge and expertise in the field you practice. When a person understands a concept clearly, it is easy for them to make an informed decision.

I Don't Know What to Say on social media

Social media marketing is by far the most cost-effective targeting campaign available, but only when the business follows some simple guidelines. Not all platforms are a good fit for every business, which is why consumer research is so important. Once you have chosen the best platforms the next option is learning what to post and avoid pitfalls.

You might be wondering, “What do I say? Or how do I write a good post?” Let's discuss that topic for a moment.

Below are examples of what **Writer's Publishing House** recommends. Your post should pinpoint an objective: Begin the process with your objectives, then assess how you will achieve those goals.

Create your authority: Every business owner or manager must establish themselves as an authority figure in their field. Why should someone do business with you? What do you have to offer them?

Write posts to gain interaction: The best way to get free advertising with most social media platforms is to get likes and responses. As the response grows, so does the showing of your postings.

Confirm appreciation: social media is not a monologue for someone to boost their achievements. It will turn followers off. The objective is to interact in a meaningful way; people will know when a post is genuine or just

bravado. The best way to show recognition to someone is to like, share, or respond.

Stand out from the rest: The purpose is to build a personal brand. It will convey a persona the public will learn to identify.

Set a goal: The action requires investment, both time and money. Determine exactly what you are trying to convey, then study the results. Statistics will show the outcome and your successes or failures.

Lead in one platform: Use consumer usage findings to target your aligned customer. Claim your profiles, but focus on just one at a time. Initially, start sharing other posts that pertain to the goals you set for yourself or business. As you gain recognition, then begin writing and developing a marketing campaign.

Create a social media calendar: Once you can plan your social media actions, you will gain consistency. It will generate higher results, and an outlook to the desired goals.

Use visual content: Most users have short attention spans and writing lengthy posts will yield unnoticed results. Instead, use photos of good quality and short videos.

Get some help: Small business owners are limited on time, and inconsistency will not improve the end game. Writer's Publishing House can be a valued partner in achieving successful social media marketing goals.

Social media marketing can seem impossible to master, especially if you are already tasked with all the affairs of running a small business. But you are not alone, and with the right guidance, anyone can be successful with social media.

Chapter One:

The Importance of Marketing Strategies

Breaking Down Marketing Strategy

Marketing strategies are often confused with marketing plans. Because they do feed off one another, it is not unusual to find the marketing strategy and the marketing plan baked together into a single document. Although the transition between the two is blurry, a marketing strategy covers the big picture of what the business offers: the value proposition and related brand messaging. The marketing plan is how the business will get across the key message: the platforms, the creative, the timing, and so on. The marketing strategy may also be absorbed upwards into corporate value statements and other strategy documents.

The Creation of a Marketing Strategy

A marketing strategy grows out of a company's value proposition. The value proposition summarizes the [competitive advantage](#)

a company has in its market. The value proposition usually provides a key message for all marketing. Walmart, for example, is a discount retailer with "everyday low prices," and its business operations and marketing revolve around that. A company is never creating a marketing strategy from scratch; they start with the value proposition and distill the key marketing message(s) from that.

Once the value proposition is succinctly stated, the hard work is done. Any marketing asset, from a print ad design to a [social media](#) campaign, can be judged by how well it communicates the value proposition. To further the efficiency of marketing efforts, [market research](#) can be added to the marketing strategy to identify untapped audiences or refine the target consumer. Finally, an overall goal for the marketing strategy can be set, with all the subsequent marketing plans inheriting the responsibility for delivering on it. These can be concrete, bottom-line goals such as increasing sales or something less direct like climbing the ranking of trusted providers within the industry.

Marketing plans are operational documents that get more attention because they are the day-to-day work that a company does to sell itself to the world. That said, a marketing plan would be meaningless without a message, a target market, and a goal — the core of every marketing strategy.

It takes a lot of time and effort to develop and maintain a marketing campaign that resonates with your intended audience. As a strategic thinker, however, the development of a marketing campaign takes even more consideration. After all, we're always searching for ways to gain the oh-so-important competitive edge.

There are times, though, when we all hit the proverbial wall. If you find yourself in that situation, then you may want to check out these fifteen marketing strategies that will spark your creative energy.

1. **Partner with allies.**

Marketing partnerships have several benefits to push a marketing campaign. For starters, when you collaborate with someone else, you tend to deliver better content. On top of that, marketing partnerships are cheaper to create, see success more quickly, and expose your brand to a new audience.

For example, before being acquired by eBay, Half.com convinced the town of Halfway, Oregon, to change its name to Half.com in exchange for stock, Internet access, and other giveaways. The tactic gained a lot of attention to the textbook rental company. Another example was when Converse teamed up with Guitar Center to record music entitled "Rubber Tracks." The content

was then used to create a series of YouTube videos that focused on the musicians.

1. **Embrace user-generated content.**

According to a survey of 839 millennials, they spend “5.4 hours a day with content created by their peers. This represents 30 percent of their total media time and is rivaled only by all traditional media types combined (print, radio, and television, at 33 percent).” In the same survey, “Millennials reported that UGC is 20 percent more influential on their purchase decisions than other media.”

You can achieve this by having customers share personal stories (Estee Lauder’s international breast cancer action campaign), exchange ideas (Salesforce’s Idea Exchange), and by giving them the tools to make an ad for you (Nissan’s VersaVid campaign that was shared on Instagram and Vine) or through humor (Doritos Roulette bags).

1. **Collaborate with influencers.**

Another way to gain a new audience and extend brand awareness is by collaborating with the top influencers in your industry. The home improvement store Lowe’s allowed “top designers and mom bloggers to take over its Instagram account for a few days at a time.” By allowing these influencers to share inspirational content, Lowe’s was able to tap into a new audience.

1. **Help customers solve a problem.**

As perfectly stated on HubSpot, “You’re in business because you provide solutions.” Some of the ways you can help customers solve a problem are by creating how-to content, offering exclusives that make their lives easier, listening/responding to them or creating apps/tools.

You could also create a campaign as Orca Chevrolet did in Brazil. The company partnered with a local tow company and rescued stranded drivers by arriving in the new Orca. Not only did Chevy save the day, but it also gave drivers a chance to test drive the car.

1. **Let customers interact.**

No matter the product or service you're offering, your customers want to interact with your company, or at least other customers. AMC, for example, created an online tool that allowed you to Mad Man Yourself. American Express connects small business owners and helpful resources through its OPEN Forum.

1. **Experiment with new channels and platforms.**

Don't hesitate to try out new channels and platforms to promote your brand. As Clare McDermott, editor of Chief Content Officer magazine and owner of SoloPortfolio points out on the Content Marketing Institute, the Four Seasons introduced the Pin.Pack. Go program on Pinterest. This was an industry-first campaign that allowed guests to co-curate a customer travel itinerary through a Pinterest board.

1. **Take a bite out of Apple.**

Apple deserves special mention mainly because it's a brand that has created an entire generation of lifelong advocates. How did they accomplish this? Remember when the iPod was introduced? Apple's now-iconic strategy involved empathy, focus, and impute when they used silhouettes of people enjoying the iPod. It may not have been the best MP3 player, but it created brand recognition that helped dominate the market.

1. **Have some fun.**

You probably never heard of Dollar Shave Club until the company released that humorous YouTube video. The company continues to have its way with the shaving industry. Taco Bell and Old Spice are other examples of companies that are having fun with their marketing campaigns. Even campaigns you wouldn't expect are getting in on the action.

Caterpillar launched its "Built for It" campaign by having five Cat construction machines playing a giant game of Jenga.

1. **Get employees involved.**

Let employees be your biggest champions and brand advocates. That's what happened with Caterpillar's "Built for It" campaign. The videos tapped into the allegiance of the brand, which motivated them to share the videos with friends and family.

1. **Be a little weird.**

You don't always have to play it safe. Sometimes you want to think outside of the box and get a little weird. For example, to help launch the new radio station FM 96.3 in Glasgow, Scotland, the station placed empty guitar racks throughout the city. The hook? Each rack had a sign that read: "Free Air Guitar. Take One." It was unique and matched the brand perfectly - who hasn't played a little air guitar when listening to the radio?

1. **Don't forget about the existing customers.**

It is important to obtain new customers if you want your business to grow, but don't forget about the customers you already have. As Belle Beth Cooper notes on the Buffer Blog, you could use the "upside-down funnel" approach. This could include making customers feel like they're part of an exclusive club, giving them something extra, and making them feel like VIPs.

1. **Use big data to target customers.**

Big data is now helping retailers target specific customers. Red Roof Inn uses canceled flight information to send messages to stranded travelers. A pizza chain uses data to send out coupons to customers who are experiencing bad weather or power outages. In short, big data can be used to predict purchasing trends. With this information, you can get in touch with consumers before they search for your products or services.

2. **Venture into the concrete jungle.**

You can still do a little offline marketing to create a buzz surrounding your product or service. For example, you could hire an artist to paint a mural (with permission, of course). You could also go the route of Citi Bike. Having bicyclists riding around with your logo or name is a clever way to grab attention. Another great example was when the Copenhagen Zoo shrink-wrapped city buses so that it appeared that they were squeezed by a giant boa constrictor.

3. **Tap into nostalgia.**

Entrepreneur magazine shared an interesting discovery from the Journal of Consumer Research. The study found “that people who were asked to think about the past were willing to pay more for products than those who were asked to think about new or future memories; another experiment showed an increased willingness to give more money to others after recalling a nostalgic event.” Maybe that’s why brands like Coca-Cola, Calvin Klein, and Internet Explorer have launched campaigns that take Millennials back to the 90s.

4. **Tell a cross-media story.**

Storytelling is one of the most effective methods of marketing. But how do you modernize it? Axe’s “Susan Glenn” is a perfect example of a modern story that was shared across various media platforms. If you don’t recall, Axe tapped into the memories of the girl who got away. Instead of just repacking the content, the story was told differently on

different channels. There was also a 60-second film, an interactive billboard at Times Square, and unbranded memes.

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