

The Latest Social Media Marketing Tactics

Hey,

Are you looking for the latest social media marketing tactics?

Do you want to know what the social media marketing pros are doing today?

Here's **the best marketing tactics worth doing today.**

Use Images to Amplify Your Facebook Updates

Let's face it. If you're posting on Facebook and not seeing engagement in the form of likes, shares or comments, you're wasting your precious time. You need fan engagement if you want to continually be seen in the news feed (which is where all the action is on Facebook!).

One simple way to boost your engagement is to use images to amplify your status update. Here's what I mean: **Search for "blank" images** like talking bursts, chalkboards and signs, and then **add text to the images, in the form of a question for your followers to answer.**

Here's an example where the person has used the soda bottles as a fun way to amplify their question and grab attention. Almost 200 people left a comment!

I need your help! I'm getting ready to plan my next podcast session. Which topic do you like best?



Like · Comment · Share

78 192 3

You can use fun images to help amplify your question and grab attention.

Go Deep, Not Broad

When it comes to social media, businesses should go deep, not broad. It's better to become a master of one or two channels than flounder in many.

When you **look at social media channels**, a good model is to **break them into social platforms vs. social networking sites**.

Social platforms are like soapboxes; they allow you to **establish your expertise and credibility**, but **provide a method for feedback and discussion**. Examples include blogging, YouTube, podcasting and SlideShare.

Social networks are more like a real-world networking event. Think about Facebook, Twitter, LinkedIn, Google+ and possibly Pinterest.



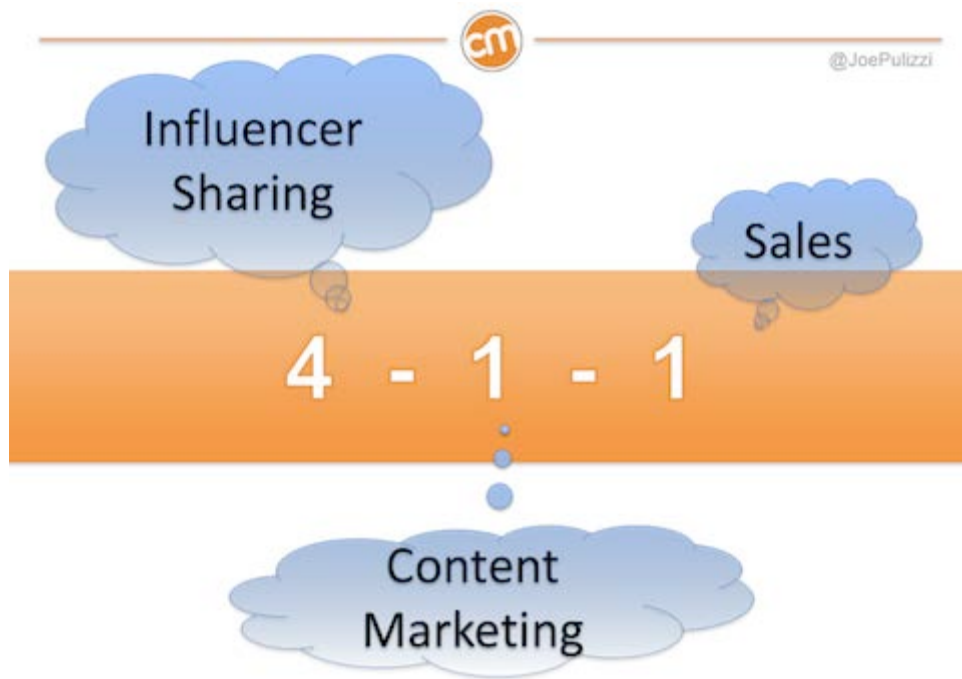
Find the right social platform or network for your business.

Choose one platform and one network to focus on initially, and really **develop a deep engagement level with your ideal customers there**. As you master those channels, you can then start to expand into other realms.

Get the Attention of Influencers

Influencers are important in every industry. They generally have “real” jobs, and are extremely active on social networks, spending their time sharing content and blogging. Getting on their radar is not easy, so to get their attention, you need to **give away “content gifts.”**

Originally coined by Andrew Davis, author of *Brandscaping*, Social Media 4-1-1 is a sharing system that enables a company to get greater visibility with social influencers.



Use the social media 4-1-1 for your company, to get better visibility with social influencers.

Here's how it works.

For every six pieces of content shared via social media (think Twitter, for example) four should be pieces of content from your influencer target that are also relevant to your audience. This means that 67% of the time, you are sharing content that is not yours and calling attention to content from your influencer group.

One piece should be original educational content that you have created.

One piece should be sales-related—like a coupon, product notice, press release or some other piece of content that no one will likely pay attention to.

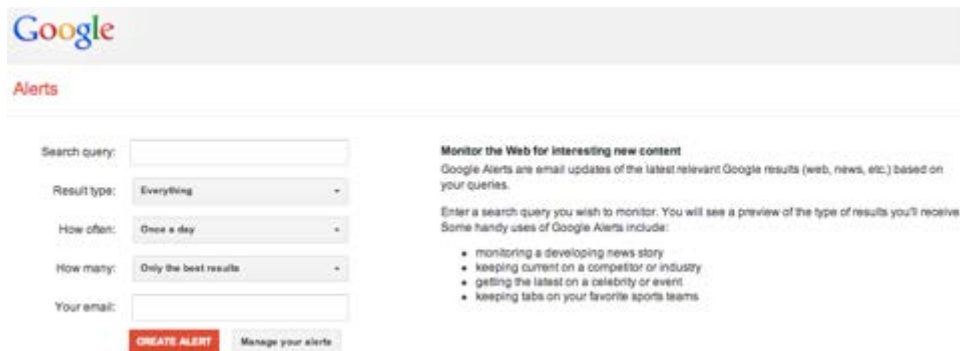
While the numbers don't have to be exact, it's the philosophy that makes this work. When you **share influencer content**, they notice. And you **share this content without asking for anything in return** (so that when you do need something someday, those influencers are more likely to say yes).

Focus on the Platforms Where Your Customers Are

Social media overwhelm is one of the biggest challenges for small businesses. They think they need to have a presence on every social platform including the latest “shiny object” that comes along. This spreads them too thin and causes wasted time and effort.

The solution is rather simple: if social media makes sense for your business, **be where your customers are**. Find out where your customers are hanging out online, choose 1 or 2 of those platforms that you enjoy and that align with your business objectives and then **focus deeply on those platforms**.

There are a number of tactics to help you **find where your customers are online** such as: **ask them** (so simple, yet so many business don't do this), **use the search functionality** in each of the social channels to **see if there are communities talking about your business or topic of interest** and use [Google Alerts](#).

The image shows the Google Alerts interface. At the top is the Google logo. Below it, the word "Alerts" is written in red. The main area is divided into two columns. The left column contains a form with the following fields: "Search query:" (a text input), "Result type:" (a dropdown menu with "Everything" selected), "How often:" (a dropdown menu with "Once a day" selected), "How many:" (a dropdown menu with "Only the best results" selected), and "Your email:" (a text input). Below these fields are two buttons: "CREATE ALERT" in red and "Manage your alerts" in grey. The right column contains the heading "Monitor the Web for interesting new content" and a paragraph explaining that Google Alerts are email updates of the latest relevant Google results. It also includes a list of "Some handy uses of Google Alerts include:" with four bullet points: monitoring a developing news story, keeping current on a competitor or industry, getting the latest on a celebrity or event, and keeping tabs on your favorite sports teams.

Discover who is talking about your topic using Google Alerts.

Set up alerts for your name, business, industry and topics of interest. This will give you insight into the conversations happening that are relevant to your business, so you can **join the conversation where appropriate**.

Choose Your Image Wisely

It's been said that an image is worth a thousand words and since the explosive growth of [Pinterest](#), more and more emphasis is being put on images in social media marketing.

Images can help clarify a message and can also quickly grab someone's attention. Images used in posts help the reader to comprehend the content and tend to be more memorable. The images can then be shared across networks like Pinterest, Facebook and Google+ to help promote the content.

However, images are open to interpretation. Before you settle on an image for your site header or social media post, **ask yourself "Does this image communicate my message well?"**

For example, take this image below. What does it say to you? Is it about how to make a salad or is it about food photography lighting?



This image could send out different messages.

What about now?



Most people don't take the time to read the text.

Use simple text to help bring attention to your pins and posts.

Most people scan the content they come across and don't take the time to read the descriptions or comments associated with the image, unless the image grabs their attention first. A little nudge in the form of **a simple text overlay can go a long way in bringing targeted attention to your pins and posts.**

Text overlays can be added quickly and easily with online image editing tools such as [PicMonkey](#) or [Pixlr](#).

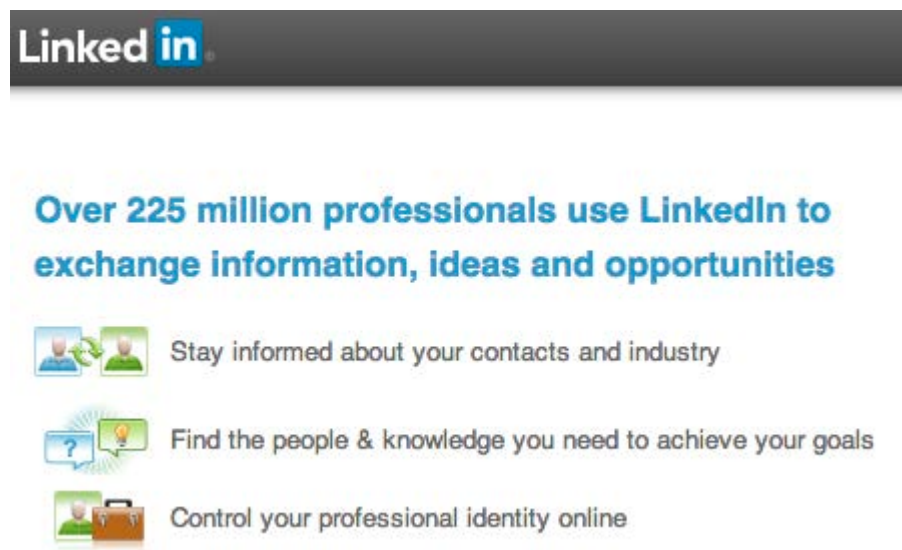
A few words can make the difference between your content being overlooked and attracting a targeted audience.

Communicate With Your LinkedIn Connections

Send an email to your connections on LinkedIn every month and generate leads and sales.

Although LinkedIn only allows you to send to 50 contacts at a time, you can send many emails.

We tend to connect with people but not communicate with them enough. When you send the email, don't make it promotional. **Provide something of value that's relevant to your business.**



If you have an audience relevant to your business and grow your connections, the regular emails will be a good source of leads of sales for your business.

Optimize Your Facebook Ads for Your Intended Action

The typical advertiser promotes a post or creates an ad and accepts Facebook's automated optimization.

Facebook will typically optimize promotion of a post for engagement—surfacing your ad to people most likely to click within your ad. But what if you want a specific action? This is where Conversion Specs come into play.

Name	Status	Actions	Ad Reach	Freq.	Clicks	Click-Through Rate	Max. Bid	Avg. Price	Total Spent	Cost per Action
5249209421885 - Post Engagement - Ad 2	Active	18 Post Engagements	1,076	1.3	25	1.479%	Auto Optimized CPM	\$1.48 Optimized CPM	\$5.04	\$0.36 Post Engagements
090404040475009 - Post Engagement - Sponsored Stories	Active	72 Post Engagements	2,856	1.2	82	2.727%	Auto Optimized CPM	\$6.26 Optimized CPM	\$29.88	\$0.29 Post Engagements
5249209421885 - Post Engagement - Ad	Active	32 Post Engagements	1,137	1.2	32	2.867%	Auto Optimized CPM	\$2.52 Optimized CPM	\$5.21	\$0.16 Post Engagements
46329240475009 - Post Engagement - Sponsored Stories	Active	0 Post Engagements	0	0.0	0	0.000%	Auto Optimized CPM	\$5.05 Optimized CPM	\$2.00	\$0.00 Post Engagements

When evaluating ads, you may only look at the cost per action.

Within [Power Editor](#), you can tell Facebook to optimize your promotion of a specific Facebook post for any of the following:

- Comment
- Post Like
- Link Click
- Photo View
- Share
- Post Engagement
- Post Story
- Claim Offer
- Video Play

This is done within the *Pricing & Status* portion while creating your ad. There you'll notice a text box that looks something like this:

```
[{"action.type":["XXXXXXXXX"],"page":["XXXXXXXXX"],"post":["XXXXXXXXX"]}]
```

Leave the Page and Post info as it is. But you'll need to update the Action Type. The codes you should use for the *action.type* field here are as follows:

- comment
- like
- link_click
- photo_view
- post
- post_engagement
- post_story
- receive_offer
- video_play

This gives Facebook the relevant conversion information it needs to help you.

Use Facebook's Power Editor to optimize your ads for the specific actions relevant to your business goals.

Make Real Life Connections

Connect in real life with your social media network. **Take some time to reach out** via [Skype](#) or even the phone for a quick hello to people who are active in your niche or in a complementary business to yours.

Many times there are great ways to **partner up between people in the same niche** or there are ways that complementary businesses can be referral partners.

I know every time I have connected in real life either through a conversation or by meeting at a conference, the social media connection is so much richer and more meaningful.

Build Online Influence

I have a simple philosophy when it comes to social media marketing: build online influence.

Influence is the secret to social media success. It's the sugar in the cake. It's the foundation for building an authentic following online that can ultimately lead to new clients or customers.

With the social media landscape constantly evolving, new networks, tools and tactics are always going to come and go. You will hear of new tips and tricks daily regarding "what works" for building your brand and your business through social media.

However, without a strong foundation in place that positions you as a person of influence, it will be difficult to sustain success. You can try every social media tool, strategy or tactic available, but without influence at the core, you likely won't get too far.

If you **focus on becoming a person of influence in your market**, you'll build more trust and loyalty. People will know that you are sincere and that you truly care about helping them.

Building influence through social media doesn't happen overnight. It's a long-term investment in helping others solve problems, get smarter, and achieve more. If you consistently **spend your time on these influence-building activities**, you can achieve great things with social media that will benefit you personally and professionally for many years to come.

Make Following/Follower Management Part of Your Daily Routine

Obviously a Facebook page can't follow fans, but Twitter, Google+, Pinterest and Instagram all give businesses the chance to **search for relevant social media users** based on their biography or the content they post and **follow them**.

While there are tools like [Tweepi](#) or [SocialBro](#) which can help you find and follow relevant users on Twitter, other platforms will require you to do a bit more searching and perusing of profiles to find and follow relevant users.



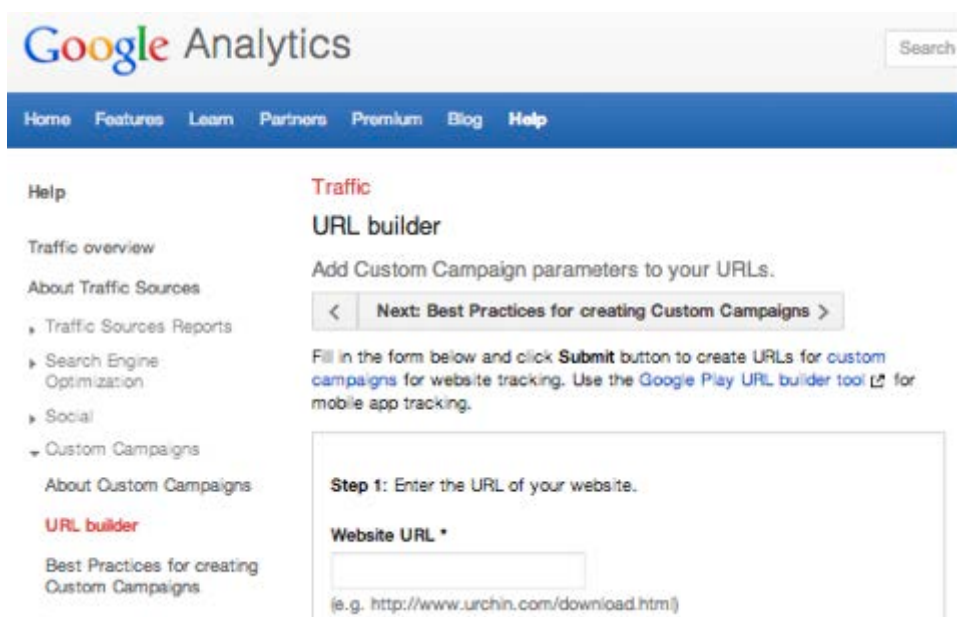
That's why you should **make following/follower management part of your daily social media routine**. Invest a few minutes a day, or perhaps 15 minutes a week, in finding new social media users to follow while maintaining a following/follower ratio that you are comfortable with.

This will help you not only get noticed in various social media communities, but undoubtedly help you **build a larger, more targeted base of followers**.

Get Social Media Metrics From Google Analytics

Use [Google Analytics custom UTM parameters](#) on links shared in social media channels.

This will pass the source (social channel name, such as Twitter), medium (content type shared, such as a blog post) and campaign (content name or title) you added for the link right into Google Analytics with your other web reporting.



With Google Analytics, you can add custom campaign parameters to your URLs.

Create Loyalty by Participating in One-on-One Dialog

Provide your customers with the most valuable content and insights across your social channels by participating in two-way dialogue on the right channel.

If you find your demographic is most active on Twitter, or congregates in a smaller forum, join that platform, be transparent and participate in one-on-one dialog.

You can actually **ask your customer directly online how they feel about a particular topic**. Learn about their pain points, what they like, don't like and take those insights and apply them to better your business. Do not pose broad questions to everyone, but home in on specific individuals who will yield a higher response rate.