



TOP 10 SOCIAL MEDIA TIPS

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TIP 1: Shifting your focus

When it comes to successful social marketing one of the biggest mistakes that many marketers make is that they are too focused on making money and not enough on building a relationship. As an end result they unknowingly spam their followers, which often ends in getting your posts ignored, blocked or even banned.

When it comes to social marketing it's very important that you use social networks as they were intended (to socialize), especially if you want to see any real results from your efforts.

Always remember to socialize first and promote second! When you do this you will have no problem attracting hundreds, maybe even thousands of happy fans, friends and followers that will be interested in what you have to offer!

TIP 2: Socializing and building trust

While socializing may take a bit of time, it is an important step of the relationship building process, because people who don't know who you are won't be willing to pay attention to you and your marketing messages.

You must make sure that you socialize with your friends, fans and followers, especially if you want them to respond to your marketing message.

Think about it this way for a minute.

Who would you trust more?

- The opinion of your friend, family, coworker
- Or the opinion of salesperson you just met.

The simple fact is that people will be much more likely to buy what you recommend if they trust you and you can earn their trust by socializing with



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them, letting them get to know you, only recommending quality products and posting useful information on a regular basis.

TIP 3: Facebook

Marketing on facebook (fb) is fairly easy, but there are several different ways to go about it. The easiest way is by setting up fan pages, so that people can click the "like" button and follow your updates.

It's important that your fan page has a purpose if you want it to be successful. You must have a specific plan for your pages because people won't click that button unless they like what they see.

Once you have created a great looking fan page make sure that you regularly post tips, gifts and links to videos on the page to keep people coming back to read and comment often. You can even run contests to encourage participation.

If you are stuck for ideas just login to your Facebook account and do a search for your top keywords and see what others in your market are doing on their fan pages.

TIP 4: Provide useful information

When you are trying to market your products or services successfully with social media, one very important thing that you should always do is post useful and interesting information on a regular basis.

This actually has two major benefits;

1. It makes people like you, because people love getting free stuff
2. It establishes you as an expert, because it proves you know what you're talking about within your niche

While you can't always post a lot of information on some of the social networks themselves, you can create helpful posts, free reports and eBooks



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then post it on your blog and use one of the many free applications available to update to all of your social network profiles at one time letting all of your followers and fans know about the new content. Check out our website for this month's free eBooks at www.thebeancountess.com

By doing this on a regular basis you will build your reputation of someone that really know what they are talking about.

TIP 5: Contests

Contests are a fantastic way to get a lot of people to *LIKE* your fb fan page!

People really enjoy entering contests, especially if they are easy to enter and have great prizes. You can even specifically state that the prize will be awarded when you hit a certain number of followers. This way you can get people to post the contest to their wall in order to get more entries, which will help the contest go viral.

Additionally you don't have to award the prize until you reach your target number of followers. Just be sure to keep the target number realistic, otherwise people won't enter because they will feel the contest is a scam.

Another great way to use contests for marketing is to actually give away one of whatever you are selling. If you have your own product, this is even more effective. Your entire contest can revolve around giving away a copy of your product, which will bring a lot of publicity and recognition to the product.

TIP 6: Your content ratio

When it comes to promoting products and services with social media there is no magic ratio when it comes to the amount of ads versus the amount of content that you put out there.

It can vary from niche to niche, and also based on your target market demographic. Some markets will respond kindly to a 2 to 1 ratio of content versus advertising messages, while other markets will become extremely angry



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if they get a marketing message for every two content posts. A good way to play it safe is ratio of at least 5 to 1.

By posting at least five quality content messages for every one marketing message, you will make it much easier for people to deal with the marketing, and they will pay more attention, too!

TIP 7: Twitter traffic

Marketing on Twitter is very easy, but you must be aware that it doesn't always yield the desired result unless it is done properly.

Twitter marketing has to be approached in a completely different way than other forms of advertising because Twitter limits the size of posts to just 140 characters.

This means you must keep your posts very short. This means you can't ramble on endlessly. You have to get to the point and do it in a way that peaks your followers interest and get them to click!

It's a very good idea to read your Twitter page daily and respond to messages that your followers post.

By interacting with them directly, you can establish friendships. This is very important, because your followers can "re-tweet" (RT) your messages to their own followers, potentially allowing you to reach a wider audience.

TIP 8: MySpace

Did you know that MySpace was the first really massive social network? It literally gained millions of users its first few months online.

Their format was simple, but effective, and their growth was an internet phenomenon.



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Unfortunately, their rules made it very difficult for marketers to use the site without getting banned. Even a hint of marketing could sometimes attract the ban hammer, so it became very tricky to use them for marketing purposes.

However you can still market on MySpace, but you have to be careful. One easy way to market to people on MySpace is to simply direct people to your blog whenever you make a blog post. This usually won't get you banned, although it can if you are too obvious. Once you get people to your blog, you're free to market to them however you choose.

TIP 9: Bebo

Bebo.com is the largest social network that specifically targets the UK and Ireland.

They have millions of users, but most of them are from the UK. If you have products or services that are specifically directed to residents of these areas, Bebo.com can be a great place for social marketing!

Bebo users are relatively friendly for marketing. In fact you can use Facebook marketing tactics on Bebo because they are very similar in structure.

The best way to market on Bebo is to create a profile page for your business or product. Just like with Facebook and Twitter the most successful profiles are the ones that actually offer something back to the community.

For instance; freebies, contests, games and useful widgets will to win over more Bebo users than a marketing message every time.

Remember, when it comes to social media marketing, no one wants to interact with an advertisement. They want to interact with you!



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TIP 10: LinkedIn

LinkedIn is a business network that is meant primarily for business professionals as a place to connect with one another and market products and services in a (B2B) business to business environment.

It's a great way to connect and network with business owners and people in a mutually beneficial way!

You can add links to your websites, blogs and other social profiles. You can also set up groups that are similar to Facebook fan pages, and you can also have other recommend your services in exchange for you recommending theirs.

LinkedIn also has a lot of authority on Google and other popular search engines. If you currently have a LinkedIn profile, try doing a search for yourself on Google. There is a good bet that it will show up on the first page of results.

That is authority ranking and you don't want to miss out on it!

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