

INEVITABLE SOCIAL MEDIA

**BRANDING & PROMOTING YOUR BUSINESS WITH
SOCIAL MEDIA MARKETING**

*It's Time to Experience **The Social Media Revolution**
Learn How To Mix Traditional Marketing With
Social Media To Generate Higher Conversions &
Make More Sales Than Ever!*

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INTRODUCTION

If you think that social media marketing is a buzzword and nothing more, think again, because it's much more than that.

Few are alien to [Facebook](#), [Twitter](#), [Digg](#), [Google+](#), [Flickr](#) and other social sites, and if you are, then you need to get out more. The phenomenal growth and popularity of social networking sites have become a huge rage online, and the private sector and companies alike are implementing various social media marketing tools to get their share of attention.

Planning is one of the most essential strategies that can make you taste success or failure while implementing social media marketing. Just like all businesses need a methodical and systematic approach, the same goes for social media marketing.

It's a fact that social media marketing has transformed the way people do business online. It helps to understand that connection is the key word. All you need to do is 'connect' with the right clients and customers, which is a fairly easy task. This makes the scenario transparent as you can gauge your success, and keep abreast of what your peers and competitors are doing as well.

With social media marketing, it's possible to reach out to your target audience in an innovative and original way. In fact, social sites are the perfect platform that allows you to:

- ☑ Make friends and reconnect with old friends.
- ☑ Create a niche for your products and services, and attract warm prospects to your site.
- ☑ Market and brand your products and service in an explicit manner either by blogs, social communities and so on.
- ☑ Generate interest and even attract new potential customers and clients by exposing them to your products and services online.
- ☑ Interact and engage your prospects in a one-on-one environment.

You'd be surprised to learn that there are hundreds of social media marketing sites online where you can communicate with prospective clients and customers. You can build credibility and trust, and increase the value of your reputation by establishing interesting social media marketing contacts, and utilizing these modern marketing methods.

Do you know the percentage of companies that plan to implement social media marketing skills in their marketing strategy is increasing every passing day? Well, you'd have to agree that the Internet is bigger and better than newspapers and magazines, with far more readers from around the world.

STATISTICS REVEALED

Once you start implementing social media marketing tactics, both you and the business you represent are in the spotlight. It's worthwhile to track the results of your marketing efforts with analytical information that makes it simple to understand the metrics of statistical data.

When it comes to marketing your business, it pays to undertake some research to learn more about the target audience at each social media marketing web site that you choose to promote through.

Right now, [Facebook](#) is dominating the social network scene. The prolific win against [MySpace](#) in 2009 clearly indicated its victory to everyone. The ever growing 131 million users are not threatened by the overwhelming growth and response experienced by Facebook.

In fact, other sites like [Tagged](#), [Hi5](#), and so on are doing very well as they receive approx 2.7-6.2 million visitors a month.

[LinkedIn](#) has been growing at an extraordinarily fast pace with over 175 million users that swear by it. Amazingly, over 5 million users have been added in recent times.

If you're still wondering whether you need to integrate social media marketing into your business, the answer is most definitely, "Yes".

Social media marketing can help you attain success in your business, and add popularity to your products.

How can it do all that?

1. You can engage with customers and communicate in a personal but professional way.
2. You can listen to others, and also be heard.
3. Dialogue between customers, clients and followers will help you to effectively manage your marketing and product development strategies.
4. A customer will feel special as one-on-one conversation progresses, and their feedback can help you tremendously.
5. It can improve your public relations skills.
6. Unexpected opportunities may suddenly knock at your door.
7. You will build strong relationships that will help you attain more business and carve a niche for your products and services online in the future.

SOCIAL MEDIA MARKETING MISCONCEPTIONS

At first, social media marketing may seem as 'too advanced, hi-tech and sophisticated' for you, but believe me when I say that it's worthwhile delving into and implementing into your business -- especially if you want to remain modern, up-to-date, and ahead of the competition.

But many think that social media marketing is something other than what it really is due to misconceptions that get stretched out of proportion... Therefore, to separate the fact from the fiction, let's sort them out right now.

1 - SOCIAL MEDIA MARKETING IS HARD WORK

The first misconception to cloud the minds of people is that social media marketing is hard work. This couldn't be further from the truth... In fact, young people use [Facebook](#), and don't find it difficult. (Let's face it, if teenagers can create and keep a [Facebook](#) account, wouldn't an adult find it fairly simple?)

Yet there's much more to these programs than just making general comments, and having conversations. Business-wise, social media

marketing can help to brand your products and services in the available online markets.

There is some level of work involved, but it's not hard if you have an idea of what you're doing. If you don't know, you can learn. You'll need to have some level of PR skills, being capable of communicating effectively with others so you can carry out various functions. If you know how to answer questions, in a prompt yet polite manner, that's a good start.

Some of the required skills could be complex in nature, and harder for some to master than others, but that doesn't necessarily mean it's imperative you possess experience before you start. You can learn on the go, as most do... It just depends on how fast you want to reach your desired destination.

Nevertheless, it's better to become more aware of the functionality, capabilities and opportunities available with social media marketing to gain the most advantage from it for your business. When you learn these things, and you'll learn how to become successful with your future marketing campaigns.

You must know what to do, how to do it, and what to avoid. Following social etiquettes will earn you brownie points, and you will be fondly accepted and acknowledged by all. On average, social media marketing isn't that tough, it's interesting, but it does vary depending on which areas you choose to participate in. You should continually try

different types of programs as time permits, because what works well for others may or may not work for you.

2 - SOCIAL MEDIA IS ONLY FOR YOUNG PEOPLE

This is a very narrow-minded conception that should be totally ignored, because it simply isn't true. Social media is not only for young people, but it also is very much enjoyed by people of all ages. Recent studies have shown that people within the age group of 30-50 years of age are avid users of social media. The people of this age group believe in the positive results of networking and social media marketing.

Once you start using social media marketing for yourself, you will discover a whole new world of consumers that will differ considerably in age.

If you have a business of your own, then you're old enough and have enough responsibility to undertake the learning that you need to know about social media marketing to make a huge difference in your future success.

3 - SOCIAL MEDIA MARKETING HAS STRICT RULES

There are some guidelines that you need to follow so your social media marketing is a success. But, don't confuse guidelines with rules. The great thing about social media is that the space is evolving and we are all learning together.

There are rules, or terms, that pertain to each social media site that you might join, and you should read them to become aware of what you're agreeing to by becoming a member.

Using "common sense" social media marketing etiquette would dictate that you are 'nice' to others, that you don't spam, that you listen, and give more than you receive, that you add value, and enjoy building relationships.

Taking this positive action will result in building credence with your followers. You can be sure that if you act in a professional manner, and are sincere, that you reply to questions promptly, and give kudos where it's due, then social media marketing will work very well for you.

A smart tip to follow to become successful is to be honest and down-to-earth. This is the secret ingredient behind any good and valuable social media marketing campaign. If you know your audience, locate them online, listen, add value, respond, refrain from spamming and

just be yourself, you'll have far better and more long-lasting positive results than if you try to be someone — or something — you're not.

4 - SOCIAL MEDIA GIVES IMMEDIATE RESULTS

This is an unreal expectation, because one must first build rapport with customers and potential clients over time, while direct advertising campaigns are timely, and can become costly. While some websites may experience certain levels of success relatively quickly, it isn't a good example of the normal result. Simply by understanding common sense business marketing principles, and carrying out market research beforehand should ascertain the proper levels of expectation for any campaign.

Like any marketing campaign, testing is the best way to gauge response levels from advertising, and testing can be actively applied to social media marketing communications for long-term benefit. It's all about putting solid strategies into place, and not just considering social media efforts to be a tactical exercise.

The bigger truth is that there is no clear path, and social media marketing has to start with a clear understanding of goals, objectives, communication style, a content plan and other more strategic elements. Therefore, each company/product should have a custom-built marketing strategy, just like any other good marketing endeavor.

5 - SOCIAL MEDIA MARKETING IS RISKY

Is social media marketing very risky? This is one of the most common questions and misconceptions that people have today. It's partly due to ignorance, and being cautious is fine, but there's really no need to be apprehensive about the effects of social media marketing -- especially when you consider that you can start usually for little or no cost, and build a large following over a period of time.

You only need to look around the Internet at current trends to see that something so popular couldn't possibly be very risky, otherwise far fewer people would be getting involved.

With such high numbers of prospective customers logging into social media marketing web sites each day, it's a highly lucrative market that should be utilized for increased profits. Social media marketing doesn't always guarantee short-term results, but it shouldn't be considered risky when doing nothing may be even riskier.

The biggest reason most social media marketing campaigns fail is fear - - fear of jumping into something new and trying a social media marketing strategy. Instead, it's better to think outside the box, and tackle your marketing campaigns in a positive manner, ensuring you're open to new ideas and techniques.

When it comes to investing in social media advertising, you -- or the company you use -- will need specific skill sets to market your products

and services by using social media marketing tactics. Some companies spend an astronomical amount of money on their advertising budget, while smaller individuals and companies pay much less.

There are many different advertising models offered online in social media marketing, and you should look much closer at them before deciding which way to go for your business. But the best thing to do is make a plan, then take a deep breath and try it out for yourself.

SOCIAL MEDIA SITES

This section introduces you to some of the more popular, well-known social media marketing sites. You can reach out to millions of people and expose your products and services in style, and have some fun at the same time!

Facebook

(<http://www.facebook.com>) Facebook opened its doors in 2004, and named after the book given to university students in the US to get to know other students.

[Facebook](#) has grown, and is still growing, at a pace as good as than the 'almighty' [Google](#). The king of all social sites is [Facebook](#), which has huge number of registered users and numbers keeps on growing.

After 10 years, [Google](#) had amassed huge fan following users, which is quite impressive. But [Facebook](#) has broken all records, and is still 'growing' strong. If you want to build a brand, [Facebook](#) is a good place to consider starting with social media marketing having the largest audience.

People all across the World Wide Web come together to connect and share and enjoy themselves through social networking. You can make friends, reconnect with lost friends, and if you have a business -- market your products and services at the same time.

[Facebook](#) is so popular because it suits all ages, and is an engaging and entertaining experience for the end-user. It's a program that is continuously evolving, and improving while growing over time. You can share photographs and movies, recommend the sites you visit, receive birthday reminders, show off your latest achievements, catch up with friends, chat, comment on posts, announce events, create social groups, and interactively connect like never before.

FACEBOOK ADVERTISING

You can advertise on Facebook in style, and in an innovative manner.

Here are three good reasons to use Facebook:

- Reach over millions of active Facebook users.
- Attach social actions to your ads to increase relevance.
- Create demand for your product with relevant ads.

Facebook ads are appealing, and you can:

- Quickly create image and text-based ads.
- Advertise your own web page or something on Facebook like a Page or an Event.

- Choose to pay per click (CPC) or impression (CPM) in your local currency.

Here, is an explanation of how CPC versus CPM works. For any available ad inventory, [Facebook](#) selects the best ad to run based on the cost per click or impression and ad performance.

If you choose a Pay for Clicks (CPC) model, you will also bid on how much you are willing to pay for each click on your ad. [Facebook](#) will display your ad in the Ad Space. The amount you are charged will never exceed your daily budget.

If you choose a Pay for Views (CPM) model, you will also bid on how much you are willing to pay for every thousand impressions of your ad. [Facebook](#) will display your ad in the Ad Space, and the amount you are charged will never exceed your daily budget.

One of the advantages of the [Facebook](#) advertising system is that you have the ability to optimize your ads.

You can effectively:

- Track your progress with real-time reporting.
- Gain insight about who's clicking on your ad.
- Make modifications to maximize your results.

Targeting options available for ad placement includes country location, and demographics such as age, sex, relationships, and languages. You can also choose the likes and interests, and education and work categories to suit your ideal prospective audience. While you're setting up an ad and choosing the targeting options, you will see the estimated reach number change to show the size of the prospect base that will see your ad.

On the Facebook Ads Page you can find case studies and reference guides, join discussions with other advertisers, and stay on top of the latest Facebook Ads news.

To create an ad, login to your Facebook account, then [click here](#), or go to your home page, and click the link on the right hand side near where the ads display that prompts you to create a Facebook Ad.

For help writing your ads, try visiting the [Suggested Best Practices page](#), and the [Advertising Guidelines](#). You may also want to review the Common Ad Mistakes page for free tips. If you have any questions about creating Facebook ads, [click here](#) for more answers.

You can also create a fan page, which helps to brand yourself and your product or service in an engaging way. It's relatively easy to create a fan page, and there are tutorials available on the subject [here](#). This will give you the ultimate exposure, and people worldwide will know about your product/service.

You can find out more at: <http://www.facebook.com/advertising>

TWITTER

(<http://www.twitter.com>) Since its initial release in July 2006, micro-blogging site [Twitter](#) has grown by leaps and bounds. Facebook's largest competitor is Twitter, which has experienced rapid growth in a short span of time. As per 2014 statistics approx. 6,45,750,000 people are tweeting 58 million tweets on avg. per day.

This fantastic information network proffers conversations in a short manner. It's amazing what can be said with a concise 140 character 'tweet'. This initial character limit was created to be compatible with SMS messaging.

You can make strong connections; and tap into potential clients and customers as well. Well-known company [Dell](#) makes money on Twitter... In fact, Twitter members receive exclusive offers, because Dell recognizes the power of Twitter.

The flexible API system can enable external third parties to create Twitter applications, and enhance the appeal of the web page. You can follow in style and advertise your product and service to millions of members. The more followers you have, the higher your popularity will become. You can create relationships and establish rapport with potential customers and clients alike.

You can even add the URL of your site and this is a fun and an interactive way of marketing gimmick. You need to be original and

innovative. In fact, you can even carry out market testing, and read reviews of your product/service.

If you want to advertise locally, you can set your location, and see trends of what is happening around you.

You can forget costly newspapers and glossy magazine advertisements, as the current rage is to market via Twitter tweets. You can tweet and manage your product and even establish a large fan following as well. It is one of the best ways to establish your product online.

LINKEDIN

(<http://www.linkedin.com>) One of the most professional and popular business networking sites online is [LinkedIn](#) with approx 200 million members. Founded in 2002, this social business community is an ideal place to make a move in the right direction by establishing relevant and meaningful connections with other business people. Once you have made these important connections, you can search out opportunities, find out information, stay in touch with colleagues and friends, and effectively brand your business with little effort.

Like most social media marketing sites, it's free to create a [LinkedIn](#) profile, and linking it to your existing web site will increase the page ranking in search engines. Company profiles are a powerful research tool that helps you finding and explore potential companies to work for or do business with. Profiles feature a company overview, who you

could possibly know at the company, and unique data from the LinkedIn network.

GOOGLE+

We already know Google is a biggie when compared to all other search engines and when it comes to social networking can anyone do it better than the GURU, itself?

With about billion of users worldwide, it is touted to be second most frequented social platforms in recent time. Thanks to the parent, Google, Google plus has incorporated some best of the features, which allow maximum functionality and freedom. While, it does borrow some features from its contemporary, Google plus's USP lies in its ability to organize conversations and pages privately or for a specialized group. Another feather in its cap is undoubtedly, the video-calling feature "Hangouts", which if used wisely can help save a lot of money for corporate and individuals. Imagine being able to showcase your product in front of thousands of people worldwide. Cool ain't it?

FINAL THOUGHTS

Social media marketing is bigger now than ever before, and will continue to grow exponentially over time. If you aren't actively participating in the social media bandwagon, then you're simply missing out...

If you aren't blogging about your business, sending out tweets and re-tweeting, commenting on your opinion, or following people of interest in these social networking sites, then your business is leaving good profits on the table unclaimed.

The best way to create awareness and expose your products and services to the masses is through social media marketing. Now is the time to create a new account at these sites, and get with the times!

If you want to market your business online and become successful, you simply can't ignore the inevitable power and impact social media marketing makes. And if you're still using the old fashioned methods of marketing online with little or no results, isn't it high time you took a positive step towards learning more, and jump into social media marketing with both eyes wide open?

I encourage you to embrace social media marketing, and to discover the pleasures of engaging with your customers in a new and interesting way, while increasing your revenue.

Learn, connect, and promote.

Here's to your success!

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