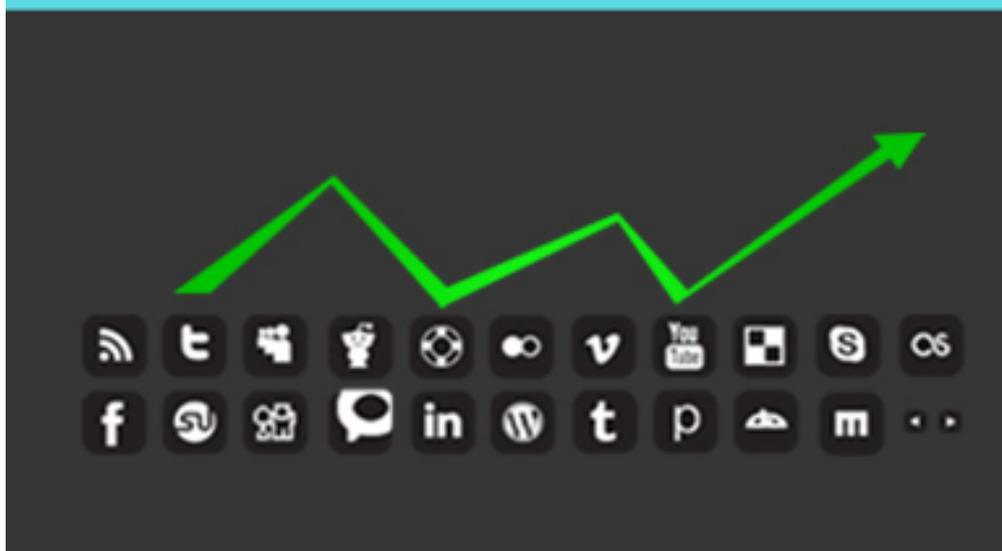


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30 Day Guide to Mastering
Social Media Marketing



By Richard Mortimer

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About the Author

Richard Mortimer is an on-line entrepreneur living in the UK who loves sharing knowledge and helping others on the topic of social media.

Richard is a passionate person who will go the extra mile and over-deliver.

Richard's words of wisdom:

"I believe that knowledge is power. Everyone should improve themselves and/or business, no matter what stage in life they're in. Whether it's to develop a better mindset or to increase profits. Moving forward is key."

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Introduction

Getting To Know Social Media

What is social media? Now, most of us are aware of some of the most popular social media sites but what are they? The term “social media” is basically the method of how people interact, share, and create information over a virtual network and community. These online communities offer people a new way of socializing hence the name social media. The good thing about social media is that it is known throughout the world. Social media giants like Facebook, Twitter, and Instagram are a few platforms that have not millions but hundreds of millions of users globally. The access to this enormous crowd is easily obtained and can be harnessed to fulfill either your social or perhaps marketing endeavors.

Social Media: The Prosperous Prospect

Since there's already the sheer number of users on social media, all that's left is to harness it. Social media marketing has been a growing trend since the rise of these social platforms. Marketing through social media, however, requires a different set of marketing strategies. It's more like a combination of existing techniques mixed with new and innovative means of marketing.

This e-book will let you in on a 30-day guide on how you could make social media marketing work for you and master its many techniques and strategies. One great thing about using social media in marketing is that it never gets boring. You can also potentially build a huge audience which in turn results in more business. Gear up and be prepared to embark on a month long social media course that will surely give you the edge you need to boost your brand and give you the advantage over your competition.

Chapter 2: The Art Of Blogging

It's well known to us what a blog is and what it is for. However, in terms of social media marketing with the use of blogs, it's a whole different story. There are quite a few things that you need to understand and apply before you'll see some returns on your investment. When you blog, you need to think about a couple of things that can make your marketing strategies work. Check out these useful blogging tips below:

Day 1: Valuable Content

Any type of marketing over the internet requires a network or a series of people that would expand that network. Now, this is all done by your prospect customers. How? Social media is about good content. If people like something that they are reading they will then share it with everyone they know on the internet. It's as simple as that. Write compelling content for your blog, cross your fingers and hope that people like it, and wait as your content spreads naturally.

That's basically how easy it is to gain attention especially if you're really good at creating content. If you're not too keen on making attention-grabbing articles, you might need to take that lesson on article creation sooner than you expected. However, there are always alternatives. You could hire a writer to do the job for you which cuts off some slack on your part but then again it will cost you some money. Anyway, it does not matter which path you go as long as you have good content, you will always have a place in social media marketing.

Day 2: Consistency Is The Best Policy

When focusing on a blog for social media marketing, you need to have fresh content at least once a day. This will help you gain the attention of more potential customers and it also allows existing viewers to take another look at your blog.

Additionally, this will give your blog more chances of being spotted by Google's crawlers and have you on a good spot on their search engine results page. Write fresh, creative, and attractive content. The necessity of posting blog content each day does not make it an excuse to just stick poor quality content on your blog. It has to be good and it has to be consistent.

After all, it's you and your brand that's at stake so you should always invest your time on some quality content that will reflect on your brands image as well.

Day 3: Cliffhanger Headlines

Most of the time, the problem with blogging is the audience itself. A lot of people see your headlines but do not go any further into your content. Why does this happen? While there's a huge crowd eager to read, the problem arises with the massive number of existing blogs and posts from other people which make it hard to choose which headline to click on and read. The first thing that you should always do is to make headlines that stand out and which create an impression on people. This will make them want to read through the rest of your blog. A cliffhanger is your best choice when it comes to generating a higher click through rate.

Day 4: The Numbers Game

When creating titles for your blog posts, try to come up with a few that contain numbers or lists. This often works well with catchy titles and interesting topics. Although this might be a bit of a cliché, it still works fine and can do a great deal for your blog. Bear in mind that social media marketing is all about attracting people. Some headlines or titles are often barren with no sense of creativity at all. This is one thing that you should avoid at all times.

Pick a title that's never been used before. Most preferably, something that contains numbers or lists. Say for instance, you've been asked to choose from two titles and decide which is better. The first title is "10 Social Media Hacks" while the other is "Tips for social media". Which one would you pick? The majority would choose the first one. Why? It's because you're giving a definitive set of information right from the very beginning. The title says it all. Unlike the second title, you're a bit unsure about what you're going to read. Go ahead and give it a try. You'll see the difference right away!

Day 5: Utilize Plugins

Social media marketing is all about spreading your brand and letting people notice you. As a matter of fact, you could even go viral overnight and all it takes is just a few buttons lined up to share your blog.

Place some plugins like a “Share” or “Tweet” button at the top of your posts to make sharing it even easier.

The beauty of these plugins is that your viewers won't have a hard time spreading the news about how cool your blog is or how useful it was. Unlike before, people had to manually visit a blog or get a link to that blog just to visit. Now, it's just a single button that could give you overnight stardom. Don't ever forget to place these plugins that will connect your blog to other social media platforms. The rest will all follow.

Day 6: Time To Get Social!

When you're blogging, it's no surprise that there's a lot of you blogging in the same niche. What you need to do is be social. Visit other blogs that are within the same niche as you are and comment as often as you can. Socialize and make useful and positive comments.

This will enable you to gain attention which ultimately helps you in your social media marketing. Remember that you need to make the most out of the resources that you have. Anyhow, it's quite easy to do. Creating comments on other blogs will increase your popularity and also establish credibility for you and your brand. Last but not least, commenting on other blogs will make it easier for your page ranking to go up. Traffic will then steadily grow as you go along with this process.

Day 7: Showing Credibility

As you move forward, your blog will earn a lot of traffic and a lot of followers. You can then utilize your follower count or like count. It's not about flaunting or anything, it's simply letting people know that your blog is credible. Telling people you've got this many likes and tweets will make them feel at ease each time they visit your blog. It's the concept of "social proof" which brands your blog as one of the many that has established its own credibility. This is quite easy to perform especially if your blogging platform supports a lot of plugins that have this kind of functionality.

Day 8: E-mail Subscription

Although it's a very old online marketing method, it still works. If you're uncertain whether or not you should put up with making e-mails for your subscribers, don't worry. E-mail marketing has been alive for as long as we know and it's not dying anytime soon.

Investing your time in e-mail marketing isn't as bad as you think. There are newer things to try out when it comes to social media marketing but e-mail subscription still works fine and does an excellent job at keeping your clients up-to-date. Other than that, you could also send out your newest blog updates through e-mail.

Now, if you've got some clients who've agreed or willingly subscribed to your e-mail feeds then they would be waiting to hear from you. These are the types of visitors who are highly likely to share your content and allow your social media profiles to grow. This makes e-mail subscriptions still feasible so long as the right approach is taken.

Day 9: Build Partnerships

When you start blogging from scratch, it's not easy to gain credibility or popularity right then and there. It takes time and a whole lot of effort and strategy to keep the traffic flowing into your blog. Sometimes you need a helping hand to let people know who you are. Research those blog owners who are in the same niche as you and offer to guest post on their blog and in return you may place a link that goes back to your blog.

Of course, you need to choose blogs that are popular or else it doesn't work. It's more of a negotiation thing from then on. It may be tough especially if you get a lot of declined requests but don't lose hope. Just let them see what you've got and they'll be glad to have you do a guest post in their blog. Let them know that it's a win-win situation. Nobody loses in this kind of strategy as each party will benefit from it.

Day 10: Share Your Blog Posts

Once you publish your blog posts, don't just stop there. Have a routine where you spread the word about your new posts. Share it on social media such as Facebook, Twitter and Google Plus.

In addition, make use of social bookmarking from sites like reddit and StumbleUpon. You can gain a lot of exposure in a short period of time if your post gets shared.

Chapter 3: Getting To Know Facebook

A few years back, Facebook was nothing but a college social media site with just a few subscribers using it. Now, however, the social media giant has users swarming throughout the entire planet.

Almost everyone you know has a Facebook account and all of them are potential customers. Social media marketing through Facebook is a common thing nowadays. Facebook itself has embraced the fact that their social media platform can and will be used as a critical resource for social media marketing.

The opportunities are endless. Here are some reasons why social media marketing through Facebook is a booming business:

A Multitude Of Users

Facebook has a staggering 1.3 billion users to date and that number is divided throughout the globe. Truly, this amazing number and its sheer size is a very huge market to tackle. When it comes to marketing, there's no doubt that you'll always have a huge audience just waiting for you. Social media marketing done through Facebook is very promising not only because of the huge number of people using it but with its popularity as well. Facebook has established credibility and its name is known throughout the world.

Easy Management

With Facebook it's easy to create a page for your business. Facebook features functionalities that enable anyone to easily share your page, like it, or follow it. This easy and no hassle way of spreading the news about your business is a sure way of letting people know who you are. It's quite easy to set everything up. Check out the continuation of the 30-day social media marketing guide and now were talking about Facebook:

Day 11: Starting Up

Just like setting up a personal Facebook account, put in all the necessary information and leave nothing out. As soon as you finish setting up your page, update your page with your pre-made content like pictures, videos, and text. In your description, you could put in some links to your blog or website.

This will make it easier for your Facebook page, your blogs, and website to gain traffic. It is essential that you establish a finely made page on Facebook right from the very beginning. At this point you need to have good information and graphics as well. Choose your media wisely as this will affect your reputation and how people view your page and your business.

In addition, as you create your Facebook page, write up an about section or a bio that matches all your other social media accounts on other platforms. This will make it a lot easier for people to distinguish and link those accounts making them realize it's the same business that's running all these accounts. Also, this makes your business more credible.

Day 12: Letting People Know You

This step is the most fun thing to do. When providing content for your page, share the link with everyone on your friends list. Also, do not forget to keep your content innovative and attractive.

This will make it easier to gain shares and likes and a lot of traffic. If you're lucky enough to post something that's bound to go viral, your Facebook page will likely be swarmed with likes and shared multiple times. Keep the content coming and don't stop putting in new and captivating content. The faster you create and post content, the faster you'll earn an audience. There are a lot of things that you could post, even if it's just slightly related to your niche or simply just to grab the attention of people.

Day 13: Bridging The Gap

As we all know, Facebook and Twitter are famous in their own right. However, if you're planning on a more effective approach to your social media marketing, you should bridge the gap between the two. Some people have single social media accounts like only Facebook or Twitter. Though it's a rare occurrence these days but it happens from time to time. Try putting some links on your Facebook page leading to your Twitter account.

This way, getting traffic is done a lot faster and at the same time, both your social media accounts can earn more viewers with just a single effort. As for your Twitter account, constantly involving your Facebook page on your posts is also a plus.

Day 14: Developing A Social Strategy

Before you engage in social media marketing through Facebook, you should first have a strategy. Your strategy will likely have four main parts. First off, it should involve growing an audience. The most important thing about marketing is the target market or the actual people that you are going to sell your product or services to. Without a significant number of people you won't be able to see any increase in ROI any time soon.

Secondly, you must engage your followers / fans to keep them. If your content isn't that appealing or interesting, you are bound to lose followers.

Thirdly, drive traffic to your blogs / websites. Your social media accounts become the gateway for traffic. Think of your Facebook page as the road to your blog you're your Facebook page gains popularity, then its likely that the traffic to your blog / website will also increase.

Last but not least, increase ROI through social media. Investing your time, effort, and money on social media isn't much of a gamble. There's little risk, since the large majority of your spending will be the spending of your time.

Day 15: Respond, React, And Reengage

Once you have established a fan base for your Facebook page, the only thing that's left to do is to keep your fans engaged at all times. Be interactive. When people post comments on your posts either negative or positive, respond to those comments in a timely fashion. This will let people know that you are indeed keeping a close eye on what's happening on your page. Other than keeping your fans engaged, it's also a lot easier to promote updates or perhaps links to your website or blogs through these comments.

Take at least an hour or two each day to read through comments and post some in reply. Post content that will make your fans want to visit your page every so often. Once you acquire a sufficient number of followers, keeping them interested is what you need to focus on.

Day 16: Be Updated

Facebook and other social media platforms implement changes in their system. Now, you must be able to cope up with these changes to turn it to your benefit. Most changes are for visual improvements like ad layouts and some design enhancements. These may seem like little changes to normal users who don't really value or don't know the value of these changes.

In terms of marketing, the mere placement of an ad carries a huge impact on whether it will gain more clicks or less. You need to study this carefully. Take the newsfeeds for instance.

Facebook has been overhauling how newsfeeds work in which they have made it more preferable on the consumers part. Hence, you need to adapt to these changes and stay ahead of the competition. Another thing to consider are the videos. Micro videos are becoming more and more popular these days as they are more practical in a sense. Since users no longer need to click a video and be transferred to another site like YouTube or Vimeo, they are more likely to stay on Facebook most of the time. Just like in YouTube, Facebook has also made it possible to watch a video, like, share, and comment at the same time. It's a really neat update which you should also be familiar with. Updating your posting strategy helps out a lot as the trend never stays the same for too long.

Chapter 4: All About Twitter

Quite similar to Facebook, Twitter has its own unique branding and a nice way of social interaction. It's the ultimate social network when it comes to viral content. Twitter had been home to the ever popular "hashtag" which has become a worldwide trend when it comes to posting catchy and interesting posts. The addition of celebrity users has also made Twitter a handy form of entertainment.

Twitter also has massive amounts of users which makes it a target for social media marketing. If you want to make social media marketing work with Twitter, here are a few things that you should know:

Day 17: The Numbers Game

In Twitter, you need to have a lot of followers. Not just enough but a whole lot!

Twitter followers are important if you want to make social media marketing work. Starting off a new account might be a tough task at first but with the right strategy you can gain a lot of followers in the course of a few days. The followers you have can be your next customers or they could be the ones to spread your name around the internet.

Day 18: Be Creative

Twitter is all about creativity and trend. Even the simplest things could be given a trendy hashtag. Just like #DOTD (Drink of the Day) and this is pretty much what people use to tweet when they have a really nice drink. These catchy terms and phrases can be used for marketing as well. As a matter of fact, even local brands have embraced this method of marketing which uses hashtags to captivate the attention of customers. Using this method in social media marketing makes it easier to spread the word about your brand since users can find you through hashtags.

Day 19: High Quality Content

It's mandatory to have quality content in each of your tweets. Well written content gets retweeted most often. One thing that you need to keep in mind when creating content is that it should be polite. You wouldn't want to be bashed with comments saying they were offended with your tweet or that they found it inappropriate.

Other than nasty comments you may end up having your account suspended. If you're planning on placing a link on your tweets to one of your blogs, don't just copy and paste the headlines. Instead, put in a little extra effort of making a creative summary of the whole blog. It's a lot better and grabs more attention.

Day 20: Use Images And Videos

Studies have shown that tweets with images and videos have higher retweet rates than simple text alone. As a matter of fact, tweets with pictures have higher retweet rates compared to videos. Be sure to make each image you tweet worth retweeting. Compelling images are kind of a retweet magnet so it's wise to invest in well rendered images before you make your next tweet.

Chapter 5: Social Media Marketing via YouTube

YouTube is a massive video-sharing website that is being used by millions of people worldwide. It is a great marketing option since it can be linked directly to various social media sites which makes interconnectivity a lot easier. Check out how you can maximize social media marketing on YouTube:

Day 21: Create Alluring Videos

Captivating videos can become viral in just a matter of a single day. It's those unique videos that compel people to watch and share the videos. When you make videos, it should be addressed to your target audience.

Your videos should be helpful, valuable, and attracting to the eyes of your prospect customers. If you're a brand that offers a service or a product, you must attempt to create videos that demonstrate how-to, answer FAQ's, slideshows, and much more. It's more about making videos that aren't literally just for show but rather are more informative and more useful. Although video creation might be difficult in terms of technicality, you can always find someone else who can create videos for you.

Day 22: Make Your Videos Easier To Find

One of your priorities should always be making your videos easy to find even outside YouTube. This is where SEO comes in. Search engines have their own algorithms of how they display search results. What you should focus on is putting your video on top of the list. You should pay attention to these three primary areas:

The Title Of Your Video

Be creative and do not forget to include your targeted keywords in your title. As much as possible, your keywords must be within your title but always keep it readable and understandable.

Describe Everything

Your video description must also contain your keywords as it is very important when it comes to putting your video at the top of the search engine results. Put in your URL on the first line of your description. This usually helps with search results and will generate greater levels of traffic than if it were lower down.

Don't Forget To Tag

There's a tag section when you upload videos on YouTube. You can place all your keywords here that you weren't able to use on your description. There might be some keywords that might not be easy to apply in your description but you can always place them in the tag section.

Day 23: Create Your Brand

The good thing about YouTube is that you do not need to spend any real money just to mark your brand. Your YouTube channel can be customized to resemble your brand. Take the background of your YouTube channel for instance. It can be easily customized to make it look similar to the background of your site. Why go through the hassle of customizing your YouTube channel in the first place? It's because the customization makes your channel look more credible.

Unlike using the standard template, it may not look as professional or may be done by someone who has no related experience. Also, you may need to try to pick a more appealing layout for your videos. The player view can be customized to make watching videos easier. Another thing you need to do is to create a playlist of all the related videos that you want viewers to see. It will not only let you showcase all the useful videos you have but also make it easier for people to find what they need.

Day 24: Don't Forget To Annotate

Annotations can appear on your videos whenever you like. You can use these annotations along with call to action or CTA which open another function like links, playlists or a video. Annotations could also be used to inform viewers if there have been any updates made on recent videos.

For instance, if you have an existing video and a newer version of it, you could use an annotation on the older one to tell viewers that there's already a new one released. Instead of deleting videos, you could make use of each one.

Day 25: Post Alerts And Bulletins

There's a certain functionality on YouTube that lets you post a bulletin that will alert your friends and everyone who has subscribed to your channel. This is an easy way of letting them know that you've got some new videos or perhaps you would simple like to get more traffic onto your channel.

Day 26: Pay For Ads

Although this may be your last resort, paying for YouTube ads can actually be worth it. It's not as expensive as Facebook or Google but is also as effective. As soon as the video you have submitted has been tagged as a promotional video, it will then be run at the start of related videos.

Day 27: Creating Links

YouTube alone isn't able to suffice your marketing needs. You must be able to share your YouTube videos on other social media platforms like Facebook and Twitter. This will make it easier for traffic to lead to your videos. Ultimately this will give you more customers and increased ROI.

Day 28: Statistical Review

Not well known to normal users, YouTube has a powerful analytical tool that lets you know which of your videos are garnering the most views. This will allow you to make the same type of videos that had greater views and gain followers more efficiently.

Day 29: Follow the Trend

These days people are more likely to follow what's trending, what's new, and what other people are watching. Although this may look like going into the mainstream, following the trend actually helps a lot if you're picking YouTube as a part of your social media marketing strategy. It's always a good idea to pay attention to trends and capitalize on them for your own gain.

Day 30: Invest In Professional Videos

YouTube has lots of features that you could use to create videos and make them more presentable. However, it's not always possible for you to generate the type of videos needed to advertise your brand. Hire professionals if you need to. If you're not too keen on making high quality professional videos, getting the experts to do it for you is a big plus. To sum it all up, it is quite clear that social media marketing is a feasible option that will not be out of date any time soon.

Conclusion

Social media is a vast ocean of possibilities. It offers unlimited possibilities without being bound by a small audience. As time goes by, the number of people using social media platforms worldwide increases each day. Social media marketing comes with the following benefits:

- Increased sales
- Improved brand exposure
- Brand growth and birth of new partnerships
- Good lead generation
- Lowered costs for marketing
- Better search engine rankings
- Improved traffic
- Increased fan and customer loyalty

These are among the most common benefits that you can get out of social media marketing. The social media platforms indicated above are the most commonly used and most popular among the existing ones to date. The techniques and strategies listed in this e-book are a collaboration of methods that will greatly affect the outcome of your social media marketing.

Action Steps:

1. Make A Plan.
2. Stick To The Plan.
3. Follow Through With The Plan.
4. Modify The Plan According To Results.
5. Rinse & Repeat.

Thanks,

Richard