



# Tips for Social Media Marketing Success

*By: Jodie Burdette, owner & founder of OSP*

## What is Social Media Marketing?

**Social media marketing is, on a very basic level, a way for a business to communicate a message to its customers or potential customers** by using online social media platforms such as Facebook and Twitter. This allows business owners the ability to reach their market more effectively.

People naturally tell their family and friends about the products and services they love or hate. **These days it is common for people to do their research online prior to making a purchase. This includes finding reviews and seeing what others are talking about.** Each day there are millions of messages going out through the two most famous social sites Facebook and Twitter. It is common to see people "Tweet" and to "Like" the things they approve or don't approve of.

**Social proof is becoming more and more important in approving or disapproving a product or a service.** In order to use this method effectively in your business you got to get people talking about your products or services. This is true word of mouth marketing and it can be very powerful in your small business.

Small businesses can now leverage social media marketing and actually compete with big companies. **Social marketing, if done correctly, can have a big impact on your business.**

**Here are some social medial marketing advantages:**

- ✓ Make an impact on the rankings of search engines
- ✓ Safe, risk-free and efficient; it's free!

- ✓ Maximize profits (cut down on advertising fees)
- ✓ Social proof by consumer approval
- ✓ Limited personnel
- ✓ Broad exposure

## 4 Ways To Use Social Marketing In Every Day Business Activities

### ✓ Keyword Research

Though keyword research may not be most relevant to social media marketing at first glance, you need to **remember that using appropriate long-tail keywords in your content is very important not only for page ranking but also for connecting with your target market** on social networks.

For example, people can use the search function in Twitter to find things related to any term they enter in. If you want people to find you then you'll have to use the right keywords when you Tweet.

### ✓ Networking

**You can establish fantastic contacts and connections that can pay off huge in the future** if you use social networking. **You can also create more opportunities by driving more traffic to your sites.** Still, be sure to balance everything. Keep in mind that social networking is mainly about establishing connections.

### ✓ Forums

Another fantastic social media marketing method is to **get involved strategically on various online forums.** Make it a point to provide helpful

links and valuable comments when joining discussions. Again, the main point here is to form and build relationships. You can also build your credibility as well.

### ✓ **Social Bookmarking**

This is one clever method which can essentially **provide your content additional votes and improved ranking on search engines**. To do this, just use a particular bookmarking site, like Propeller or Digg to bookmark a link to a video or article you've done; this way, you'll immediately improve your ranking on Yahoo or Google.

## Effective Strategies of Social Media Marketing

As stated previously, **social media marketing is mainly about connecting with others and becoming known in your circles**. Still some business owners get this part all wrong. Instead of pointing to information that can help their market they post nothing but advertisements. To be effective you'll need to take note of the following strategies:

- ✓ **Make it a point to be constantly active** in every social network you're involved with. Always update your status, share useful materials, make comments, follow people, and tweet.
- ✓ Your main goal here is to **establish your name and your venture in different online networks**. To advertise your services and products, it's vital to plan when and where you need to advertise. You shouldn't be all about advertising.

- ✓ Remember that you also need to **discuss more than just your services and products**. It's counterproductive to advertise your business all the time; sometimes, you also need to take a personal approach. If you're constantly advertising, you'll end up being labelled a spammer instead of a real person.
- ✓ When it comes to social media networks, it can be hard to keep your focus. **Know what you need to say to make yourself known. Attract followers by making a unique and interesting personality.**
- ✓ **Know and understand the terms of each site you use:** Re-tweeting and favoriting the tweets of others in Twitter, Facebook like, blog commenting and many others.
- ✓ **The end result is for users to visit your blog or website and to retweet or like your products or services.** In other words, your success would depend on word of mouth which is how social advertising works.

## Important Tools to Use In Your Social Media Marketing Strategy

**In order to influence people to purchase your products and services, you need to get noticed.** Using Facebook and Twitter are just two main social networking platforms. There are many other tools to use to connect with others. **Listed below are some of the most effective and useful tools you can apply:**

- ✓ **Videos.** Online videos for social media marketing campaigns are very important these days. Compared to articles, videos are proven to attract more attention. This is one of the reasons why YouTube is so successful.

- ✓ **Photos.** Just like videos, photos have similar effects with regard to marketing since people like to connect the name of a product or service with a face.
- ✓ **Blogging.** Blogs are wonderful social media marketing tools. The reason for this is that, with proper optimization, they could drive a lot of traffic to a site. The most famous sites for blogging are Typepad, Blogger and Wordpress.
- ✓ **Microblogging.** Just like blogging, microblogs allow a huge opportunity for business promotion. The most popular microblogs are Posterous, Twitter, Squidoo.
- ✓ **Podcasts.** These are very helpful tools to promote brands, products and services. You can check RioPodcast or Blip if you want to do podcasting.
- ✓ **Wikis.** Online encyclopedias are always useful and informative.
- ✓ **Brand monitoring.** It's important for you to be aware of your position in the market. Some helpful sites you can use are Radian6, ReputationDefender and Buzzlogic.
- ✓ **Widgets.** If you want to promote your product, you can make personalized logos with the use of unusual widgets on Facebook, Twitter and other channels.

## A Successful Social Media Marketing Campaign

Before you start any form of advertising campaign, a plan is definitely needed. No campaign would succeed without this. **Any form of social media marketing is doomed to fail without thorough planning. Follow these steps for a successful campaign on Twitter or any other networking site.**

- ✓ **Define your target customers.** Identify your customer profiles, financial and social situation, education level, gender, age group and other important factors which could influence their decision to purchase your services or products. On Twitter, it's a lot easier to select the group of followers which closely match your desired customer profile.
- ✓ **Identify your USP (Unique Selling Position).** Every business begins with an assumption that it has new and unique qualities which makes them stand out from competitors. Along with this comes the belief that customers will prefer them for their USP (Unique Selling Position). This position could take the form of an improved product, modern services, more efficient customer service and lower prices. To be able to succeed, identify your unique selling position which will make you stand out from the rest. On Twitter, it's a lot faster and easier to relay the news of your uniqueness to specific target customers.
- ✓ **Find out how your customers can benefit from your business.** Initially, most customers would look for consultation, tips, advice and information to serve as guidance to purchase the best service or product. Carefully evaluate client needs and give them informative and honest advice/tips. Twitter allows you to promote tips and relay it to thousands of potential customers who are looking for guidance. This will help build your image as a reliable expert. Always be honest

with your services. Keep in mind that trust is a very important commodity in online business.

- ✓ **Write your Tweets carefully to be able to persuade potential customers.** Twitter only allows 140 characters for tweets; use this wisely and choose your words carefully. Build an image as an expert. Talk about a particular selling position, give advice or share a success story regarding your services or products. Use all your skills in SEO to optimize tweets.
- ✓ **Conduct a Tweet test.** Experiment with various kinds of Tweets to know the kind of message which gets a good response from your followers. As soon as you know which one is effective, take advantage this knowledge and apply it. You can also use a short url to track clicks on your url.
- ✓ **Establish a long and lasting relationship.** As mentioned many times before, always keep in mind that Twitter is a social media website. The main reason you are there is to *socialize* with fellow Twitters. Join discussions and share your advice and opinions. It's essential for you to send only a single marketing message out of 10-15 messages. You don't want your Twitter followers to think of you shouldn't perceive you as a spammer.
- ✓ **Closely observe competition.** Observe your competitors on Twitter. You will be surprised to know that you will learn a lot from them. Aside from this, you will have an idea on what to avoid so you won't repeat their mistakes.

## The Do's and Don'ts of Social Media Marketing

Although social media is being widely used to promote businesses, you should never forget that it is designed primarily to network with friends and peers. **If you do decide to engage in social media marketing, be prepared to learn the rules and etiquette of the site unless you want to become a social outcast.**

Social media marketing experts suggest the following dos and don'ts to follow if you want to launch a successful marketing campaign on social networking sites.

### Do's

- ✓ **Familiarize yourself with the site before posting comments.** Learn about the social culture of the community that you want to become a part of.
- ✓ **Build trust and credibility.** You cannot buy credibility; it has to be earned. To do this, join the conversation and establish yourself as a credible and trusted expert in your chosen field.
- ✓ **Be human.** A social networking site is a place where people can interact and connect. If you can connect to the community, you'll find it easier to market your products and services.
- ✓ **Provide original and interesting content to attract the right audience.** The content should provide the opportunity to start a dialogue focused on your brand or product to give it media exposure.
- ✓ **Socialize and be friendly. After all, it IS a social site.** If you see something you like, vote on it. Leave helpful comments if you have something

to say. Add friends and spend time on the social site. This is also a great way to establish credibility.

- ✓ **Keep your social profile fresh and updated.** Post comments, new information, blogs, photos, etc. Nobody wants to view a “dead” profile.

## Don'ts

- ✓ **Don't promote yourself.** Remember, this is a social site. That means no press releases or blatant marketing. While this may seem to run counter to your ultimate goal which is social media marketing, keep in mind that people will be alienated by overt advertising on a social site.
- ✓ **Don't spam.** This type of submission will get you banned from the social site. If you send out a lot of messages about your site and products, users will see you as a spammer. Post other messages and leave comments on other users' posts. Interact with them in meaningful ways. Don't just send links to your site.
- ✓ **Don't forget you SEO efforts.** Social media marketing should complement SEO. Optimize your site and use social networking to build links to your site.
- ✓ **Don't use software to add followers or fans to your lists.** This is looked down upon and some platforms like Twitter do not allow certain uses of software.
- ✓ **Don't deceive or pretend to be something you are not.** News travel fast in social networks, your deception would eventually haunt you in the long run which could lead to a tarnished or trashed reputation.

## About The Author



**Jodie Burdette** is the owner and founder of [The OSP](#). She is a skilled web and graphic designer as well as a certified Social Media Marketing Expert and WAHMcart expert.

**She believes in a threefold theory of online success: Design + Attract + Convert.** That by designing professional eye catching sites and social media profiles that reflect the heart and soul of your business, combined with effective social media and email marketing strategies you can attract quality traffic to your site and then covert that traffic to paying customers.

We at OSP can help you put together all the pieces that build online success. We help you carry your brand through your entire online presence from custom email templates to Facebook pages and Twitter backgrounds. We can also help you with all phases of event/product launches, teleseminars, affiliate programs and much more.

### Client's who have used our services have said:

*Bringing OSP into my business has been one of the best things I have done to move my business in the direction of success. OSP completely designed and set up my new website, which is getting me noticed all over the globe. Jodie's eye to detail and cutting edge graphics allowed me to have the website that two website designers couldn't come close to giving me. It is RED HOT.*

**Cindy Hudson, Red Hot Living.com**

*While looking for somebody who could advance and enhance our online presence, and after much frustration, we came upon OSP. We skeptically put forward our unformulated idea for a monthly newsletter to truly represent our business, not only did OSP advise us on it's flaws and the few good points we brought to the table, they quickly meshed all our ideas and mostly theirs into one superb ongoing business collaboration.*

**Infinity Books Japan**

*OSP is a wonder with what they do with blog designs and creativity. They can grasp any type of client and/or situation with amazing skill and attention to detail. Jodie willingly shares her knowledge (for those who want it) and explains items in a real and genuine manner. You cannot go wrong with Jodie at the helm.*

**Crystal Curran**