

# **SOCIAL MEDIA MARKETING**

How to make your first \$10,000!

By: Dick Polipnick

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Second Edition.

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**You are ahead of the game.** You will be the house on the block that all the neighbors will talk about. “What happened to Bob and Sue? They are buying boats and cars, and taking all kinds of trips! I’ve never seen them so happy!”

Congratulations.

You have taken the first step to financial freedom and personal fulfillment. I want to thank you for reading this eBook, the more digital entrepreneurs the world has, the better ecommerce will be. Social Media Marketing is the key to online success. If you are reading this without first watching my video, “How To Make Money On Twitter- The \$10,000 Formula,” watch that first, and then come back to this. It covers a lot of the basics of any social media platform, and when I revisit them in the book, you will have a better grip on the concepts.



Watch the YouTube video here:

<https://www.youtube.com/watch?v=6Saj2ktYs2k>

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# Introduction:

- - - - X IS THIS FOR YOU?

- - > I want to welcome you to the fastest growing industry on the planet. The internet was invented in 1990 by computer scientist Tim Berners-Lee. He created what came to be called the World Wide Web, and it has changed the way people do business. The internet has not only changed the realm of business, but the entire information landscape. The internet has been growing ever since, and if you are one of those people who think that the web has seen its peak, think again. "Only 40% of the internet's global potential has been utilized so far in 2015," says the LA Times. Not that people aren't using it, quite the contrary. The stat says that 60% of the world is underdeveloped, and when countries in Africa catch up to the level of technology that Europe is at, the ecommerce economy will be like an overflowing pipe, with many more consumers than there are online businesses. You are here because you want to profit from the current exploding market, and the sure future that it has. By starting an online business, you are laying your section of pipe for the oil to flow through.



What do men like Andrew Carnegie, John D. Rockefeller, Walt Disney, Steve Jobs, and Bill Gates have in common? They all started businesses in the market that was going to revolutionize their generation. Online Businesses is the revolution that our generation will see. You can either have your name mentioned along with the names above, or you can have your children ask you, "Mom, Dad, why didn't you start an online business back then?"

You would be surprised by how many, "I'm too busy," "I don't have the knowledge," "I don't know anything about computers," that will prevent people from growing an online business that would give them the FREEDOM to travel the world, retire early, grow along with the industry, and live the life of their dreams. You can make the choice right now what kind of a legacy you want to leave behind. You are the master of your own fate, you are the creator of circumstance.

For those of you who feel that pounding in their chest, like you know you were meant for something more, continue reading.



# Online Business 101:

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- - > The first step in owning a successful online business is having a product to sell. When it comes to what they make money on, online businesses are just like any other business. Brick and mortar, door to door, even Apple, they all have products. Your product does not have to be a physical good, or even a service. It can be a digital product like this eBook, a subscription to an online magazine, or a website template. If you already have a physical business, and you want to market it via sales funnels and online stores, don't stop reading, because all of this information can be applied to get more customers.

Q: "I don't have a product! Can I still have an online business?"

A: Yes! You have the most opportunity here than anyone! If you don't already have a product to sell, decide if you want to sell physical products or digital. If you want to sell physical products, it will require a lot more of a business plan. You will have to connect with manufacturers and shipping companies etc. Or, you can make a digital product like the ones mentioned above. What the wealthiest online entrepreneurs sell is other

people's products. They market and close the sales for other companies products and receive heavy commissions.

- - > To build an online business as automated as possible, you should consider selling a digital product. Digital products can be either made yourself, or you can sell others' digital products and receive sometimes up to 50% commission. Many successful digital entrepreneurs go this route because they leverage brand names and most of the time the wholesaler (original seller of the product or copyright holder) helps you market the product. It is usually very cheap to become a partner with other online businesses and wholesalers. This online partnership is known as being an affiliate. You will hear that term often in the online business market.





The best online affiliate companies help entrepreneurs set up their online store, sales funnels, or marketing strategy. Some even give you a customizable website. The first thing you do to draw traffic to your website (get potential customers to visit your website), is to establish a social media presence. I will explain more on the social media marketing in the next chapter, but the purpose of social media is to direct traffic to your online store or sales funnel. Once the customer clicks the links from your social media, a new window will open with your custom sales funnel or online store. No matter



what kind of site you have them go to, you must have an informational video that makes them want to know more. If you are an insurance salesman, you might want a commercial from a company you represent like Progressive explaining how they can save money through Progressive. If you sell online business software, have a video on the time they will save and the leads they will generate. Tailor it to show what your product will do for them. Not the product itself. For

the insurance example, you want a video on how they will save money, or have peace of mind, not on the rates and different kinds of coverage you provide (not yet anyway). That first video is meant to draw their interest further into the meat and potatoes. The most effective funnels and storefront pages ask visitors for their email before continuing

to the next page or for more information. Sound familiar? You know this works because you had to give me your email before receiving this eBook. My business is helping other people grow online businesses, and I required your email before you got this eBook. Why?

## **The best online businesses build an email list.**

You can use those emails in many different ways. One of the most profitable is to use them on a sale by sale basis. You can email your potential customer and give them a personalized sales pitch if they did not buy the product to regain their interest and prove wrong any falsehoods they might have thought. Then you get the sale! One or two five minute emails is all it takes to close someone if you have a good product. Cha-Ching! \$\$\$ Collecting email = money in your pocket. The second most profitable is building an email list and using that as a cross-selling market base.



Cross Selling is when you sell one customer multiple products. It is one of the easiest ways for an online business to be profitable. For most cases, you just want to start out by selling the customer one product, and then they receive an email a week or two later advertising for other products that would help the same kind of customer. Easy sales. Once you have built a list from your first business/online product, send out a generic email like the ones you receive in your inbox from online stores or even companies like Target or WalMart. You write a ten min email with a link to your new product to 100 people, 50 of them go to your sales funnel, and 30 of them buy your product. Online businesses are just averages. The more people that see your promotions (either paid ads or free marketing via social media) the more people see your site, the more that see your site, the more sales you get, the more sales you get, the more vacations, boats, cars, homes, jewelry, and expensive dinners you can have! Online business are most profitable when customers can understand the product and pay for the product all online. Here are some recommendations for systems that work well with building online businesses.



<http://mailchimp.com/> - for emailing your email list

<http://onlinegrowthsystems.com> - for becoming as profitable as possible

<https://drive.google.com> - For free document storage and designing tools

<http://blog.lemonstand.com/5-best-selling-digital-products-can-sell/> - for finding digital products to sell

<http://www.alibaba.com/> - for finding physical products to sell

<http://PayPal.com> - for collecting digital payments

<http://www.weebly.com/> - free multi paged websites

<http://www.webs.com/> - free multi paged websites

<https://www.godaddy.com/> - custom domain names

<http://www.amazon.com/> - online retail platform

<http://www.ebay.com/> - online retail platform

[https://www.google.com/adsense/start/#?modal\\_active=none](https://www.google.com/adsense/start/#?modal_active=none) - pays for you to advertise on you site (for bloggers, etc.)



# The ABCs of Social Media:

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- - > This will help you get a head start on how to dominate your market in social media. The biggest number one tip you could ever receive, is that social media marketing is like any other skill and that you will get better with practice. Don't worry if your first few tweets don't get much traction, it will come with time. Make sure that you are paying attention to the stats and impressions that a tweet has, not the amount of likes, although they help.



- - > There are many different social media websites and there are many ways to market them. For beginners, your focus should be on the Big Three: Twitter, Facebook, and Instagram. These are arguably the most effective and broad online networks, so one or a combination of these networks should be in your marketing plan.

- - > If you watched my video, “How To Make Money On Twitter- The \$10,000 Formula” on youtube or somewhere else, you learned about the sales pitch. Basically, for any social media site whether it's Twitter or LinkedIn, your bio is your sales pitch. You want to start off by saying something about yourself (sell yourself), say something that you can do for people (product pitch), and finally give a link to how they can utilize your ability to help them (the close).

The link at the end of your bio should be a link to your sales funnel or online store, if you are going through a system that has predetermined domain names that are long and ugly in a bio, there is a great solution for that. GoDaddy.com provides a domain and hosting service online that you can purchase a custom domain name (website URL, or address) for as little as \$12.00. Just search for what you want your company URL to be and buy the “.com” domain or the “.biz” that you want to use. For example, if you own a carpet cleaning business and you have a sales funnel designed to get people’s email addresses so you can email them about upcoming discounts, you don’t want to have in your social media bio, “bobscarpetcleaningbusinessprofile1234.funnel.linkforyou.com”, you would rather have this beautiful URL in your bio, “carpetcleaners.com.” It is more professional, easy to remember, and will attract more customers. It is like investing in really discounted online real estate. It will be one of the best \$12.00 you ever spent!

--> Your bio is done. GREAT! You have done step one to transforming your social media account into a lead generating machine! The next step to do is change your profile picture. Guy Kiyosaki, the chief evangelist of Apple, is famous on several social media sites, and his rule of thumb is to always have a professional business attire photo of just your face for profile pictures. You don't have to go to a photographer to get a profile picture, sometimes a good cropped face photo of you at a wedding is good enough. If you have a business account, the logo of your company is best. Most social media sites also have a background image of some sort for your profile. That should be a photo that tells people what you are passionate about. If you have a business facebook page, have a picture of clean floors. If you have a personal account, have a picture of a golf course (only if you like to golf, or your product can help give people more time/money to go golfing.)



- - > Your profile is done, you can consider that your first unofficial funnel because it makes people want to know more and continue towards your product. Now time to tackle how you get people there.

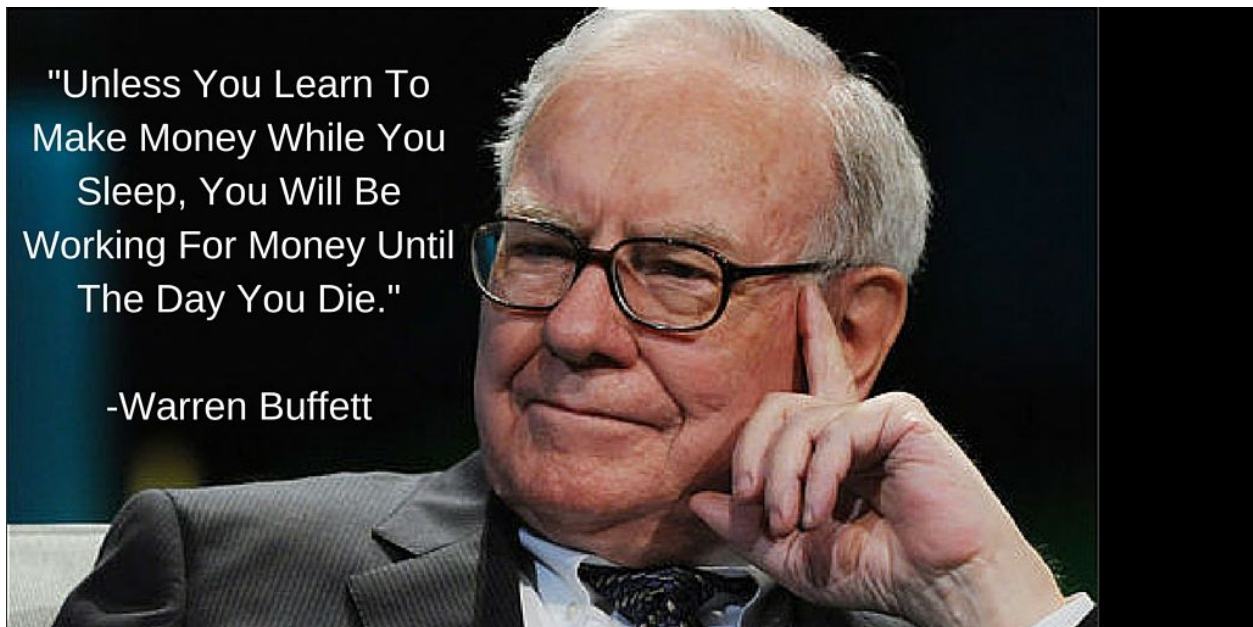
## Great content.

- - > I am going give you a quick run through of how to find good content, how to create it, and how to post it. First is finding good content. If you sell an online sales system, you want to post about business related material, because that will attract the customers you are looking for. The best content finding website actually isn't much of a secret. When you are looking for content, just google a subject and you will find articles, stories, photographs, you name it about that subject. If you are selling online sales systems, you want to google successful online entrepreneurs. You can post all kinds of content, from quotes, to pictures, to youtube seminars. Make sure that you are giving proper credit to content owners. For example, in my tweets I say, "Check out Entrepreneur Magazine's new article!" I do not claim for the article to be mine. It does not make the tweet any less valuable or effective, it just makes it legal.

- - > Once you have found good content, you will want to create unique posts to optimize the traffic they attract. For most social media posts, there are two kinds of content. Pictures and mentions. Pictures are self explanatory, but the content that



goes along with creating pictures is not limited to pictures. You can take a quote from Warren Buffett and create a picture to attract more attention to it. You don't need to send your followers to the website you got the quote from. Here is an example.



You can use pictures to give stats, quotes, photos, and just eye catchers. The other kind of content is mentions. That would be like your YouTube videos, newspaper articles, top ten lists, etc. All of those will have a link at the end of your post.

Remember, the link is like the close at the end of a sale. Most social media sites will give a screenshot of what the webpage looks like, or give a preview of what the article says, without you doing anything! Here is an example of a mention post.

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