

Easy

Social Media

For

Businesses



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Your Business and Social Media

Businesses are now getting more and more virtual when compared to the conventional ways of selling things and technology plays a big role in this type of advancement. However, the increasing number of entrepreneurs means that the level of competition is also getting tougher as time goes by.

You need to find ways to get noticed, build your online brand, attract customers and increase your sales. With the use of social media, which is now an ongoing trend when it comes to online marketing strategy, you will have that much needed leverage to stay in the game and flourish in the online world.

There are several online marketing strategies used by entrepreneurs nowadays but the latest method which is creating a lot of buzz is the use of social media. Small sized businesses and large scale corporations are using this to promote their products and services.

Its popularity as a tool used to boost one's online marketing strategy is undeniable. If you are in search of an effective and affordable means of marketing your company, then social media is definitely what you are looking for.

You will be provided with approximately 70 ways to boost your online business with the use of social media. These tips are divided and categorised according to the type of platform to be used.

It's up to you to choose which social media platform is best for your company or you can try it all and you will notice that you will be reaping the benefits of your labour in no time.

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Work the Simple Facebook Strategies

After perfecting social media with success guru Tony Robbins and dozens of other high profile clients, Amy Porterfield reveals below exactly how...

Using Just These Few Simple Strategies,

You Can Literally EXPLODE Facebook to Create Traffic, Leads and Profits

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Adding Targeted Value

Perhaps one of the top reasons for you needing to use social media is that you can do more for your brand or business.

In the past, the sales funnel existed in most industries, where personal involvement was confined to a period of data gathering with a checklist of preferred features or benefits and the searching for the lowest possible price available; ordering the product and possibly delivery or collection. This then allowed manufacturers or their agents to use postal mail shots to encourage you to repurchase or extend your ownership of the product or service; unless the re-engaged with you (often t your request) there was no further interaction.

Today with social media however, you can extend your service adding value to the client's entire journey by providing them with not only your product relevant information when they are conducting their research, but can offer additional or complimentary services or products, encourage them to make suggestions and comments regarding your product or service and its delivery or providing the required solution as well as potentially assisting you in developing new offerings for them as part of your client base.

History has never provided such a rich time in offering the ability to interact with your clients directly. The Internet and social media provide the facility of innovative conversations to improve the client's position in any which way they can by literally asking them what they want. The speed of results in marketing in this way provides not only customer satisfaction but in fact a high-speed better debts in refining the specific target market and discovering other niche markets that may not have originally been considered by traditional marketing practices.

The late Jim Rohn, personal development guru, as well as many others in that field have often said that to get what you want from life you have to give other people what they want in life. Biblically the message is be the giver and not taker.

Social media enables the smart business person to not only give a regular basis through content marketing, also discussed later, but also additional value through unexpected bonuses in return for the ability and permission to be able to contact those customers by e-mail future e-mail marketing campaigns for to keep them updated on product developments which may suit their personal preferences.

Brand strategy

Although we could discuss in great depth the production, development, marketing and remarketing of brand this subject is far too vast for the specific book. That said, we will provide an overview of branding

so that you have a good understanding to be able to compile your marketing strategy and create the appropriate metrics.

Image Is Everything: Your Branding

Something important has changed in business...

It's no longer "enough" to have a brand that you build. You now need to know how branding works, so you can do it at all levels of your business. This key factor will help differentiate you from your competition. The secret is not to have just one brand either. Yes, we can all name one off brands like Marmite, Wal-Mart, Weetabix, Ryvita, even CNN is a brand and many more. Yes these "brands" may all have been stand alone brands at one time, but the product based ones have needed to diversify and "associate" their brand onto new flavours and variations, such as Kellogg's Special K cereal, Kellogg's Special K cereal snack bars, Kellogg's Special K cereal online diet planner (yes that's a brand on its own) and other merchandise. Many brands diversify into t-shirts, mugs and even Easter Eggs.

Today as a manufacturer, like Cadburys, you' will probably need at least 10 brands or sub brands in your arsenal to build a highly successful business; each of them will need to relate to your overall strategy. Failure to get them to follow the main strategic brand will cause confusion within the minds of your audience and will serve to deflect or water down any real meaning in their minds. Deletion of a brand without the right consultation with the market can be devastating.

What do you need to brand?

Branding is a way of clearly highlighting what makes your offer different to, and more desirable than, anyone else's.

Effective branding elevates a product or organisation from being just one commodity amongst many identical commodities, to become something with a unique character and promise. It can create an emotional resonance in the minds of consumers who choose products and services using both emotional and pragmatic judgements.

Rachel's Organic Butter, for example, chose black for its packaging design so it would stand out from the typical yellow, gold and green colours (representing sunshine and fields) used by competitor products. The result is that the brand appears premium, better quality, distinctive and perhaps even more 'daring' than its competitors.

Adding value

People are generally willing to pay more for a branded product than they are for something which is largely unbranded. And a brand can be extended through a whole range of offers too.

Tesco, a multinational supermarket chain, for example, began life as an economy supermarket and now sells a wide range of products, from furniture to insurance. But a consistent application of the Tesco

brand attributes, such as ease of access and low price, has allowed the business to move into new market sectors without changing its core brand identity.

This obviously adds value to the business, but consumers also see added value in the new services thanks to their existing associations with the Tesco brand. Of course, this can work in reverse too: if consumers don't like the Tesco brand in one product area, they're less likely to choose the company's offer in another product area.

Connecting with people

Creating a connection with people is important for all organisations and a brand can embody attributes which consumers will feel drawn to.

Apple's original launch of the iPod, for example, catapulted the company from computer business to mass-market entertainment brand, with iPod marketing drawing heavily on people's emotional relationship with their music.

By moving into music and film, Apple has redefined what the company does and shifted its brand association to something that connects with larger numbers of people outside computing or creative community.

You need to brand yourself. You need to brand your business. You need to brand your products. You need to brand your methods. You need to brand the experience that you give to your customer. You need to brand the distinctions you make; brand, brand, brand.

It's no longer enough to have a good product to sell. Now we need to continually evolve our products, based on new knowledge we get from our customers and from our other research.

Please do not turn me off on this area. Branding is key to your business success, and it is vital to you as an individual business person whether or not you are offering a range of products or services, or just one product or service; you. I want people to say "Get me the 'Compliance Doctor'!" as that is one of my brands, and I write a monthly column under that "tag" as well as email marketing and social media interaction (check me out on LinkedIn).

I'm a small business - why do I need a brand?

I hear that a lot, usually from people whose thoughts are also small or limited due to their conditioning. I do realise that if you are a small firm or a sole trader, you may well think that branding is not for you. "Big names spend money on branding, small companies just get on with the job" is a typical response when small businesses are asked about their brand activities. But this perception is so damaging and income restrictive.

Even if you do "believe in branding", it may come low on your to-do list after vital day-to-day tasks that keep your customers happy and keeps revenue coming in. That's understandable.

So how can I convince you that branding matters, whether you are a window cleaner, a lawyer or run a restaurant?

Well, quite honestly the first thing we need to tackle is the wording. If you were to replace the word "branding" with "reputation" I might get your attention. You care about your reputation, am I right?

Well branding is all about the impression you make and the values that you stand for. If you want to succeed, that impression should do two jobs; it should convey what is special about your business and it should show you in a positive light.

Of course, many small businesses make a good impression most of the time without ever giving a thought to their brand. But think how much more successful you would be if you gave a good impression all of the time.

So You Need a Brand

Welcome to the 21st century. If you don't have or you are not a brand, you are nobody.

What you have to realise is that today whenever anybody hears about a product or a service and typically a brand, their first action is frequently to do an online search from their desktop, tablet or increasingly their smart phone. If they cannot find you quickly because your brand is innocuous or non-existent, they move on and forget you.

I sometimes get enquiries from clients that I then check out on-line it takes an age to get any tangible information. Their website may take ages to load, as they don't have sufficient visitors to make it high on the cached value of their hosting servers. Sometimes, their address cannot be found before the system "times out". It's all very well having a website, but if no-one knows it is there, it doesn't do you any good. If you have a website, you want people visiting it. If you don't yet have a website, you need to use some other professional image portal for your details to be made available.

To have a brand, you have to get some exposure across the marketplace to promote your brand and there are ways to do this.

First you need to identify your potential brand or brands and the strategy you intend to use to promote them. For example, I originally kept the "Compliance Doctor" brand at arms length for a year before adopting it. It was only after receiving survey results from the magazine and other feedback that I started to incorporate it amongst the businesses I run. To be honest a brand can damage you if it has any unintended consequence associated with it, and these days of Social Media and Social Networking it can take just a few hours for a negative campaign to build.

What I am attempting to get across to you is that you have to seriously and continuously think about the impression you want to make, build and maintain your brand, and proactively make it grow in the right areas.

There are two parts to this process. Firstly, you have to decide what you stand for - what your Unique Selling Propositions are, who you are aiming at and how you want to position yourself. Then you need to make sure that all aspects of your business are aligned with this. Don't fall into the trap of trying to appear all things to all men. You cannot hope to be good at all things involved in your industry. In the "eSmart Course" mentioned earlier we cover this in a positioning grid and how to identify three levels of your brand or reputation.

To create and build a brand takes a great amount of thought and time. Images can be created easily and quickly, re-branding that companies conduct is actually associating new images, perhaps even a name to an existing one, but it takes a great deal of time to embed. It's about applying your values to everything you do, dearly and consistently.

YOU NEED COACHING TO SUCCESS

All successful people from history right up to the Richard Branson's of today will tell you that they, at some time, or even many times, hired a coach to help guide, question, motivate, direct and encourage them in their goals and various missions.

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Social Media Marketing: An Overview

When it comes to reaching a wider target audience, the several social media networking sites will not fail you. There are at least 7 famous platforms belonging to social media and each have millions of members all over the world.

You will have a better internet marketing strategy if you include this channel. Social media marketing is referred to the process of promoting or marketing your company as well as the products and services which you are offering.

This is also an effective method for gaining better company branding. This is considered as one of the most affordable online marketing strategy. It involves content, photo and video sharing for the purposes of increasing web traffic, online presence and sales.

There are several things which you can do with social media. Each of these things will surely provide you with various benefits.

- Better company brand promotion
- Increase the public's awareness about your products and services
- Interact, socialise and build a stronger relationship with your clients
- Gain new customers while retaining existing ones too
- A medium which can be used to provide customer support

Here are the other reasons why you should engage in social media marketing.

- Establish the identity of your company. You can also use this to make your products or services more recognizable to the public. With social media, you can create the buzz for your business and attract several new customers.
- You also get more exposure. Several of these sites have a share feature which means that one person can help you out in gaining more exposure once they share your posts to other people whom they know.
- You also get to know what other people are saying about your company, products and services. With these feedbacks, you will be given the opportunity to improve your products and make it more well fitted to the needs of your customers. Also, you will be able to answer the queries of your customers in a professional, timely and interactive manner.
- Also, if you make use of this medium accurately and you have implemented the right strategies, not only will you be able to gain all the benefits cited above, your website will also have higher SEO ranking. Google is now paying more attention to websites which has a good social media reputation and standing and if you take advantage of this aspect then you will have the chance to be on top of search engine results positioning.

As mentioned earlier, there are several social media marketing websites which you can use. On this write up, you will be provided with some of the best and widely used platforms. It is actually up to you to decide which one to choose or use it all for the same purpose.

A Note on Social Media Managers

Although social media consultants can be worth their weight in gold, for many businesses and large corporations, for a newbie it can be a huge waste of money and ability to ask these experts to help with basic social media marketing setup, techniques and troubleshooting. In writing this book I hope it will serve as a handbook to those who feel they need an initial helping hand or a useful independent advice starting out. This can also save you money and offers you, the start-up or dabbler, medium experienced or just inquisitive an introduction into a rapidly evolving field. The tips here are aimed at those who are bewildered by the social-sphere and need some friendly advice and insight into the first tentative steps into a world of “Likes” and “viral” campaigns. It may also benefit those who have dived into Facebook or Google ads without assessing the situation or the options available through other platforms; and have spent a fortune on these ads that didn’t work.

Social media managers can be a Godsend to businesses, especially for those that really have no idea what they're doing on social media. Social media managers should be experienced in all things social media, and they will be able to help you get on the right networks and create the best strategies to engage your audience and generate interest in your brand. Beware there are many self-professed experts who soon fall at the first hurdle.

Any social media managers have to hold certain qualities and needs to get fully immersed into everyone's business. To effectively know how to promote your company, they need to know what everyone in your office does and what their responsibilities are. An outgoing individual will have no problem identifying the key traits necessary to learn more about what makes your office tick and how to tap into the energy and culture, and then reflect it in their work. Additionally outgoing social media managers will be able to reach out and engage better with your social audience, which is the ultimate point.

Social media management is not a light switch or something that can be turned on and off to create instant results, when you commit to social media management and campaigns, they have to be long term, usually a minimum of 6 months and they need to be managed constantly.

Hard working, knowledgeable, aware, your social media manager needs to be hard working and know the best ways to research the best social platforms for your business, creating accounts, creating and promoting an image for your brand on these accounts, and communicating effectively with your audience. They need to be able to answer questions and comments immediately or know who to engage to get an answer sent out quickly.

Most of your social media postings are going to involve copy and it is so important that your social media manager knows how to write in your native language and understand any taboo areas or subjects. If they can't string a sentence together or if they can't spell people will associate the sloppy

attitude with your brand and company. Your social media manager has to present an avatar of you and should understand the corporate position of wanting to come off as strictly informative, or maybe be witty, humorous and charming? If you start to mix up tone of response or suddenly go formal after having a chatty conversation with customers, it can be extremely confusing to your social following and they will drop you like a hot potato. Consistency of approach is expected and rewarded.

Social media is so much more than just Facebook, and it's vitally important that your manager knows this. A successful manager will have the skills, knowledge and expertise needed to run a campaign on any network. They should be able to use their knowledge to help your business determine which platforms are the best options for your goals. It is also important that you know the differences, even if at only a high level, but enough to hold a conversation with your manager and understand what they are telling you.

Confidentiality is also key to success and your social media manager needs to know the distinction between public info and confidential info. Your business may have some information that should not be public knowledge, and it's crucial that your social media manager does not share anything inappropriate or confidential with your fans and followers. If you are in a regulated industry this can cost you dearly and even if you are not, loose talk can cost jobs and profits if your competitors get wind of it and use it to your disadvantage.

A good social media manager can greatly improve the success of your company's social media campaigns and improve your brand awareness, exploit new and different markets and engage with specific targeted audiences. If you want to hire a great social media manager, make sure they possess the above qualities and are not going to rely on a raft of inexperienced support people to do the mechanics of the job for them.

So let's move on. The descriptions under each platform will vary but each will be followed by 10 TopTips to help you get the best out of using Social Media for your business.

Facebook Marketing Tips

Facebook: Everybody seems to at least know of Facebook which is probably the largest and most popular free social networking website that allows registered users to create profiles, upload photos and video, send messages and keep in touch with friends, family, friends of family and friends or friends as well as colleagues. The site is available in different languages.

7 Ways To Build Fans To Your Facebook Page

Since its launch in 2004, Facebook has changed considerably and has become such a popular social networking website. One of the main changes has been the ways to advertise your business and attract attention. Many people have had difficulty in promoting their page after creating it so these seven points will help you increase followers of your page and use the power that is social networking to raise awareness of your business.

1. Ask your friends to like your page

Although it seems a little against what we usually do, and assume that we will get support from our family and friends, it is useful to ask people you know to like your page on Facebook. Getting likes in this way is free and helps promote your page. These likes will appear in the news feed of their friends, and this in turn will hopefully lead their friends to like your page as well. A good point to remember here is that you should not be too pushy, and it is best to provide a reason why anyone should like your page.

2. Update frequently

Like blogging, you should be current and frequent in your posts. If you don't then people will lose interest and either unlike (stop following) or look at your page, realise it is so out of date and there is no valid content for them to view, and move on. Try to post interesting snippets and useful information at least three to five times a week.

3. Share your Facebook link

Let people know about your page, e.g., include your Facebook link in your website, on your other social media account profiles, on your blog so that a post is made automatically or on direct messages or thank you messages as well as on flyers or brochures your business might give out.

You can get and add a Facebook "Like" Box to the homepage of your website.

Including your link in the email signature block tells everyone you email that you created a Facebook page and encouraging them to like it. Sometimes you have to tell people what to do and this is a way of them being sub-consciously told “like that page”

4. Post interesting content

As previously mentioned posting interesting content on your page is critical. If you put yourself in the position of the customer, they are being bombarded with constant Google ads, Facebook ads, Bing and a plethora of other advertisers and their messages every day.

If you post quality content with good quality graphics it creates not only a good impression but also sparks their curiosity. Also your comments should be in the form of questions which encourages people to respond. If you follow thought leaders or influencers on sites like LinkedIn you will find they often post by asking a question.

I realise that this element could sound daunting and time-consuming, however trust me, somebody has already created an app for that. I use the number of sources to assist me in this area and one particular useful source is EverPost (everpost.co). They provide daily suggested or recommended posts to share on your Facebook or Twitter accounts and in a few clicks you have successfully posted to your followers.

Another useful idea is to create events on your page and invite people to join them. In this way you can hold a meeting like a webinar and discuss features or benefits of your product or service and invite people to discuss the ways they have found beneficial or even problems they have encountered and how the solutions were arrived at.

5. Hold contests

Similar to events you can also hold contests or competitions. These don't have to be particularly huge or expensive. As Napoleon observed, paying a soldier is of no consequence, but; “A soldier will fight long and hard for a bit of coloured ribbon”.

So, prizes such as your company's products or services on a weekly or monthly, or you may prefer to limit it to something like a coupon or an EBook. The competition does not have to be anything clever or academic it could simply be that you set a goal for a number of likes or new members from a person's recommendation.

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having a published work which will also be available for you to distribute as a PDF, and we split any commissions earned.

6. Advertise

Facebook provide an advertising feature which allows you to demographically target your market. This feature can be very useful in the production of traffic to your page, thereby increasing the number of likes as well as getting greater exposure to precisely defined customers who will have a greater propensity to buy.

Google Adwords also provide the targeting facility on a regional basis and you can select particular areas or categories not to advertise in. You can pay by the number of appearances or the most commonly used method is payment per click, when somebody clicks on the link to learn more.

Just as you would decide on a budget if you were to place advertisements in newspapers and magazines, it is vital to keep to any budget when using online services as these can run away with you and become expensive or ineffective.

7. Be patient

Getting likes and establishing a suitable sized fan base takes an enormous amount of dedication as well as time and patience. Once you have the followers the key and distinct difference to traditional marketing is to constantly engage in interesting conversations and quality content. This way their loyalty to you and your company, as well as the trust in the product or service doing precisely what they require it to do, will reward you far greater and far faster than any other method available.

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TopTip #1 - Make them like or share your page

Content is always the first thing that a Facebook user will consider when looking at your post. If you are serious about increasing the awareness of the public about your company, then you must always provide valuable and interesting content to them. By doing so, those who read your post will either like it or even share it on their Facebook wall. By doing this, you will be able to reach a wider audience with the help of one person who liked your post or page. Imagine what it can do if there were hundreds of users who shared your page to their walls.

TopTip #2 - Post Valuable and Related Content

When you are posting something on your Facebook page, you have to make sure that it is informative and relevant to what your company is actually offering. This only means that you have to concentrate on topics wherein you can easily connect to the products or services which you are offering. You can write about a specific current event, articles, pictures or videos which can easily be tied to your company. Once you have done this, you can even ask other users to take part by letting them post their comments or questions if any.

TopTip #3 – Use Various Types of Content

What is so good with Facebook is that you can post any type of content that you like. You can use plain text, add in a couple of photos or even use videos with caption. Take advantage of the features offered by this social networking site and make the most out of it.

TopTip #4 – Facebook Ads

Facebook also has its own advertising feature. These classic ads can be found on the sides of the site. You can use this to drive more traffic to your own Facebook Business page or to your company's main site. An ad would contain a featured image, a brief description, a call to action and a link which you can use to direct the viewers to your fan page or to your main site.

TopTip #5 - Timely Response

It is very important that you pay attention to your viewers especially those who have comments or questions about your posts. The thing with social media is that you are expected to interact with your viewers and you have to keep up with it. Therefore, replying promptly to their concerns should be on

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