

Social Media *Power*

200 Powerful Social Media Tactics
For **Increased Sales, Fans and Followers**



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INTRODUCTION

Social media – it is probably the most phenomenal invention ever conceived by man since the birth of the World Wide Web. And even though earlier versions of online communication have flourished since the earliest days of the internet, nothing compares to the versatility, ease of use, and fun factor of social media.

So what is social media? These are websites that are designed to allow people to connect to one another in a unique and brand new way. Users can keep their contacts updated round the clock. Graduating from the primitive text-form updates, users of modern social media sites can now also upload photos, video clips, slideshows, and music.

Some of the most illustrious examples of social media include Facebook and Twitter.

The trend of social media created something unprecedented in history – an online social community composed of millions of users around the globe. With social media, you have the power to reach people anywhere on the globe where there is internet connection.

And the world of business and commerce is not slow to realize the profit potential of social media. Businessmen and investors quickly realized the huge potential that social media holds. They are particularly interested in the ability of social media sites to reach almost anyone.

Yes, businessmen saw social media as a potential advertisement channel – a powerful advertisement channel that might rival the influence of television advertisement.

Now, businessmen are effectively using social media sites to advertise their products and services. They also use social media to gather useful information which they can use for their marketing strategies.

For instance, businessmen can use social media sites to perform a low cost survey campaign. Never before in the history of business has surveying been as cost effective. Moreover, social media sites allowed businessmen to reach more people than ever before.

But for a social media site to serve its purpose, one must know how to use it properly. Take note that social media is a double-edged sword. If wielded correctly, it can propel your business upwards. If used wrongly, the effect can be the opposite.

And that is why we offer you this eBook. In this eBook, you will find 200 unique and useful tips that will help you make use of social media in the most effective way possible. With this

eBook, you will be able to use Facebook, Twitter, and Youtube as effectively as successful businesses do.

So let us get started...

GENERAL BASICS

1 Be an eye--candy

Keep your social media page looking attractive. This is one of the best ways to attract more subscribers and viewers. Moreover, your viewers will think that you pay a lot of attention to quality if your page is always in top shape.

2 Be active

A social media page must never be stagnant even for only a short period of time. If your page has no activity, your subscribers will likely leave. Always think of new and interesting things to post (you can hire someone to do this for you).

3 Be polite

With a personal social media page, you can say that you are entitled to your own opinion. But since you are representing your business/company, it is important that you maintain a peaceable attitude.

4 Be professional

You are advised to connect with your subscribers. But you must keep a professional relationship. You should also exercise professionalism in the posts, comments, and multimedia content that you upload and post.

5 Be watchful

You cannot control how your subscribers will behave. They may post hate comments, destructive comments, and they may argue with one another. Always be on the watch and take appropriate action as soon as possible.

6 Be interesting

Blog posts that talk about business offers, product offers and services can be really dry and boring. You have to think of ways on how to make dry topics sound interesting.

YOUTUBE

YouTube Superstar – The Page Design Expert

7 Edit your profile page

Unlike Facebook and Twitter, you have greater freedom when it comes to customizing your Youtube profile page. Take this advantage to make your page look more attractive to other users. You can stand out this way.

8 Sport a page design that suits the nature of your business

Do not just sport any page design and theme that you personally prefer. Instead, you must sport a design that suits the nature of your business. For example, it might be wise to use a cartoonish theme if you are selling toys. On the other hand, you might want a more serious approach if your target customers are professionals.

9 Be creative on a professional level

You need to be creative with your page design. However, you must do so in a professional way. Do not just be playful. Put some finesse into it. Your viewers will appreciate this and will think that you pay serious attention to 'quality'.

10 Hire an expert to do the task

Do you not have the skills to pull off a good page design? Then hire someone else to do it for you. You can outsource this task to online freelancers.

11 Change page design according to season/event/holiday

An attractive design will not stay attractive for too long. People will soon grow tired of it. Offer something new by changing your page design according to season/event/holiday (e.g. Christmas theme, Halloween theme, Sales day theme, etc.).

12 Avoid being over--decorated

In your pursuit to have an attractive page design, you might end up overdoing things. This is a mistake that many online marketers make. The result? Their page looks unattractively shabby.

YouTube Superstar – The Crowd Control Expert

13 Include a list of policies

On Youtube, commenters are mostly anonymous. As a result, many users feel safe and at ease making destructive, insulting, and negative comments. Therefore, you must clearly state in your page what behavior you will not tolerate.

14 Delete damaging comments

Despite posting a list of policies, some will still do as they please. You should always be on the watch for destructive comments. Delete them immediately before anyone else sees.

15 Discourage arguments

Sometimes, hate comments are not directed towards you. Clashes can happen amongst commenters themselves. Halt such arguments right away. You can delete their comments, give them warning, or ban them from your page.

16 Monitor your main page and videos regularly

Youtube is live 24/7. Comments may be posted while you are sleeping, taking a bath, or making your dinner. A bad post can be made anytime. You should always be on the lookout. Monitor your Youtube page regularly.

17 Hire a moderator

You have other things to do in life. You may also be busy with work. Therefore, it might be wise to hire a page moderator – someone who will maintain the page on your behalf.

18 Be polite at all times

You may need to reply to the questions of some of your viewers and subscribers. When you do, you should always be polite. You have to be polite even if the other person is being difficult to deal with.

19 Ban abusive users

You may start with a warning. But if a user is repetitively abusive, you have the option of banning him/her from your page.

20 Restrict comments if necessary

You have the option of turning off the comments feature. But use this sparingly.

21 Restrict Thumbs Up if necessary

You have the option of turning off the Thumbs Up feature. But use this sparingly.

YouTube Superstar – The Authentic Page

22 Use company logo and name

Viewers must know that your Youtube page belongs to your business/company. Start by decorating your Youtube page with your company logo and name. Make sure that it also appears in each of your videos.

23 Get rid of spams immediately

How do spams affect the authenticity of your page? If you are unable to control spams, people will think that you are not capable of maintaining your page. This will affect how people view you.

24 Provide a link to your main website

Another way to tell people that you are authentic is to provide a link that will direct people to your company's official website (if you have one). Also, your official website must provide a link that will direct people to your Youtube page.

25 Keep your videos top--notch

If your videos are of low quality, people will surely relate it to the quality standards of your company.

26 Post a welcome video

Make at least one video that welcomes Youtube users to your Youtube page. It must be delivered by one of the top officials of your company (owner, manager, supervisor, CEO, etc.).

YouTube Superstar - The Easy--To--Find Content

27 Use tags

Without tags, the videos you uploaded will likely stay invisible in the video archives of Youtube. Make your video visible by adding as many tags as possible.

28 Know what tags to use

What single -word terms should you use as tags? It could be any word that is related to the video. With a video that talks about 'television' for example, related tags could include the following: flat, screen, LCD, plasma, 3D, HD, etc.

29 Use appropriate title

The title of your video will also determine if your video is hard to find or not. Make sure that your video's title is complete and best describes the content of the video.

30 Provide a good description

You might want to include all the keywords in the title of your video. But that is not possible nor is it attractive to do so. You have the chance of mentioning the rest of the keywords and secondary keywords in the description box.

31 Add related pages to your friends list

There may be other pages that are somewhat related to your market niche. If those pages already have a large subscriber base, it will benefit you to add those pages in your friends list. This way, you are exposing your page to their subscribers. Maybe some of them will subscribe to your page as well.

Are you interested in starting or scaling a YouTube channel, without having to show your face or becoming a traditional YouTuber?click here:

<https://bit.ly/3qUjxIm>

FACEBOOK

Facebook Superstar: The Trendy Page

32 Harvest 'Likes'

You expose your page not only to subscribers (people who liked your page) but also to the people that are in their friends list. So by having many 'Likes' you are effectively reaching out to more people. This is a powerful advertising tool.

33 Keep subscribers hooked

Just because a user subscribed to your page does not mean that they will stay around. Always keep them hooked to your page by making regular posts. Your posts should also be interesting.

34 Always offer fresh content

When running out of ideas, some pages resort to recycling old content. You should avoid this. Most people are smart enough to realize that you are recycling stuff. Your content should always be fresh and interesting.

35 Open a group account instead

With Facebook, you have the option of opening either a personal account or a group account. For business related purposes, a group account offers more useful features (e.g. advertisement feature).

Facebook Superstar: The Image Expert

36 Be authentic

Anyone can make a Facebook account and put the name of your business on it. Therefore, it is important that you set your Facebook page apart by being authentic. There are many ways to make your page look authentic. One way is to use the company logo.

37 Be professional

Professionalism will go a long way in telling your subscribers that you mean business. Always act accordingly and avoid childish and immature jokes in your posts and comments (unless it is part of the marketing strategy).

38 Be polite

The way you respond to your subscribers will largely contribute to your company's public image. It is important that you maintain a 'polite' standing in order to win the heart of your subscribers. Also, they will admire and commend you this way.

39 Advertise successes

Announcements like "our sales went up by 25% this year" and "we manage to enter the Thai market and things are looking good" tell people that your company is moving forward. This will make people trust and respect you more.

40 Avoid posting negative and potentially insulting comments

Taking care of your image means avoiding things that will your company a bad reputation. Therefore, it is important that you steer clear from negative comments and insulting words.

41 Avoid posts that might incite arguments

Topics that touch religion, politics, and racial issues will almost always result in an argument. Avoid posting anything related to such controversial topics.

42 Be considerate to the feelings of your subscribers

To do this, you have to study the contents of your post before you publish it. Ask yourself: 'is this potentially offensive to someone?' If you will be advertising a skin whitening product for example, do you think it is wise to openly say that fair skin is better than dark skin tone? Or will that offend dark-skinned people?

Facebook Superstar: The Advertisement Expert

43 Narrow down your target audience

If you are selling women's clothes for example, you are probably just wasting money by advertising to the male subscribers of Facebook. Therefore, it is important that you narrow down the scope of your advertisement to your target audience (you pay Facebook more by including more categories of people in your scope of advertisement).

44 Capture the attention of your target audience

Just because you found your target audience does not mean that they will buy from you or even take a second look at what you have to offer. What you need to do is capture their attention. Be unique and imaginative with your advertisement schemes.

45 Know the interests of your target audience

If you know the interest of your target audience, it will be easier to capture their attention. If your target customers are teenagers in Europe for example, you can start by researching the trends among teenagers in Europe.

46 Know how to reach your audience

You know who your target customers are. You also know what their interests are. But you also have to know how to reach them. Facebook offers several options you can choose from – some are paid, some are not. Choose wisely.

47 Pay SOME attention to closely related connections

Earlier, we discussed that you should focus your advertisement on your target customers. But you also need to advertise to other groups. When it comes to women's clothes for example, you may also want to reach husbands and boyfriends who are looking for gift ideas for their partner.

48 Subscribe to related groups

You might also want to subscribe to related Facebook pages. If you are selling women's bags for example, you can like pages of businesses that sell bags, shoes, and such. This way, your page will be exposed to the subscribers of those related pages. They will get the chance to see your own page.

49 Like the posts of related groups

Make yourself more visible to the subscribers of related Facebook pages. You can do this by occasionally liking the comment posts of those Facebook pages. Just be careful not to like a questionable post.

50 Facebook Superstar: The Post Expert

51 Use captivating words

When you want to say something to your subscribers, do not simply say what you have in mind. You need to tell them in style. Prepare a phrase or paragraph that is catchy. Maybe you can use some rhymes too.

52 Avoid being too shabby

The danger of attempting to be 'captivating' is the possibility of being 'too shabby'. A phrase that you thought would click might actually appear as 'cheap'. You can avoid this by asking opinions before posting anything.

53 Use images and photos to spice up your posts

Sometimes, mere words are not enough to get the attention of Facebook users. You might want to add some photos to go with the message. Just make sure the image is related to the post.

54 Use graphics instead of plain text

Sometimes, the words do not have to be in typed text form. You can integrate the text with the image and post that image. This should make things more interesting.

55 Use videos instead of plain text

You can also make your posts more interesting by expressing them through a video clip. With the use of both video effects and sound effects, your subscribers will enjoy more.

56 Use audio instead of plain text

This is not a very popular choice but it should work in some situations.

57 Use different posting styles alternately

Mentioned above are the different ways of expressing your thoughts through your Facebook page. So which one should you use? It is advisable that you use them all alternately.

58 Learn to use the 'Starred Post' feature

Timeline profile is divided into the left and right side. A standard post normally takes only one side. But if you 'star' a post, it will use the entire space (left and right side). This way, the post will be more noticeable. This is useful if you want to make a certain post stand out more.

59 Learn to use the 'Pinned Post' feature

Unlike the 'starred post', the 'pinned post' only takes one side of the Timeline profile. However, a 'pinned post' will take the uppermost side of the page making it noticeable.

Facebook Superstar: The Multimedia Expert

60 Maximize storage space using Youtube

We previously discussed that it is good to use multimedia content to convey your messages to your subscribers. However, Facebook limits how much you can upload. To save on space, you can upload the video to your Youtube account and post the URL of the video on your Facebook page.

61 Delete very old multimedia posts

Another way to save on storage space is to delete very old posts. Just make sure that you delete the oldest posts because some people still like to view your old posts.

62 Keep video clips short and concise

The purpose of this is not only to save on storage space. Most of your viewers might be very busy people. Even if they are not busy, most people are not patient enough to watch a lengthy clip. Keep your videos short, detailed, and complete.

63 Use designs that correspond to your market

When making a video, make sure that you use graphics and style effects that are suited to your nature of business. For example, it might not be appropriate to use playful music and childish themes in a video that targets adult professionals such as managers, supervisors, and CEOs.

64 Use subtitles on your videos

Some people might be using a computer that does not come with good speakers. Some might be accessing the web in a public place where the noise is bustling. So if you included voice in your video clips, it is wise to add a subtitle.

65 Keep video quality top--notch

Do not settle for mediocre and low quality video that looks like it is made by kid. Most of your subscribers will judge your company's capability based on how well you make video clips.

66 Hire experts to make the video

Do not let just anyone make the promotional video clips for you. Make sure that you ask an expert who knows the stuff.

67 Consider outsourcing the job to freelancers

Your team might not have a professional video artist. In which case, you can simply outsource the task to others. The internet is a good place to find freelancer video artists. Those from the Philippines are particularly impressive.

Always authenticate your videos with your own logo

Your videos should always include your company name and company logo. All your videos may start with the company logo and name.

68 Recycle objects to save on cost

Multimedia content such as videos are made up of elements which include images, sounds, and short clips. You may have also paid money to obtain these elements. To save on cost, you can reuse elements you already to come up with newer multimedia content.

69 Use video size that everyone can view

A high quality video with high frame rate, high sound bitrate, and high-definition encoding is definitely an eye-candy. Sadly, not all users can view such videos. Some use computers with low specifications and internet connection that is not very fast.

Facebook Superstar: The Troll Management Expert

70 Put up a 'Policy Page'

The policy page should clearly state the things and behavior that you will not tolerate on your page. Although try not to sound too bossy when writing down the list of do's and don'ts. Try using 'avoid' instead of 'never'. And do not forget to use the word 'please'.

71 Closely and regularly monitor every posts made by subscribers

People around the globe can make posts on your Facebook page round the clock. With every second that passes by, a new post and/or comment may have already been made by someone. So keep watch.

72 Check the page 'regularly'

'Regularly' means you should check your page at regular intervals (e.g. every 1 hour, every 5 hours, every day, etc.). Set a time interval that is convenient to you.

73 Hire someone to monitor the page at regular intervals

You might not have the time to check your Facebook page regularly. In which case, it is advisable that you hire a page moderator – someone will monitor and maintain your page.

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