

Mini eBook Series

# Social Media Marketing:

Building A Community of Loyal Fans



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# SOCIAL MEDIA MARKETING

## INTRODUCTION

### A SOCIAL MEDIA SUCCESS STORY

Molly Mahoney was struggling to expand her business coaching practice when she decided to give Facebook Live a try. As a seasoned stage performer, she was comfortable appearing on-camera to a live audience.

But since Molly didn't have an audience yet, in the beginning, she felt like she was talking into space.

Yet, she continued live streaming to her personal contacts and page fans. She ignored the number of live viewers, even when it was zero, and pretended that she had a sizable and interested audience. She talked about business and marketing. She even streamed videos from her kitchen and backyard, giving people a glimpse into her everyday life. And she made a point of repurposing the videos on her blog and YouTube.

Before long, her first Facebook Live video—which had no live viewers—had received over 24,000 views!

Molly leveraged her growing Facebook Live audience to build her email list. Based on feedback from the audience she had built, she created an online course. The result? Her first \$50,000-product launch.

While some people argue that social media marketing is a waste of time, entrepreneurs like Molly have been using it to build thriving businesses. What makes the difference?

That's what you will learn in this eBook.



## SOCIAL MEDIA MARKETING 101

The term “social media” refers to web-based platforms that allow users to interact with each other and post content they have created. The most popular social media in North America, as of this publication’s timing, are Facebook, YouTube, LinkedIn, Twitter, Instagram, and Snapchat. Blogs that allow readers to post comments can also be considered social media.

Social media users frequent these platforms to connect with each other—with people they know in real life, and people they may only ever “meet” online. They also use social networks to get closer to authority figures they admire, such as celebrities and brands.

### Companies can use social media to:

- Directly interact with people who are interested in their products / services
- Build a community of people who have a common interest, desire, or problem
- Get in front of a new audience, some of whom may have never heard of them before, even without paying for advertising
- Create, publish, and share content more easily, and in real-time
- Launch paid advertising campaigns that are highly targeted, and with trackable results
- Respond faster to customer service-type issues posted by buyers and address questions from the public
- Articulate their brand voice clearly and consistently
- Get endorsements from current customers, thus gaining more credibility than paid ads
- Attract people who will eventually become paying buyers and fans in the truest sense of the word: people who tell their own contacts about products they love

This list makes social media marketing look like every marketer’s dream, and it can be. You can build a large following on social networks without spending a single dime on advertising.

However, without tying it to a clear business strategy, social media marketing can turn into a waste of time devoid of a clear ROI.

## SOCIAL MEDIA MARKETING BY THE NUMBERS

- By the end of 2016, 2.8 billion people around the world actively use social media<sup>1</sup>.
- As of January 2017, the top 5 social media networks globally were: Facebook (1.9 billion users), WhatsApp (1 billion users), Facebook Messenger (1 billion users), QQ (877 million users), and WeChat (846 million users)<sup>2</sup>.



- For 41% of Americans, it's important that institutions have a strong social media presence<sup>3</sup>.
- 71% of consumers are likely to recommend a brand to others when they have had a good social media experience with it<sup>4</sup>.
- More than 50 million small businesses use Facebook Pages to connect with their customers<sup>5</sup>.
- More social media marketers used visual assets (74%) than blogging (68%) or video (60%)<sup>6</sup>.
- Twitter has an average of 328 million monthly active users worldwide<sup>7</sup>.
- In April 2017, Instagram announced that it had 700 million users<sup>8</sup>.
- Engagement with brands is 10 times higher on Instagram than on Facebook<sup>9</sup>.

## SOCIAL MEDIA MARKETING - QUICK TIPS

The key to making social media marketing work for you is to have a clear strategy. These tips will help you make the best use of the time and effort you put into social media marketing.

- **Don't spread yourself thin.**

Unless you have a small army of social media staff, be selective about active platforms. Begin with the platform where your target buyers are already active and engaged. You can create profiles on other platforms, but you don't have to be active on all of them.

- **Keep things "social."**

Social media users patronise these various platforms to connect, not to become the target of sales pitches! Focus on getting to know your audience, sharing tips and resources, and having fun with your audience. Don't bore your followers by only talking about yourself and your brand. Instead, engage in conversations and always respond to messages.

- **Take the party home.**

The number of your social media fans, followers, and contacts are considered "vanity metrics." They make you feel good, but they are not necessarily contributing anything to your business. Guide your social connections towards your website and give them plenty of reasons to sign up for your email list. Only then do they become business assets. Remember, you don't own your accounts on social media platforms. They can, and have been known to, change the rules and even shut down accounts without warning or explanation. Moral of the story? Don't build your business on a platform you don't control. [Download our complimentary eBook, \*Effective Email Marketing\*, to get details about how to build your email list.](#)



- **You can't automate interpersonal connections.**

Social media marketing may be mostly free, but it can be a huge time hog. Fortunately, you can choose from a wide array of tools that facilitate the creation of social media content and automate their publication. For example, you can keep your Facebook feed active even when you are vacationing—simply schedule your posts for publishing on set dates and times. Some examples of tools you can use are Hootsuite, Buffer, and MeetEdgar. On the other hand, keep in mind that you can't build genuine relationships with your followers by automating *everything*. You still must make the time to connect and interact with them.

## SOCIAL MEDIA MARKETING BEST PRACTICES

Social media have been around since 1997<sup>10</sup>, so business owners and marketers don't need to reinvent the wheel when it comes to using these platforms for marketing and promotion. This doesn't mean there are hard-and-fast rules to get guaranteed results. But following best practices is the most logical place to get started. Gauge the market's response (more on that later on...), and refine your marketing efforts from there.

### Some of these best practices include:

- ✓ Determine your brand voice and articulate it purposefully and consistently.
- ✓ Use plenty of images and videos. Visual content gets better engagement on social media.
- ✓ Ditch the corporate-speak and industry jargon. Use conversational language instead.
- ✓ Show some personality, and let your followers see what takes place behind the scenes in your business.
- ✓ Shine the spotlight on your best customers and most engaged followers.
- ✓ Keep things fun. Enliven your community with giveaways, challenges, and other online activities.
- ✓ Drive engagement by asking questions.
- ✓ Take it easy with self-promotion. Since you are a business, your followers will forgive you for pitching your products now and again—but certainly not all the time.

## TRACK YOUR RESULTS

The only way you'll know if social media marketing is worthwhile is by tracking your results. You can use free tools like Google Analytics (especially its UTM link builder) and bit.ly, as well as the built-in analytics each platform provides. Don't be content with simply getting more followers, likes, and shares. All those are meaningless if they don't contribute to your bottom line.



**Instead, track the following metrics:**

- How much traffic is coming to your website from social networks?
- Which networks and types of social content are most effective at referring traffic to your website?
- Among website visitors coming from social networks, what percentage subscribe to your email list?
- How many of them become paying customers down the road?

Use this information to determine which social networks you can double down on, and what types of social content to publish in order to continue getting better results.

**NEW TO SOCIAL MEDIA MARKETING? TRY THIS QUICK EXERCISE:**

Discover how you can launch or improve your social media marketing by reverse-engineering what is already working in your industry. Set aside at least 30 minutes to uncover tried-and-true tactics you can implement on your social accounts.

1. Make a list of businesses in your industry, or a related market, that are doing well with social media marketing. How do you know? Tell-tale signs include a critical mass of followers and active engagement with the brand in the form of likes, shares, and comments.
2. For each brand, take note of the types of posts they publish. Observe the media, tone, and content they use.
3. Look at their posts for the past week or so, depending on how much content is available (and how much time you have). Which ones have received the highest number of likes, shares, and comments?
4. What days and times of the day do they publish social content?
5. Document your findings in a spreadsheet.
6. Among the effective tactics you have seen, choose one to three that you can implement in your own social media marketing. Make sure they are aligned with your brand voice and business goals.
7. Make definite plans to try at least one new tactic immediately.
8. Monitor your results.
9. Repeat this exercise at least once a year to find new ways of revitalizing your social media marketing.



## MOVING FORWARD WITH SOCIAL MEDIA MARKETING

Like it or not, social media marketing is here to stay. Your potential customers are already on social networks, so it makes sense for you to have an active social media presence as well. However, if you don't align your social media marketing with your overall business goals, then it becomes a waste of time and energy. Develop and nurture relationships on social networks, but always guide your connections to your own website and email list so you can continue the conversation on the platforms you own and control.

If you want to become a welcome presence on your customers' social media feed, you need to provide high-quality content that is valuable to them. Social media platforms are noisy, busy places, and it's becoming increasingly hard to attract and keep your followers' attention.

If you find it challenging to get started or maintain an effective social media presence, MintCopy can help. We provide SEO copywriting and social media content, as well as web copy, email marketing pieces, newsletters, articles, blog posts, and news releases that are easy to read and wonderful to share. [Contact us to explore how we can make content marketing easier for you.](#)

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<sup>1</sup> Digital in 2017 Global Overview, We Are Social Singapore, <https://www.slideshare.net/wearesocialsg/digital-in-2017-global-overview>

<sup>2</sup> Global Social Media Research Summary 2017, Smart Insights, <http://www.smartinsights.com/social-media-marketing/social-media-strategy/new-global-social-media-research/>

<sup>3</sup> Digital in 2017 Global Overview, We Are Social Singapore, <https://www.slideshare.net/wearesocialsg/digital-in-2017-global-overview>

<sup>4</sup> Social Media Customer Service: How It Relates to Marketing & Building Loyal Customers [infographic], Ambassador, <https://www.getambassador.com/blog/social-customer-service-infographic>

<sup>5</sup> Facebook post dated December 8, 2015, Sheryl Sandberg, <https://www.facebook.com/sheryl/posts/10156250899685177>

<sup>6</sup> Stelzner, Michael A., 2016 Social Media Marketing Industry Report, Social Media Examiner: 2016, p. 46

<sup>7</sup> Number of monthly active Twitter users worldwide from 1st quarter 2010 to 2nd quarter 2017 (in millions), Statista, <https://www.statista.com/statistics/282087/number-of-monthly-active-twitter-users/>

<sup>8</sup> 700 Million, Instagram, <http://blog.instagram.com/post/160011713372/170426-700million>

<sup>9</sup> Kara Burney, The State of Social Media for Business in 2016, TrackMaven, <https://trackmaven.com/blog/social-media-for-business/>

<sup>10</sup> Complete History of Social Media: Then and Now, Smallbiz Trends, <https://smallbiztrends.com/2013/05/the-complete-history-of-social-media-infographic.html>

