# Social Media Marketing

*Social media is the term commonly given to Internet and mobile-based channels and tools that allow users to interact with each other and share opinions and content. As the name implies, social media involves the building of communities or networks and encouraging participation and engagement.*

Social media itself is a catch-all term for sites that may provide radically different social actions. For instance, Twitter is a social site designed to let people share short messages or "updates" with others. Facebook, in contrast is a full-blown social networking site that allows for sharing updates, photos, joining events and a variety of other activities.

## How Are Search & Social Media Marketing Related?

Why would a search marketer — or a site about search engines — care about social media? The two are very closely related.

Social media often feeds into the discovery of new content such as news stories, and "**discovery**" is a search activity. Social media can also help build links that in turn support into SEO efforts. Many people also perform searches at social media sites to find social media content. Social connections may also impact the relevancy of some search results, either within a social media network or at a 'mainstream' search engine.

## Social Media Marketing At Marketing Land

Marketing Land is the sister site to Search Engine Land that covers all facets of internet marketing, including these popular topics within social media marketing:

## Social media marketing can help with a number of goals, such as:

- Increasing website traffic
- Building conversions
- Raising brand awareness
- Creating a brand identity and positive brand association
- Improving communication and interaction with key audiences

# Introduction to Blogging

Blogging is often described as an online diary, but this is a bit of an inadequate definition, as it's become much more than that. We prefer to describe it simply as an easy interface to publish content on the web.

Blogs can be used to publish news and reviews and to discuss products and ideas. They are easy to update and an excellent way to communicate online with customers and people interested in a particular industry or topic. From the readers' perspective, a good blog provides useful, free information and helps them to stay informed on the subject of their interest.

The internet contains blogs on almost every issue imaginable – in fact, it is estimated that there are currently over 150 million blogs floating around on the Internet! Some blogs focus on just one topic, while others talk about a variety of different things. Some blogs are maintained by one person, and others feature a host of different writers.

## Downsides to Blogging

### Regular Updates

For blogs to be effective they must be updated regularly otherwise readers lose interest – and so do the search engines! Some people find this a challenge; the good news is that we will be giving you some ideas for content in our '<u>Content Creation</u>' lessons!

### Spam

Perhaps the biggest problem for blog owners is spam. While the comment function is the life-blood of any good blog, it is also frequently misused by spammers to advertise other websites and products; fortunately, a lot of blog-software writers have cottoned on to this, and most blogs now contain sophisticated features to help reduce spam significantly.

### How Do I Blog?

You can either set up a stand-alone blog or a blog on your own domain. A stand-alone blog can be set up in just a few minutes via a weblog hosting service.

There are three weblog services worth a mention. They are:

### <u>Blogger.com</u>

Blogger is a free service and possibly the simplest to use. However, scalability options are limited and we are not going to be spending time on this service in future lessons.

### <u>Typepad.com</u>

Typepad claims to be the world's most advanced weblog service – but it's also the most expensive, with subscription plans ranging from $4.95-$89.95 per month.

## WordPress.org

WordPress is also free but contains many state-of-the-art publishing features. WordPress is the service we recommend and will be our focus in subsequent Affilorama lessons on blogging.

# Create a Blog post for your project, Including headline, imagery, links and post, content planning and writing

## How to Write a Blog Post in Five Easy Steps [Summary]:

1. Step 1: Plan your blog post by choosing a topic, creating an outline, conducting research, and checking facts.
2. Step 2: Craft a headline that is both informative and will capture readers' attentions.
3. Step 3: Write your post, either writing a draft in a single session or gradually word on parts of it.
4. Step 4: Use images to enhance your post, improve its flow, add humor, and explain complex topics.
5. Step 5: Edit your blog post. Make sure to avoid repetition, read your post aloud to check its flow, have someone else read it and provide feedback, keep sentences and paragraphs short, don't be a perfectionist, don't be afraid to cut out text or adapt your writing last minute.

## Headlines

There are two main approaches you can take to writing blog post headlines. You can either decide on your final headline before you write the rest of your post (and use your headline to structure your outline), or you can write your blog post with a working title and see what fits when you're done.

## Using Images Effectively

Writing for the web is an entirely different animal than writing for print. Oftentimes, people simply don't have the time, will, or ability to focus on lengthy blog posts without some visual stimulation. Even a well-formatted blog post consisting solely of text is likely to send your reader screaming back to Reddit or Twitter within minutes, which is why it's so important to include images in your posts.

## Images Help Your Blog Post Flow More Effectively

One of the most important reasons to include images in your blog posts is to break up the text. Many people scan blog posts rather than pore over every word, and interspersing images throughout the copy will make your post seem less intimidating and more visually appealing.

## Images Make Great Visual Punchlines

Everyone likes a good laugh, and a well-chosen image can help lighten the tone of your posts and inject some much-needed humor into a piece. This can be particularly effective if you're writing about a dry (or flat-out boring) topic.

## Content planning and writing

You've got to find out which method works best for you, but here are the items we believe every content plan should contain:

- **Delivery date/time:** Remember, timing is important for content marketing, and this will help make sure you're writing to deadline.
- **Title:** You can't start writing without a title, even if it's just a working one. This should outline the main premise of the piece.
- **Wordcount:** This will determine how much depth and detail the piece will go into.
- **Quick summary:** Just two or three sentences – outlining key points and your conclusion. You can always add an 'additional ideas' section if you want some extra room for your ideas.
- **Sources:** Find sources you can use for research and as inspiration for your piece. This will save you time later and might spark some ideas. Just make sure they're credible!

## 6 Tips for Top-Notch Content Planning:

So, you know what your content plan should include, but you could probably do with a few additional pointers to get you going. We're happy to oblige – take a look!

## 1. Consider your brand's stance

Everything you say should fit with your brand's guidelines, ethos and values. So, forget what you know about the subject personally – what does your brand think?

Your content plan should be written from your brand's perspective and subtly align your offering as the solution. Remember that word though – 'subtle' – as your content should always be more educational than promotional.

## 2. Know your audience

Who is your piece meant to be targeting? Which segment of your audience should it speak to?

You need to think long and hard about this, as it will define the direction of your piece. Think about the needs of the individual and where he or she might be in your sales funnel by using audience personas based on existing customers.

Think about how you can structure your content specifically for your users, and give them everything they want to know about the subject. Then you can think about getting started on writing your content.

### 3. Brainstorm lots of ideas

With those two key things in your mind, start brainstorming ideas – we find mind-maps work well!

Generate as many ideas as possible, just go crazy. Yes, some may not be as good as others, and some may not even be realistic, but you can hone these down to create highly-targeted, engaging content.

### 4. Decide which angle you'll take

This is key to good content planning – an angle that will grab attention and help you stand out from the crowd.

Visit competitor sites to see what they're doing and see if you can switch it on its head. If you're stuck, use the four-pillar approach like this:

1. **What** is happening to Uber in London?
2. **Where** can I still get an Uber?
3. **Why** is TFL and Sadiq Kahn banning Uber in London?
4. **How** can I stop Uber leaving London?

There you go, four different approaches to the same topic. Take your pick!

### 5. Set a goal for each piece of content

Each piece of content should have a goal. It can either be something explicit (e.g. increasing newsletter sign-ups, or downloading guides), or something more implicit (like educating, informing or explaining a process). The latter is more suited to content marketing.

### 6. Choose a strong focus keyword

Pick a keyword now, so you can consider it throughout the content planning process. It will help you stay on track and prepare your piece for SEO.

These content planning tips will help you create an effective plan that will act as a great foundation for your content. Try our ideas out next time content planning rolls around, and see how your content quality improves!

# Introduction to Facebook, Twitter, Google+, LinkedIn, YouTube, Instagram and Pinterest; their channel advertising and campaign

## How to Use Facebook for Marketing

It's important to start by building your fanbase on Facebook. Publicize your page and post a link to it anywhere you can, including adding a social icon onto your website.

Once you've created a strong following it's important to use status updates or photos to share your products, offers, services. You should also post things that get your audience to engage with your posts. Things that they will click, "like," comment on, and share. The more people are engaging, the more frequently you'll appear in others timelines.

It's important to keep in mind that many use Facebook as a personal network to connect with their friends or loved ones. Your brand needs to fit into this atmosphere naturally in order to keep people interested in what you're posting. So don't make it solely about selling.

**Tool to Utilize: Advertising**

Facebook Advertising is really picking up speed in the business world.

It uses social graph and activities to pinpoint those who fall into your buyer demographics, making Facebook Ads incredibly effective. Facebook ads are more likely to bring in strong leads that are actually looking for your services.

They help make sure your advertising budget isn't wasted on those who aren't really interested in what you're offering and helping to put product or service put into the hands of the exact person who wants or needs it. To go much deeper into mastering Facebook, download this free guide.

## Twitter

Twitter is fast-paced, concise, and easy way to connect with your audience. With over 310 million registered users (and growing), Twitter is a sea of information of 140 character or less content waiting to be read, clicked, followed, and re-tweeted.

### How to Use Twitter for Marketing

Twitter generates over 175 million tweets daily and allows you to share quick pieces of information and photos in an effort to drive people back to your site or landing pages. You only get a small amount of characters, so make them count!

When marketing on Twitter, you need to have content that is enticing enough for people to stop and click through. People are normally scrolling through quickly so it takes more than just simple text to stop them in their tracks. Make sure when you're constructing your tweets, you're making people want to click through.

Try using quotes, statistics, or questions related to the link you're tweeting as a way to people wanting to read more. Incorporate photos, polls, gifs, or even short videos. (All of these are now natively supported by the platform!)

While Twitter is a great way to share quick thoughts and generate traffic to your website and offers, it's important to make sure you're also building relationships with followers.

People follow you because they like what you have to say, but often also to engage in conversation. Like you would on Facebook, ask and respond to questions, respond to mentions and direct messages. Twitter is as useful for driving traffic as it is for customer service.

**Tool to Utilize: Hashtags**

Hashtags (#) are you key tool on Twitter. These tags allow you to reach a wider audience than just your followers by getting involved in existing conversations.

People searching for specific information will often check hashtags to see what's out there. Do some research what your buyer persona is hashtagging to make sure your posts are going to be found by the right people.

Our free guide "Tune Up Your Social Media Marketing" will teach you everything you need to know to master Twitter for business. You can get it here.

## LinkedIn

How to Use LinkedIn for Marketing

LinkedIn is different from the rest of the social media outlets because it's specifically designed for business and professionals. Users mainly go to LinkedIn to showcase their job experience and professional thoughts, making it one of the more important platforms to use for those in B2B.

Between features like LinkedIn Pulse, Company Pages, InMail, Groups, and "Get Introduced" and the ability to see who's viewed your personal profile, LinkedIn is a valuable tool for not only driving traffic, but prospecting, establishing thought leadership, as well as recruiting.