



*Essential Guide to*  
**MASTERING SOCIAL  
MEDIA MARKETING**  
*in 2018*



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# 01

## Glimpses of Social Media Marketing in 2018





Video will gain broader acceptance on Pinterest. Marketers will have to learn what types of video pins will best engage Pinterest users.

**Kate Ahl**

LinkedIn's ad platform and the platform as a whole may be one of the best performing for many companies in the coming year.

**Azriel Ratz**



Facebook is going to win again in 2018 because the platform is focusing more on videos which are in high-demand these days.

**Jimit Bagadiya**

Snapchat looks to keep advertisers and brands happy, Stories will be viewable outside of its mobile app to boost organic view.

**Carlos Gil**





# 02

## Where Do You Stand at Social Media Marketing



# Assess the Current Situation of Your Brand's Social Media Presence

# 02

By taking a focused look at your online marketing activities, you will reveal the effectiveness of your current strategy.

Start determining where you are successful, and where you are failing. This should be done for each [social media platform](#) that you are currently engaging an audience within.

Include the following questions and answers within your internal report. These will help you to identify areas that are engaging and performing, versus areas that are not.

- What is the social media platform?
- How big is the actual size of your current audience?
- List the different kinds of content you are posting.
- Do you have a clearly defined objective for the post including a call to action?
- What time do you post such content?
- Are you using a schedule when posting content?
- What audience engagement and/or feedback do you generally receive?
- Which analytic software do you use for tracking your activities?
- How do you automate your process?



## **STOP! Before you continue forward with the guide:**

It would be best to go ahead and ask yourself the questions from above. With your documented answers fresh on the mind, this guide will be able to inspire many more ideas that are specific to your current situation!

# 03

## Missing Ingredients in Your Social Media Marketing Strategy



# The ABSENCE of a Marketing Strategy can be Devastating

03

Studies have shown that social media is incredibly widespread.



*Numerous recent studies estimate around 31.6% of the world’s population are using social media in some way or another.*



## Growing Opportunities with Social Media Marketing



67% Consumers are influenced by Online Reviews



Customer service through social media drives more customers



More Consumable content on social media is: the shorter, the better



Instagram and Snapchat is a Young users’ Choice



Loyal users prefer Facebook and Twitter



70% Pinterest Users are Female

It is very easy to be overwhelmed by stretching too thin.

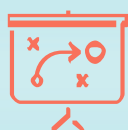


# The ABSENCE of a Marketing Strategy can be Devastating

03



Just because there are hundreds of social media platforms, you shouldn't need to have hundreds of profiles. Unless they are all pointing to your main focal platforms!



Without a **marketing strategy**, there will be defeat.



## Suggested



Have a Detailed Business Plan



Content Strategy



Better Customer Engagement Tactics



## Not Suggested



Irregular Updates



Low Quality Content



Poor Customer Engagement



Don't take the chance of being ignored. Going in without a plan is a recipe for failure. Develop a Marketing Strategy, and follow it.



# 04

## Key Mistakes in Your Strategy and how to correct them



# The IMPORTANCE of Being Able to Identify Mistakes and Correct Them

The first step of learning how to create an effective marketing strategy is to **understand what to avoid**. If you are unknowingly making the mistakes, you can do extensive damage to the reputation of your brand.

## Some Common Social Media Marketing Mistakes You Make Unknowingly



Lack of Social Media Strategy



Ignoring Comments – Good & Bad



Not Engaging with those who Ask



Not Engaging with those who reply



Putting Outdated Content



Posting too Common Content



Not Offering Value through Content



No Human Touch



Lack of Social Media Customer Support



Overly Self Promotion



Getting Fake Followers



No Tracks and Analytics

The immediate impact is subtle, although a keen eye will notice the lack of audience shares. What you may not see right away, are the long term effects. These costly mistakes may potentially keep you out of the view of millions of [potential customers](#).

Once you have gone through this guide, you should be able to review your own in house practices and determine two things. Home runs, and strikeouts.

“How many strikes can your brand endure, before your targeted audience learns to ignore you? The answer should be zero.”



# Identifying Goals





# Identify the INTELLIGENT GOALS of Your Social Marketing Campaigns

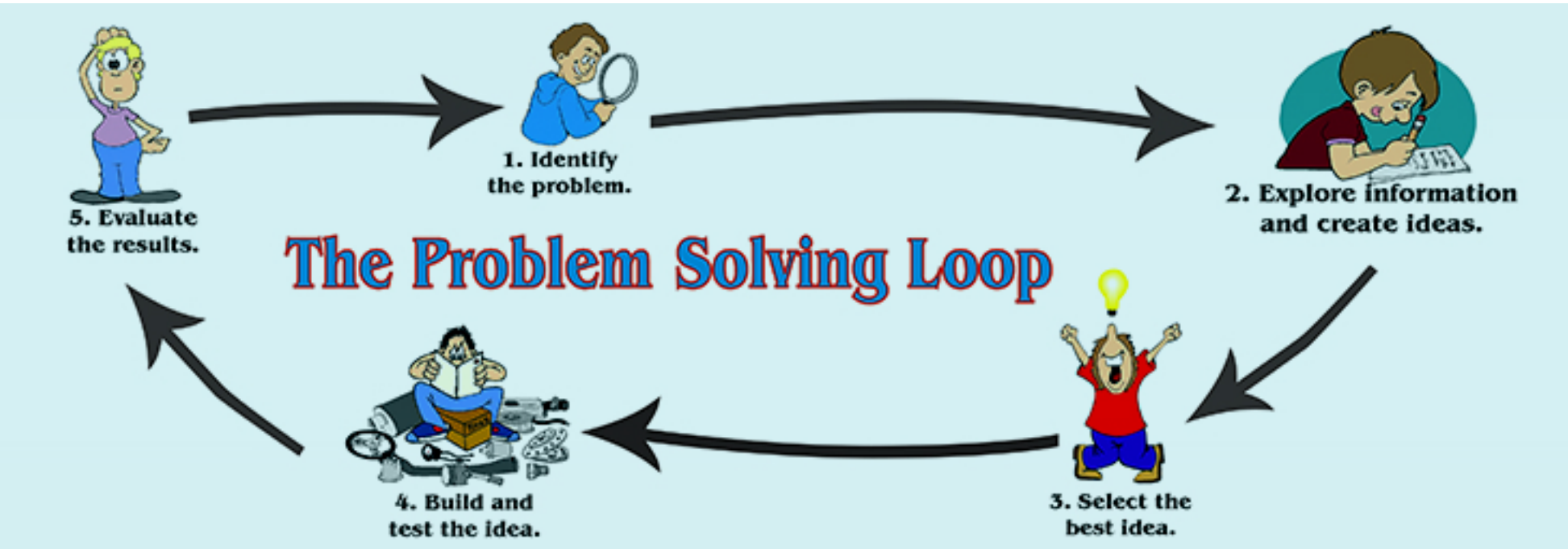
Making money is obviously the goal, but that is like saying “I want to buy a car.” There is much more that goes into that statement. This is why I have referred to these as intelligent objectives.

“Because there are many steps within the sales process, you should detail objectives to meet each of these steps individually.”

| Without Goals                                                                                                                                                          | With Goals                                                                                                                                                                   |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"><li>✗ Lack of Focus</li><li>✗ Lack of Direction</li><li>✗ Lack of Consistency</li><li>✗ Waste of Time, Money and Resources</li></ul> | <ul style="list-style-type: none"><li>✓ Stay Motivated</li><li>✓ Stay on a Right Path</li><li>✓ Stay on a Right Direction</li><li>✓ Save Time, Money and Resources</li></ul> |

## Consider the following goals within your report:

**1. Determine Your ideal Audience Market, Specifically the Ones with Buyer’s Intent**  
Often the most overlooked aspect of [social media marketing](#); this should be your number one focal point.  
Your ideal audience market consists of more than people who simply share a specific interest. These are people who have buyer’s intent. They are actively looking for a solution to a problem.



# Identify the INTELLIGENT GOALS of Your Social Marketing Campaigns

Depending on each social platform, a person’s intent can be vastly different.



Pinterest for instance, has the highest buyer intent of all social media platforms by far, because most users are looking for some sort of inspiration or idea.



Twitter on the other hand, is considered to be the pulse of current events, so it is much more difficult to sell, when comparing the two.

## 2. Determine the Most Active Time of Engagement of Your Ideal Audience

This is easily the second most important thing to analyze. You want your posts to be timed to when your audience is online. This attention to detail can literally make or break your campaign’s effectiveness.

Two ways to Determine Active Social Media Time of Targeted Audience

- Go through some trials and errors
- Follow the Below Given Table

| Best Time To Post |  | Best Day To Post            |
|-------------------|--|-----------------------------|
|                   |  | S M T W <b>T</b> F S        |
|                   |  | S <b>M</b> T W T F S        |
|                   |  | S M <b>T</b> W T F S        |
|                   |  | S M T W <b>T</b> F <b>S</b> |
|                   |  | S <b>M</b> T W <b>T</b> F S |
|                   |  | S <b>M</b> T W T F S        |

“ Without taking the timing of your posts into consideration, it is very easy for your content to be buried underneath a pile of everyone else’s content. ”

# Identify the INTELLIGENT GOALS of Your Social Marketing Campaigns

## 3. Analyzing Your Competition



Determine what your best competition is doing, so you can see how your rivals are engaging the audiences. This will help lead you to discovering what your audiences prefer. You can then narrow your efforts to maximize your success within your market.



A concept worth mentioning is called creating 10x content. It’s basically [creating content that is ten times better](#) than what is the best that is offered currently.

## 4. Identifying the Industry Leaders Who are Great with Engagement

Wendy’s and KFC both are very active with social media.

**Wendy’s**, as an example, actively uses its twitter account to brilliantly **shame other fast food competitors**.



It works, because it’s not supposed to behave the way it does, and people look at them as “**savages**”, in the world of corporate refinement.



# Identify the INTELLIGENT GOALS of Your Social Marketing Campaigns

## 5. Determining the Market Influencers Who have Active Engagement with Their Communities



Recent studies have revealed that audiences among all platforms trust an informal review more than an official industry expert. Real people giving supposedly “unbiased” opinions. The key is to have a positive image among them all!

## 6. Educating Your Ideal Audience Market

This is where content helps you the most. It spreads your brand in the market through education.

• Tell stories

• Offer value in your write-ups

• Solve users' queries

• Tell about users who used your products

• Become a thought leader

• Go Visual (infographics, images, videos)

• Publish content on a regular basis

• Publish ebooks

This will make you a buzz among your targeted audience.



SOCIALPILOT

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[www.socialpilot.co](http://www.socialpilot.co)

# Identify the INTELLIGENT GOALS of Your Social Marketing Campaigns

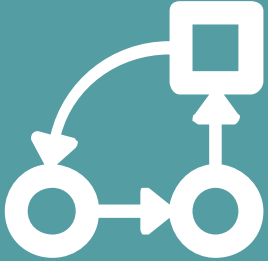
## 7. Developing a Lead Qualifying Strategy

In an effort to maximize sales conversions and efficiency, create a funnel for [lead generation](#). It is the best way to weed out the tire kickers, from the audience of potential customers. These are the individuals who are showing more than just a casual interest in your brand. They are looking for an answer to a problem, and you are providing the solution!



**Tip:** An opt-in to an email list, for a piece of free content works incredibly well here.

## 8. Engaging with Your Audience

|                                                                                     |                                                                                     |                                                                                       |                                                                                       |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
|  |  |  |  |
| <b>TRACK</b><br>Your Audience                                                       | <b>ANALYZE</b><br>Their Response                                                    | <b>SOLVE</b><br>Their Queries                                                         | <b>SHAPE</b><br>Your Connect                                                          |

It is a way for a potential customer to learn about a brand, and [engage](#) with them.

# Identify the INTELLIGENT GOALS of Your Social Marketing Campaigns

## 9. Tracking and Analyzing Your Strategy Analytics

After you have taken the time to develop an effective campaign, do not make the foolish mistake of assuming everything that you have planned will work in great success.



The human is a fickle creature. Your audience might respond to a call to action that is in bold while ignoring the same call to action that is in italics. If you were not tracking the two for analysis, you would not know the effective difference.

“

**If it were a 40% performance difference, you would certainly want to know about it!**

”

## Social Media Analytics Tool from SocialPilot



Get Insights that Help Your Understand Your Audience



Track Content that Leads to Conversion



Get a PDF Report of Your Analysis to Show Your Clients

**Start Analyzing Now**



# 006

## 12 Actionable Tips to Convert Prospects to Customers



# 12 Marketing Tactics to Convert Prospects into Customers!

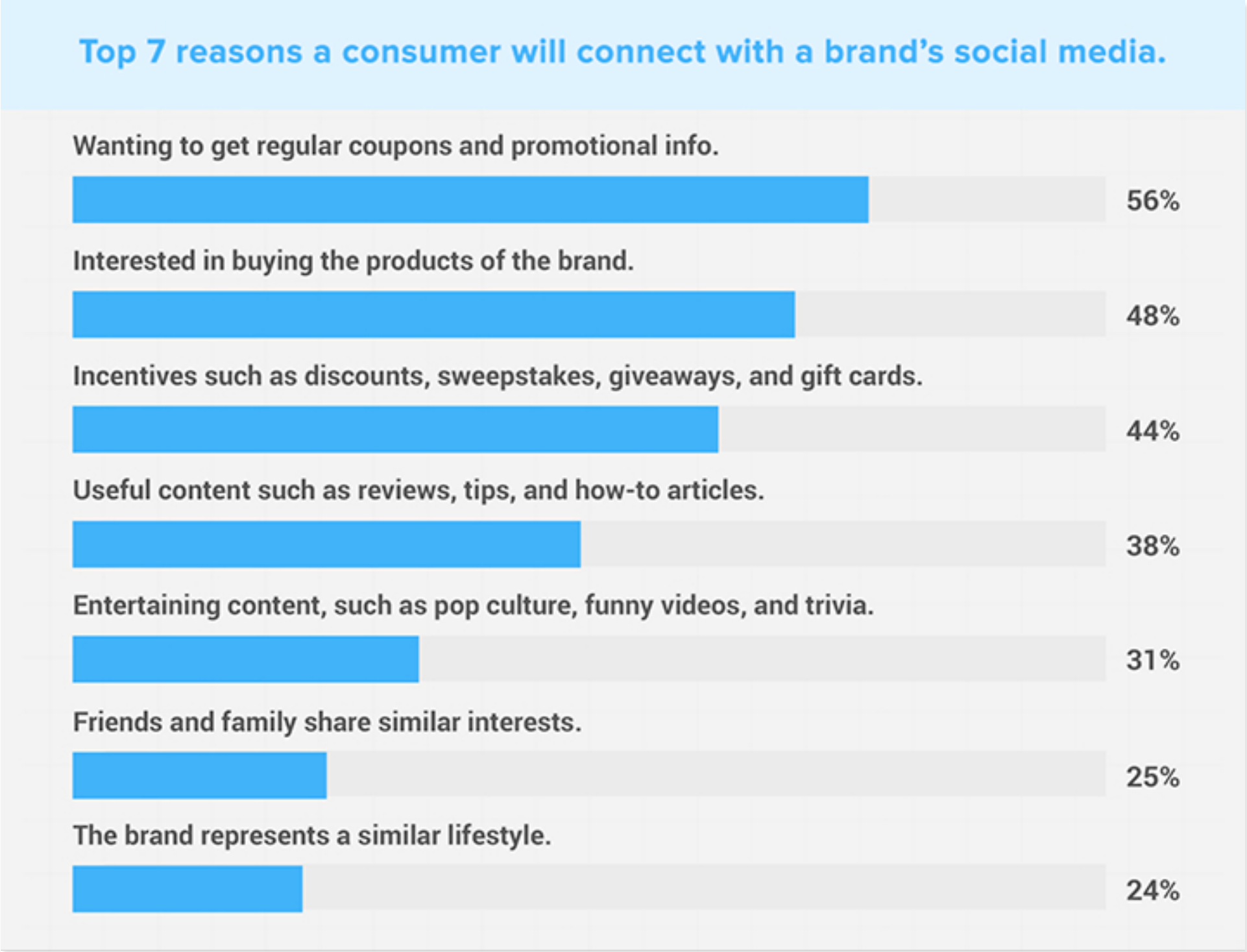
06

Now you are ready with your goals, market research and a greater understanding of your targeted audience.  
It's time to put knowledge into action.



## First, I wanted to share an interesting piece of information with you

The top 7 reasons a consumer will connect with a brand's social media.



According to statistics, the top three reasons for following a brand include buyer intent. As businessmen and businesswomen, we need to be making use of this intent, with intelligent [marketing strategies](#)!



## Next comes the meat and potatoes!

The following concepts are considered specific action items that you can incorporate into your marketing strategy almost immediately. To some **marketing experts**, these may seem basic. But as you review each tactic, you will see how intricate your sales marketing strategy really is.

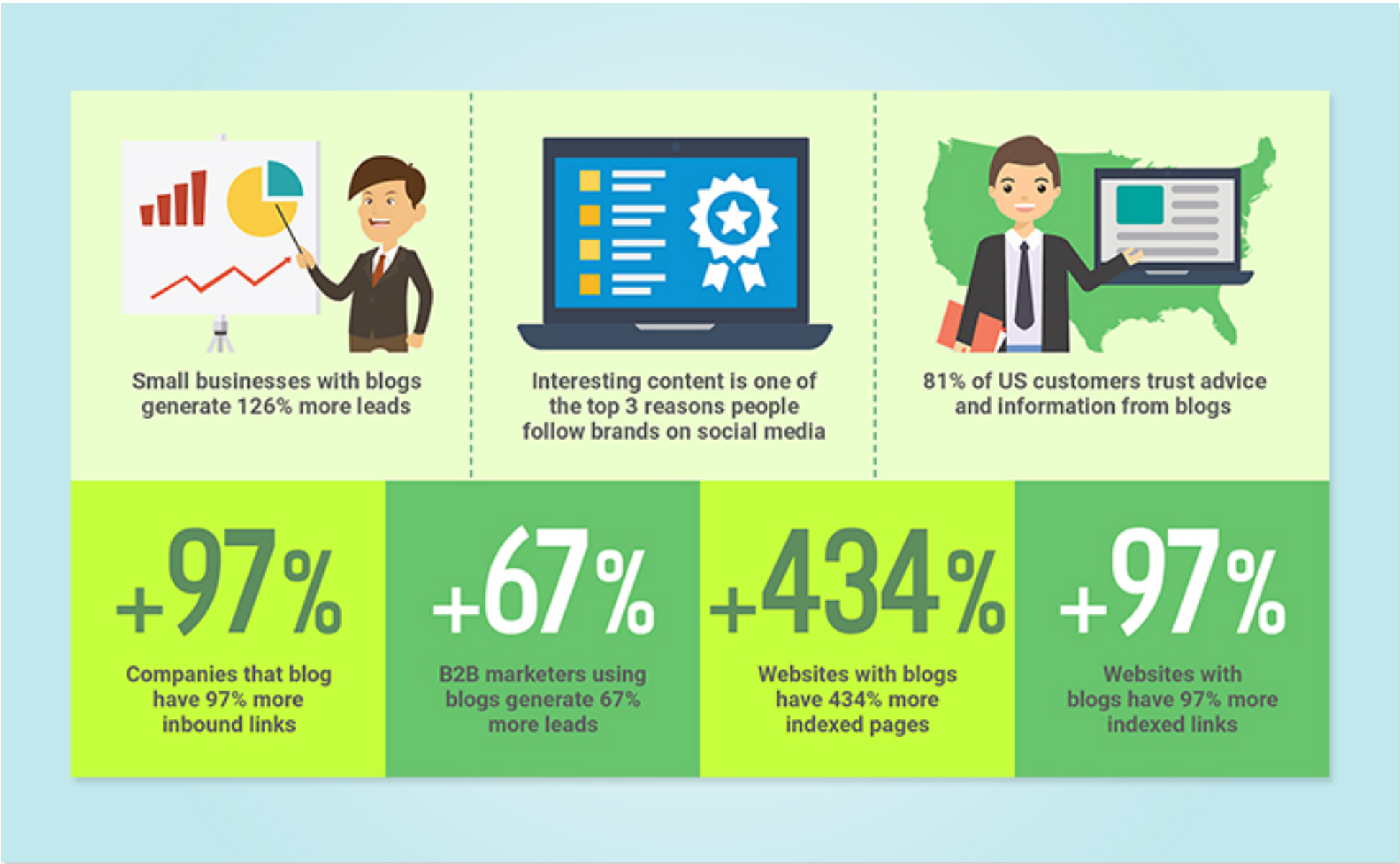
# 12 Marketing Tactics to Convert Prospects into Customers!

06

## 1. Make Sure Your Website has an Active Blog

A blog is beneficial to both the [website engagement](#), as well as on social media. It gives an inside look into your business.

Besides this, you have 7 reasons to be active on your company's blog:



A blog is the perfect reason to create content, worthy of being shared on social networks. Most importantly, a blog gives you the opportunity to present *yourself as an authority in your industry*.

66

Being such an authority helps turn first time buyers into lifetime customers, and allows for clients to trust in the purposes of your content.

99

# 12 Marketing Tactics to Convert Prospects into Customers!

06

## 2. Create Exceptional Content

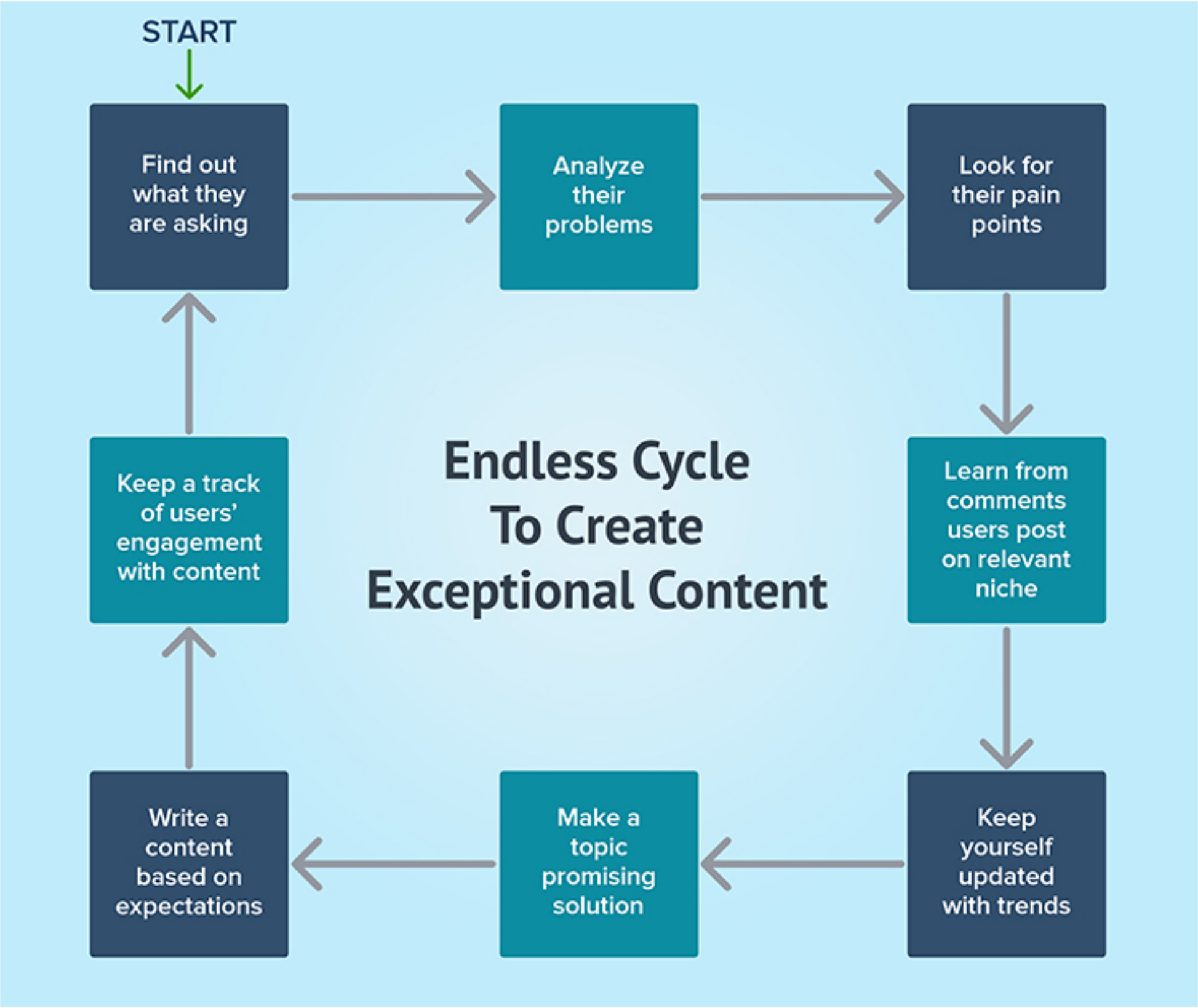
By providing exceptional content, you are continuing to build trust and repertoire. When you provide an expert’s level of content for free, you are able to [convince sales](#) far easier.

“

Buyers consume content before making a purchasing decision – in fact, 47% consumed 3-5 pieces of content before taking the first step towards making a purchase.

”

Endless Cycle To Create Exceptional Content



With this cycle, you will keep creating quality content for your users.



# 12 Marketing Tactics to Convert Prospects into Customers!

06

### 3. When Linking to Products, Include Prices

There is no point in surprising someone with cost. Don't waste your time with bringing people to your page without showing them the actual price. This will lead you to no results at all.

BEFORE

Scrum Traning-Vancouver  
www.example.com

Prep for Scrum Certification Exam  
Local Courses inVancouver. Signup

➔

AFTER

Scrum Traning-Vancouver  
www.example.com

Register for \$1275 Early bird and  
group discount also available.  
**(5x Higher Conversion Rate)**

Point It [Digital Marketing](#) agency notified *5X higher conversion rates when they included price in their Facebook Ads*.  
This falls into the notion that people understand what you are offering, and with a clear price that they are willing to accept.

### 4. Create Exclusive Experiences to a Specific Platform Audience



Pop ups notification for website visitors



Blog for readers



Live video for Facebook fans



Tweets for Twitter followers



Educational articles for LinkedIn users



Podcast for listeners



YouTube videos for visual learners



Infographics or images for busy people

Give users what they want in a way they are used to. Audience on each platform have different choices. To [make them understand your brand](#), you have to give them content they feel comfortable to consume.

# 12 Marketing Tactics to Convert Prospects into Customers!

06

## 5. Don't Try to Sell in One Message, Use Teasers

A hot lead is better than a warm lead. And a warm lead is better than a cold lead. **Don't force your products** upon your followers. Most people hate being sold to.

01

You thought *product A* was a game changer? We can't wait to reveal our most improved version of *Product A2.0!*

02

If you're interested in solving problem B, this summer we are unveiling Solution B! We'll be revealing more in June.

03

Product C is our most efficient Solution C yet! We've put X,xxx hours into developing an improved version, based upon our customer's best suggestions! Our lawyers told us we had to wait until the new year, but we are just too excited about it. After caving in, our lawyers said we could tell you about it a month early! Stay tuned for the big reveal on December 1st!

Use the above given promotion templates in your advertising campaign.

## 6. Customized Landing Pages for Different Sources of Traffic

Always create a landing page, [specific to the traffic source](#). An example would be to customize a landing page of people who have been warmed up about a big discount, or a give away.

**Don't rely on your homepage to do all of your selling.**

Create the landing page that matches the reason behind the link! If your post is from [Facebook](#) and is linking to a contest, then it should focus on them coming to your site for that specific reason.

Email

Free Tickets to Social Media Marketing World 2018

Social Media Examiner has been working hard to bring you our sixth annual physical conference, and we've come up with a fun way for you to get involved.

Landing Page

Win Free Tickets to Social Media Marketing World 2018

By Phil Barshan

December 4, 2017

f 244

304

in 240

19

57

864

Want to win a free ticket to the industry's largest social media marketing conference of the year?

Social Media Examiner has been working hard to bring you our sixth annual physical conference.

And we've come up with a fun way for you to get involved.

First, what is this event?

Social Media Marketing World 2018 is the world's largest social media conference dedicated to helping marketers and creators master social media marketing.

For e.g. I recieved a mail to get free tickets from Social Media Examiner. On click, I redirected to the page sharing the details telling me more about how to win those tickets.



**Takeaway: Customize the landing page to get them swiftly from where they are, to the post side of a call to action!**

# 12 Marketing Tactics to Convert Prospects into Customers!

06

## 7. Capturing Email Addresses

Offer Freebies in Exchange of Email Ids:



Whitepaper



Ebook



Trial Offer



Personalized Letters



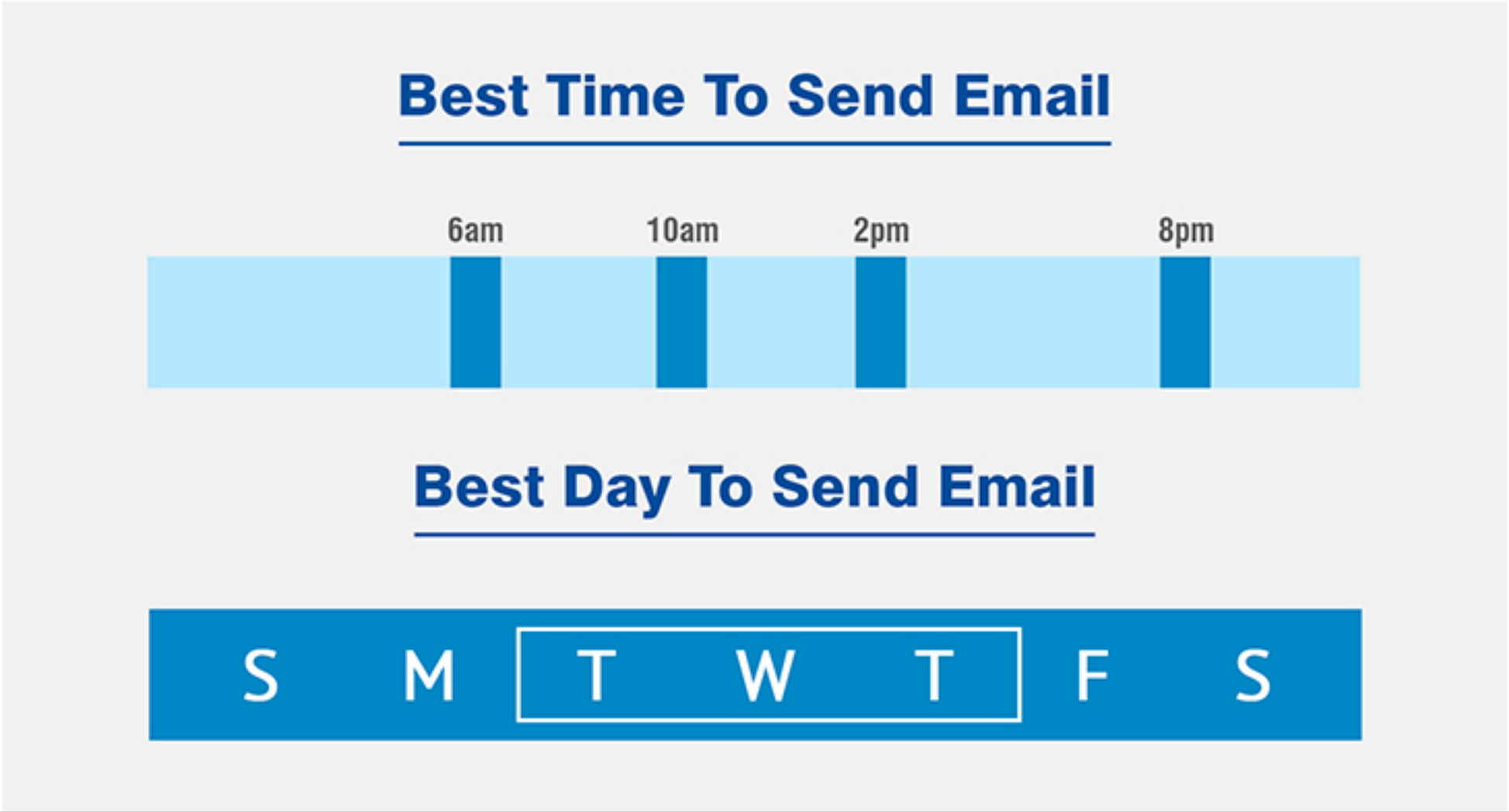
Membership

They are still most effective and accepted practices today.

“While social media can certainly drive traffic to your site, capturing the email address allows you to maintain contact with the prospective client outside of the distracting social media environment.”

### A Few Tips to Follow While Sending Emails:

- ✔ Be specific about your freebies
- ✔ Plan your time to send emails
- ✔ Don't send more than two emails a week





# 12 Marketing Tactics to Convert Prospects into Customers!

# 06

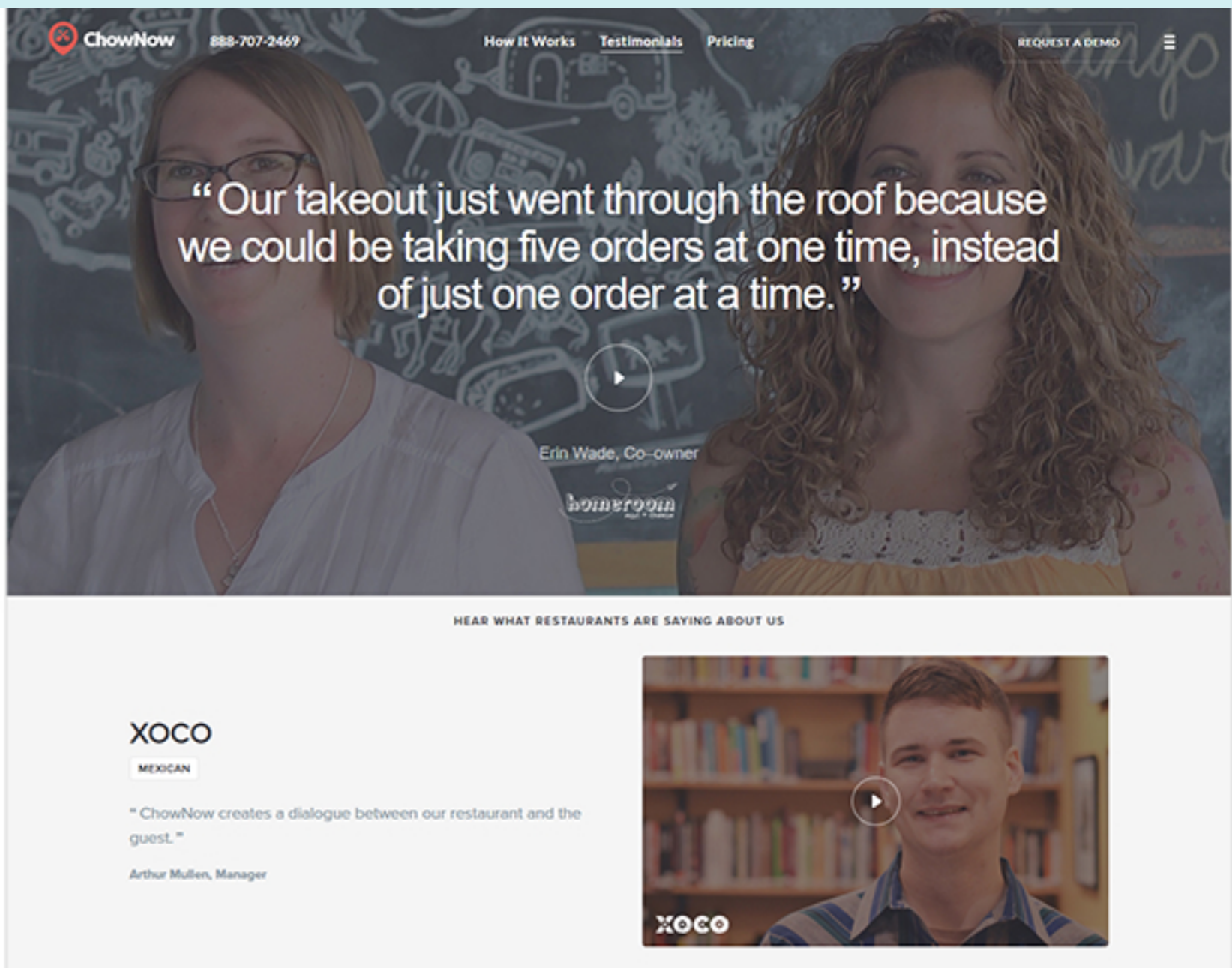
## 8. Showcase Your Most Successful Customers

There is no better way than user testimonials to build trust of a [potential customer](#). And there is no best way than story telling.

### Go for Customer Stories:

- ✓ Share Testimonials
- ✓ Showcase Before and After life of Your Customers
- ✓ Define the milestones customers achieved with your product
- ✓ Tell about customer issues you solved
- ✓ Share customers' experience

Check out [ChowNow's customer testimonials](#). This brand uploads short videos showcasing before and after life of customers who use ChowNow.



**Takeaway: Emphasize the benefits, and positive outcomes of your products. Make sure the demographics of the customer are within your target market.**



# 12 Marketing Tactics to Convert Prospects into Customers!

06

## 9. Share Positive Feedback from Your Customers

An email that has painted you in a positive light, should be “cherished,” publicly. This reinforce the positive feelings about your brand.



### Share Your Old Customers Feedback with New Customers



Send emails showcasing positive feedbacks



Write a blog telling story of your customer



Publish a customer feedback video



Create infographics revealing customer success story



Create a podcast interviewing your customer



Share positive feedbacks on social media

**A Click Bait Title like this will work:**

**“President/Owner/CEO of ABC Brand, shuts down all activities after receiving this one message. See what he did next...”**

# 12 Marketing Tactics to Convert Prospects into Customers!

06

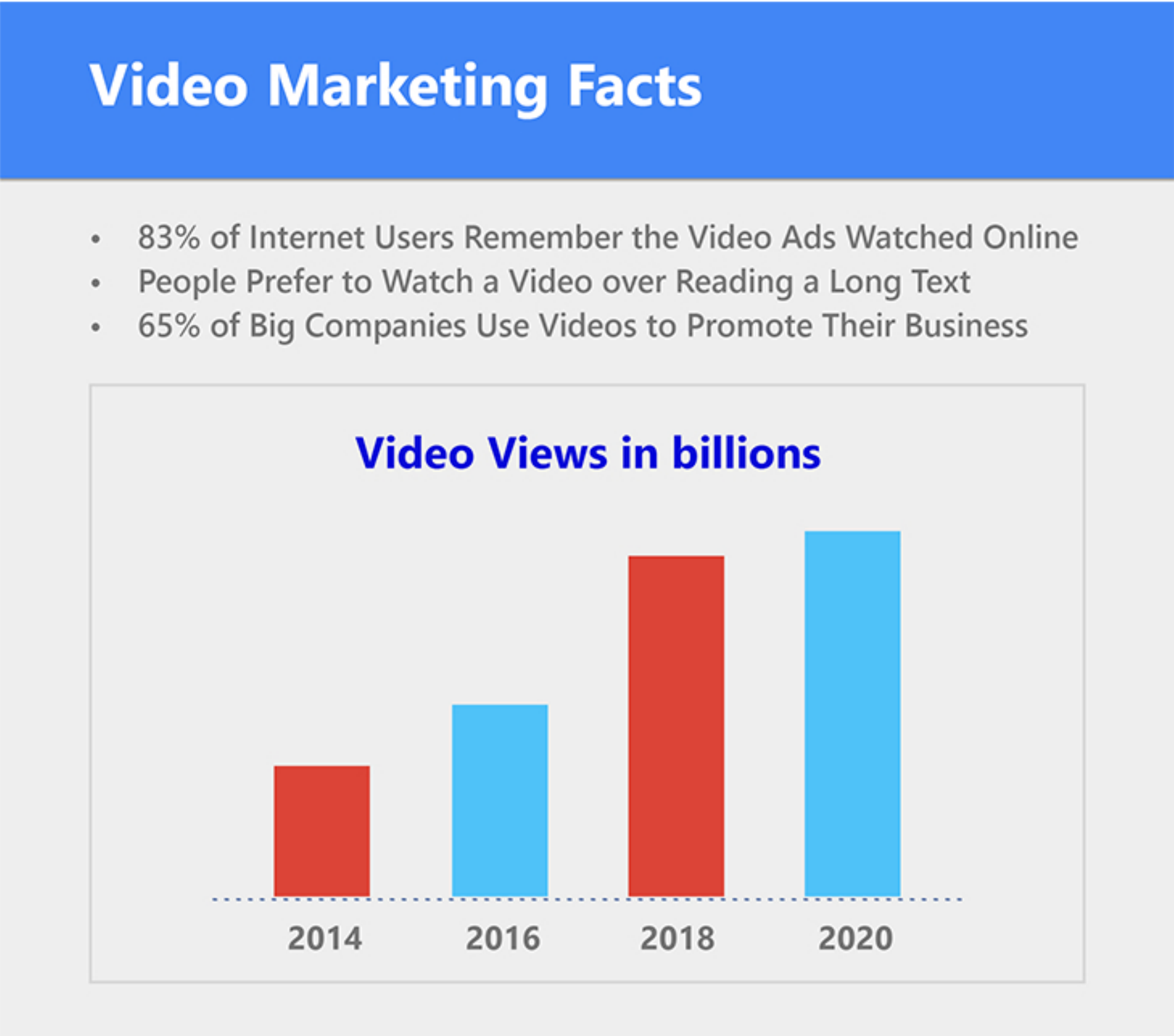
## 10. Make Use of the Power of Video Marketing

“

If a picture is worth a thousand words,  
a video is worth a novella.

”

A video is the least skipped form of social media advertising, thanks to the popularity of [viral video](#) content producers.



Utilize the impressive video capturing technology we have available to us today. Chances are, your smart phone has a suitable camera that is more than capable recording great content. Showcase what’s going on with your company.

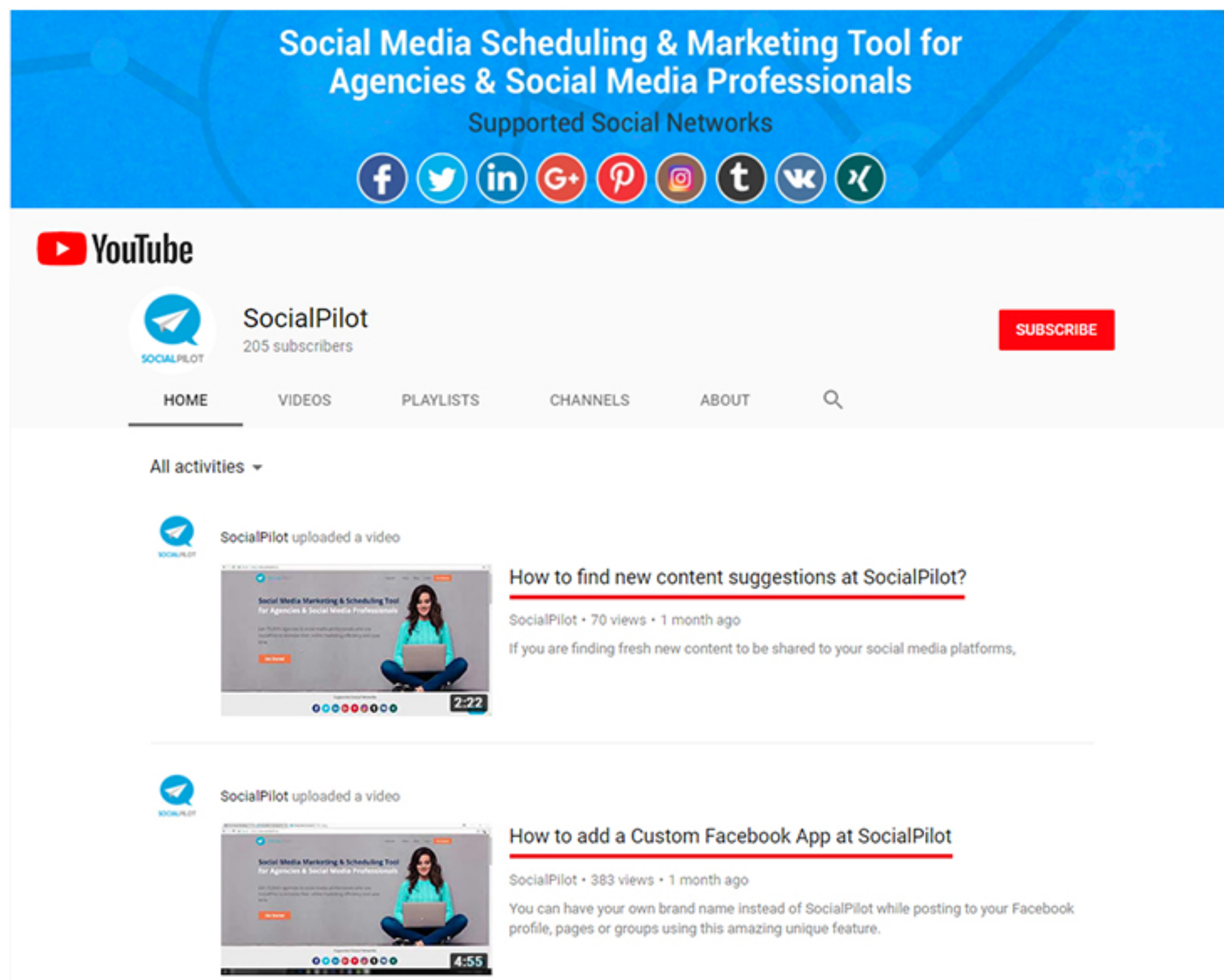
# 12 Marketing Tactics to Convert Prospects into Customers!

# 06

## 11. Create a Product Related Video Segment, that Shows Uses of Your Product

SocialPilot, a social media marketing tool, had an incredibly successful campaign for their subscribers, by creating a [video series](#) of “How to’s?” on youtube.

Have a look:



## Why these videos are so Special?

- ✓ They are answers of users' queries
- ✓ They have viral-going title
- ✓ They add fun
- ✓ They offer user-value

Start making videos that have it all. Don't forget to think out of the box.



# 12 Marketing Tactics to Convert Prospects into Customers!

06

## 12. Create a Behind the Scenes “Struggle” Segment of Your Brand

What goes into the development and manufacturing of your brand’s products or services?

*Take the customers on an educating path that shows how concepts are developed, and who’s behind the ideas!*



### Tips to Keep in Mind:



01

Showcase your  
Enjoying Staff

02

Reveal your  
Product-Making  
Process

03

Put the End  
Product



# 07

## Utilizing Social Media to Educate Your Customers

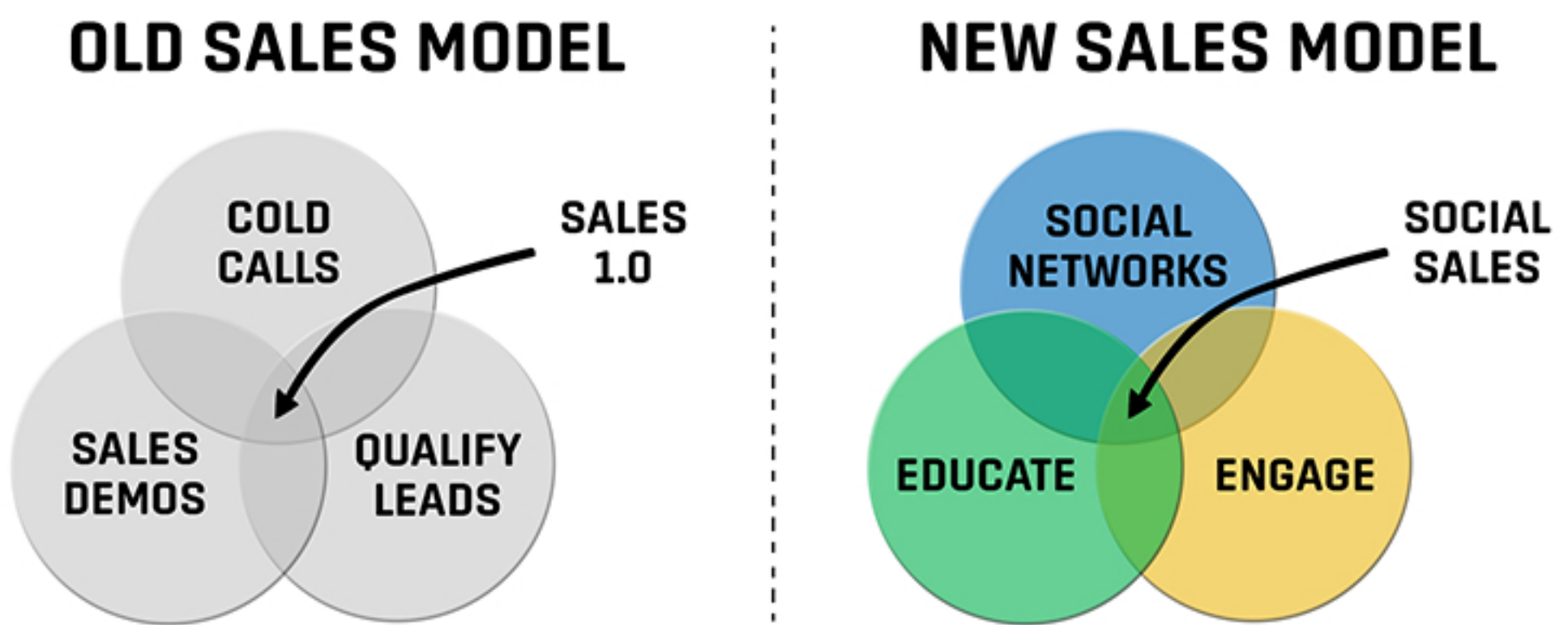


# Social Media Should be Used to Educate your Potential Customers

As you now have read and understand, by providing valuable content and education, you are able to earn the trust of a potential buyer, just like traditional sales channels.

Now, it's time to share your resources on Social Media.

Before that let's understand the difference between Old and New Sales Model:



Being able to provide an invaluable service by educating potential customers is incredible. This was previously reserved for one on one salesman, in person. Now it's reserved for [social media channels](#).

## How to Educate Your Customers through Social Media:

- ✔ Share Blogs, Videos, etc.
- ✔ Offer Ebooks for FREE
- ✔ Display Your Product & its Benefits
- ✔ Share Reviews of Previous Customers.

**Think of it like**, giving the potential customer an education on your brand and why they need your help.

# 08

## Make it All Easy-to-Achieve with Social Media Management Tools



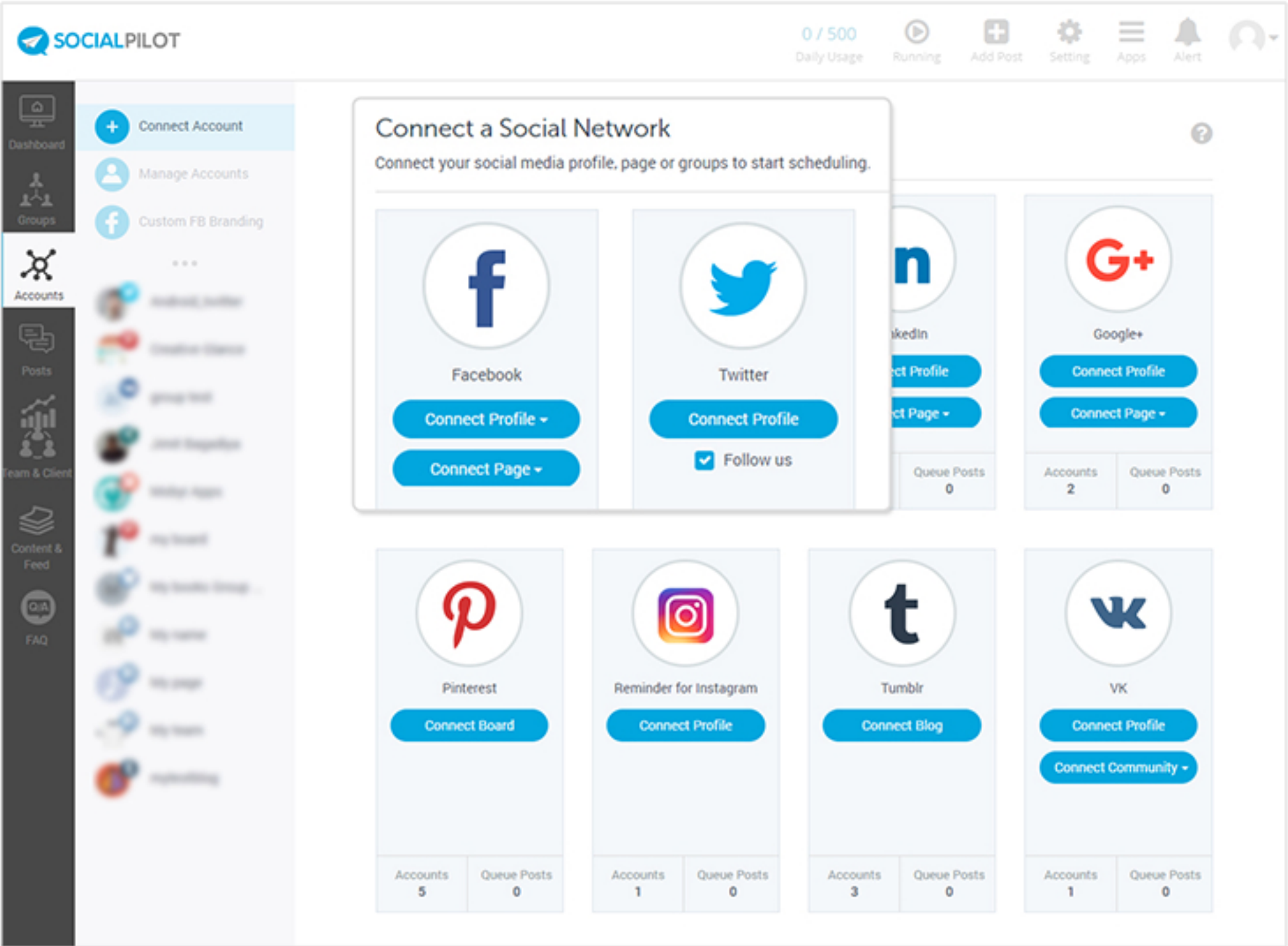


# Save Your Time and Resources with Social Media Management Tool

Make a bullet list of all your new ideas and go ahead:

## 1. Connect All of Your Platforms Within a Single Interface

Save time by being able to post to your main social platforms from the same interface. Look for a software tool like **SocialPilot** that is able to post across multiple sites, to save further time.



## Added Bonus of Using a Social Media Management Tool:



Avoid becoming distracted by the social noise



Eliminate interaction where it doesn't required



Improve productivity and efficiency

# Save Your Time and Resources with Social Media Management Tool

## 2. Schedule Your Posts

“

The average reach without scheduling was 23.6% while average reach with scheduling was 33.8%.

- Jon Loomer

”

### Why Should You Schedule Your Posts When You can do it manually?

- ➔ You can't be available 24/7 to Publish Post
- ➔ You have to plan post in advance
- ➔ You need to save hours for other creative tasks
- ➔ A tool will take care of all your social media posts & accounts

Most publishing tools allow to [schedule out your posts](#), so take well advantage of the capability. Especially for the days that you're not feeling as creative as your scheduled time requests of you.

## 3. Standardize Your Analytics Across All Platforms

Because each platform is drastically different, it can be hard to compare the engagement of each audience. It is considered beneficial to [have all of your metrics in one tool](#).

### Having One Tool for All Metrics Will:

- ➔ Let you compare results of various platforms
- ➔ Save time from jumping back and forth
- ➔ Save you from getting overwhelmed



# Save Your Time and Resources with Social Media Management Tool

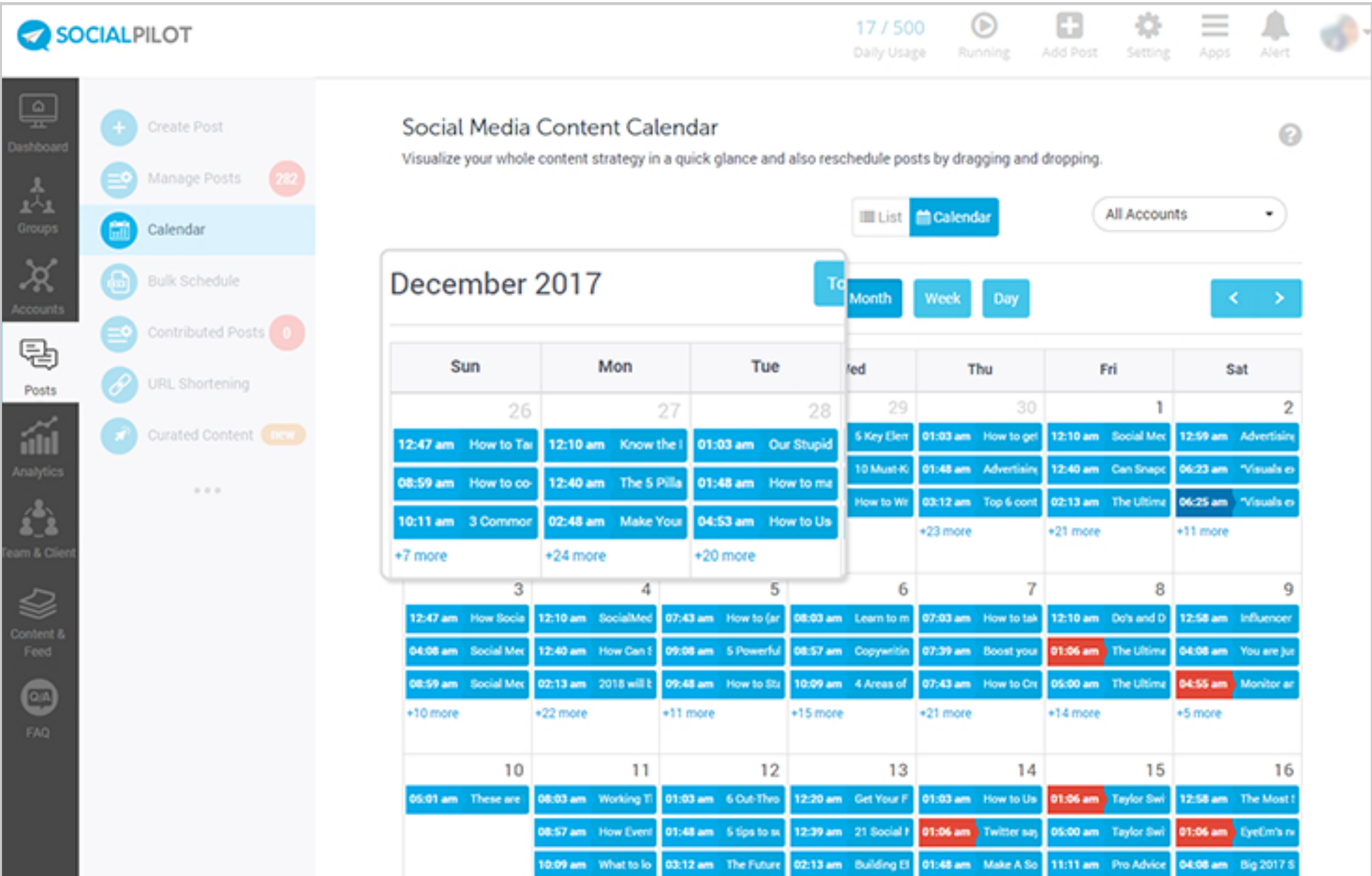
## 4. Use a Calendar for Visual Accountability

Calendars help to visualize the overall scope of your campaigns.

### Top Benefits of Using a Social Media Calendar

- ➔ Gives you a roadmap of content creation
- ➔ Saves your time
- ➔ Doesn't let you miss anything

Once everything has been scheduled, you are able to identify where you have a hole in your strategy. Plug the hole, and continue to fill your sail with content, as you float past your competition.



## 5. Use a Tool That can Offer Everything That has been Suggested

There are countless tools available at our disposal. But I would like to suggest [SocialPilot](#). It provides a powerful interface for managing all of your social content. It can link between all of the main social media platforms. It can schedule your posts. It tracks your engagement and analytics. It has a calendar to visualize your strategy. And much more.

# Final Piece of Advice:



Take advantage of these tactics. Combine them with smart software that can help you automate your marketing campaigns. Once your content is running on a regular schedule, you will have maximized your marketing campaigns.

## Automate Your Marketing with SocialPilot

A smarter way to drive more traffic, increase engagement and save time on social media

Start for FREE Now

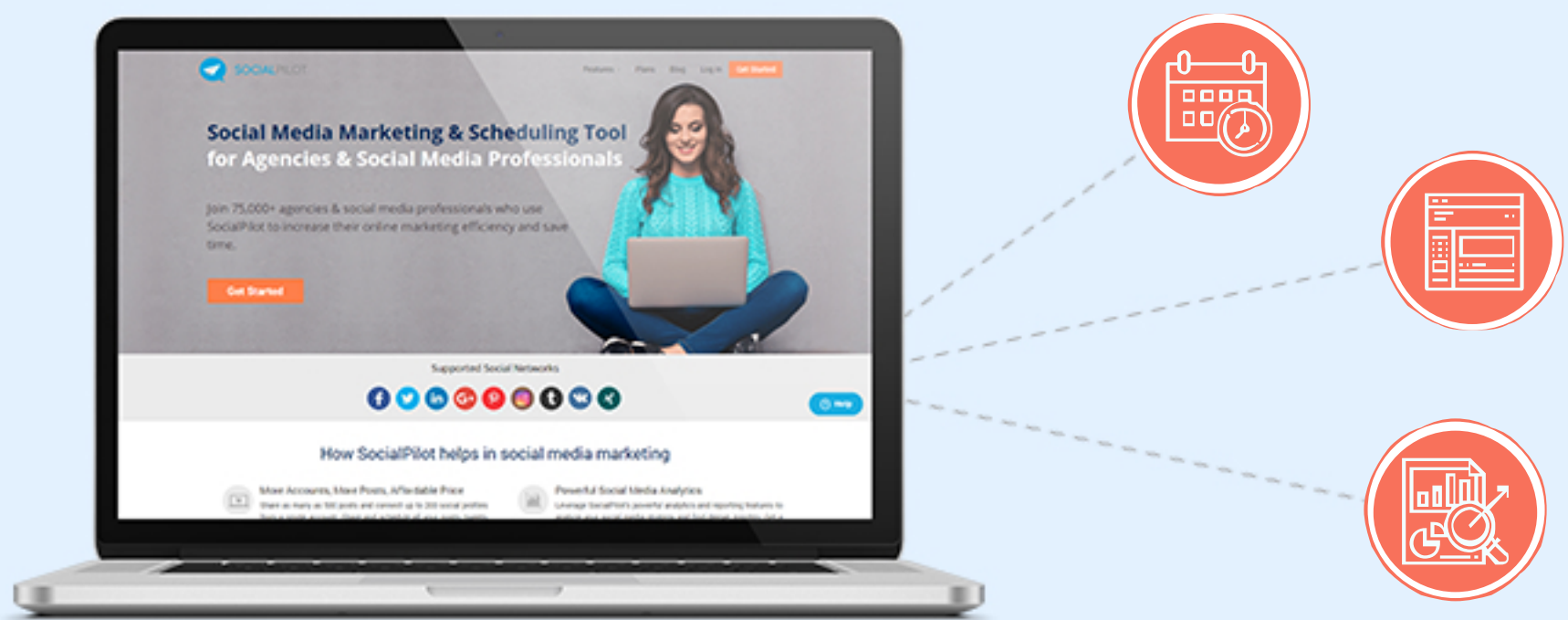


# Manage Your Social Media Marketing Efficiently

## SOCIALPILOT: A SOCIAL MEDIA AUTOMATION TOOL

Do you always run out of time when it comes to social media marketing? Thousands of posts, tons of content for different social media networks, collection of popular content, analytics, making reports, etc. all drain you out of energy. And you still end up with some work left on your arsenal?

### SocialPilot Takes Care of All like a Personal Assistant



#### 1. Smart Social Media Scheduling

Now schedule hundreds of social media posts in advance, so you can be free of content duty for weeks.

#### 2. Content Curation and Discovery

Never run out of content. Get evergreen and relevant content in your SocialPilot account. Share it with your audience with just a click.

#### 3. Sharp Analysis, Monitoring & Reports

Stop jumping from tool-to-tool for analysis of different Social media networks. SocialPilot gathers everything at one place with actionable insights.

**Try SocialPilot for FREE**