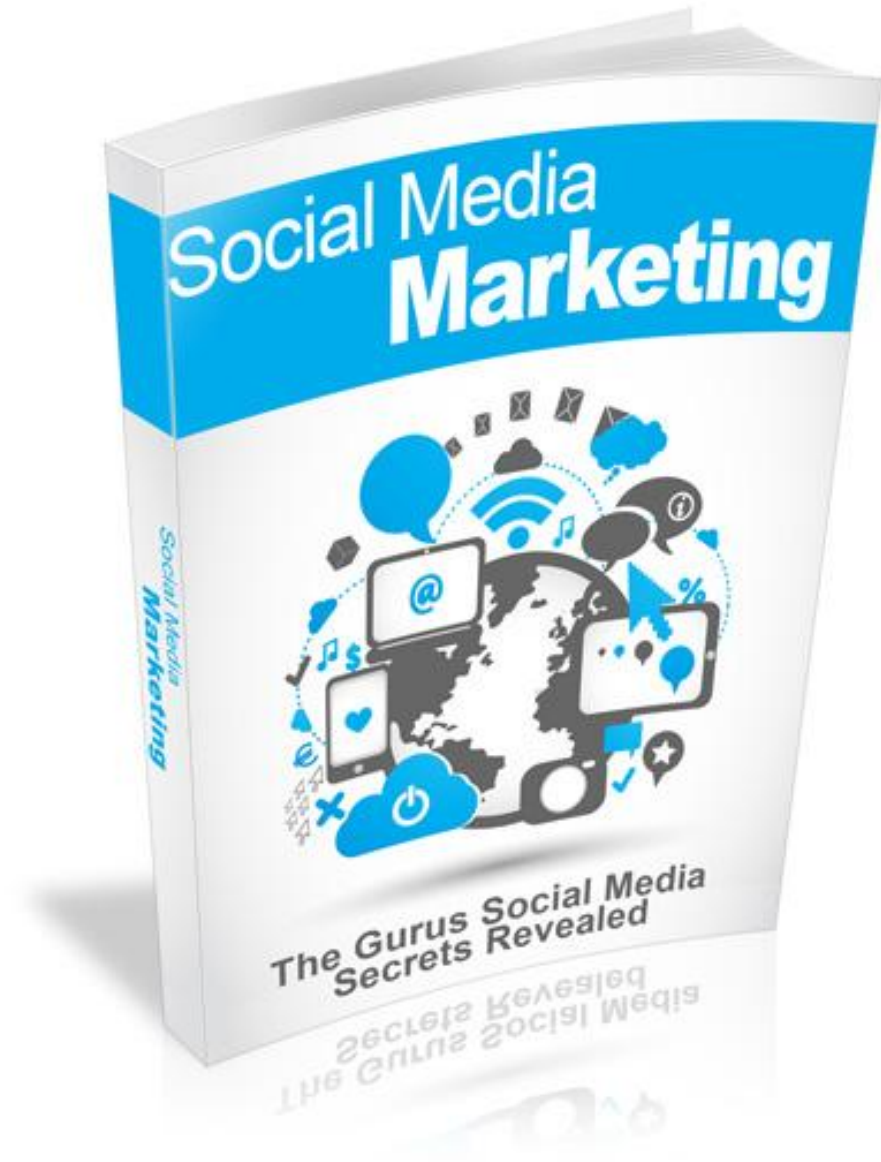


Social Media Marketing...



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How to Build Your Email List Using Contests on Facebook

Do you want to increase your email subscribers? Do you currently run Facebook contests? If you answered yes – good for you, because contests are a great way to capture email leads.

#1: Find Your Niche and Feed It

If you have a niche business, hold on to it. Take the time to come up with a contest your fans will like. For example, let's say your niche is owners of shar pei puppies and dogs, you could run a photo contest where fans upload their pet pictures and choose the cutest puppy picture. The voting is done by fans. The photo with the most votes wins a prize and one voter wins a prize too. This works well because the prizes are meaningful to the winner. You win by capturing their email addresses because both entrees and voters have to opt in.

#2 Offer Multiple Prizes

If you offer multiple prizes, more people are more likely to enter because they are more likely to win. Make entry easy – name, email and phone number or address (people will part with their address easier than their phone number). Make sure you brand your contest well and let the entries flow and the promotion go viral on Facebook. Asking for their email by opting in grows your email list.

#3 Offer Community Support

A local businesses can take advantage of an opportunity to offer a contest for a local event. For example, an entry into a draw for an upcoming concert or sporting event. Lots of fans will want to enter. The catch is they need to opt in and provide their email address and share the contest on Facebook – you build your email list. If you run an online business, you can still use this technique by offering something in your niche. For example, if you sell marketing tools, then offer to draw for your course.

#4: Offer Something Exclusive

Offering something that's considered a once in a lifetime opportunity or something that's rarely going to happen to a number of winners is going to draw a great deal of interest. For example, you might be able to arrange a special meeting with a President or special VIP package at a concert. The contest needs to be branded well and portray exclusivity or that the winner is a VIP. They enter by opting in and providing their email address and sharing it on Facebook.

There you have four excellent ways to build your email lists quickly and effectively. Why wait?

How to Optimize Your Facebook Ads and Increase Your ROI

Are your Facebook ads working the way you expected them to? Were you hoping for a better return than what you've seen? If you want to improve your return on investment on your Facebook ads, you

need to make sure you are reaching your target market. Let's have a look at how you can optimize your Facebook ads and increase your ROI.

#1 Separate Your Desktop and Mobile Ads

This is one of the biggest mistakes made – using the same ads for both mobile and desktop applications. You need to be able to optimize your ads, conversions and bids related to the device they are appearing on. Therefore, you need to have ads designed for mobile devices and desktops to maximize your ROI.

#2 Optimize Right Column Ads and Desktop Newsfeeds Separately

One of the things highly successful marketers do is to create ads that are highly segmented. When you separate the right column ads from the desktop news feed and optimize each campaign by placement, device and options for targeting. Your desktop newsfeed has images that are much bigger than your right column ads and a structure that is much different. This means the same ad can perform quite differently in different placements, so make sure to optimize each.

#3 Choose Your Call to Action

With Facebook ads you are allowed to select your call to action, which has a major impact on the click through rate you see, your conversion rate, etc. What you can do is a split test over time to help you clearly define what's working. The call to action options are under the Ad Setup menu.

#4 Test Your Various Images

Images are key to your ad success – in fact, they are considered the most important element – the #1 reason why a person decides to click on your post (ad). That means it is very important for you to test various images to find the one that is performing the best and has the highest click through rate and conversion rate. Make sure you also compare images that are performing similarly well to see what is uniquely different between them.

Implement all four of these tips to optimize your Facebook ads.

How to Optimize Your Facebook Ads

To get the most out of your Facebook ads you need to optimize them. Let's look at some excellent tips on how to accomplish that.

#1 Target Your Audience Based on Income

Some businesses target the higher income population, some sell items that cost more than their competitors and some sell low price point items. Facebook is a great place to sell your items no matter what the price point because you can target your income group based on their yearly income.

Go to Power Editor or live account and enter the settings for your ad set. Then click on more demographics, then click Income to select your targeted income group.

#2 Identify Genders and Age Groups With the Potential to be Profitable

Not all gender or age groups will perform the same. You can easily miss an opportunity or find yourself with an age group that's not profitable. The way to avoid this is to analyze the performance of a specific gender or age group.

You can do this by logging into your Ad Manager, click Reports, then Report Options. Next choose a date range you wish to analyze, then click Customize Columns to choose the values to report on.

#3 Set up Remarketing Pixel

Visitors that arrive at your website from traffic sources like Google AdWords, but that do not convert are usually price comparing. By the time they are finished doing their comparisons your business is not even a memory. Facebook remarketing can be really handy for reaching traffic that came from Google AdWords originally.

To create a remarketing pixel, log into your advertising manager, click on Audiences, then click on Create Audience. Next click Custom Audience, then Website Traffic (top-right corner of the screen) and begin the step-by-step process to create your remarketing pixel. Install the code in your website's footer, then return to your Website traffic drop down menu and choose People Who Visit Specific Web Pages. From here you can create lists of people that visit a specific website page and target/exclude accordingly.

#4 Test Audiences That Look the Same – Lookalike Audiences

A lookalike audience is simply a list of users that share similar characteristics to users of a site's specific audience. There are tons of opportunities here. For example, you can advertise to those who are the same or similar to those who visit your site already.

To create a lookalike audience, log into Advertising Manager, choose Audiences. Next click Create Audience and then choose Lookalike Audience from the drop down menu. Choose Select the Source Audience of your Lookalike Audience and Target Country. Lastly, pick the size of your audience. The smaller the size the more targeted.

Facebook ads can be very profitable bringing highly targeted traffic to your site. You just need to understand all the dynamics of setting up a successful Facebook ad campaign and how to make sure you optimize it.

How to Succeed Marketing on Twitter

Are you using Twitter for your business? Are you struggling and hoping to get more out of your Twitter marketing? You've landed in the right place. Find out how to succeed marketing on Twitter.

There are three things you will find behind the success of every Twitter marketing campaign.

1. A targeted audience
2. Solid content
3. Authenticity

Make sure that your marketing campaign on Twitter has all three components, because without them you will falter. Twitter is often not used to its full capacity by business largely because they don't completely understand it or how it can benefit their business.

For example, did you know that Twitter search is one of the most powerful marketing research tools available to help you target your audience right down to keyword or zip code. Be sure to take advantage of the advanced search. This is the right time for you to give Twitter advertising a try. It's fairly inexpensive and highly beneficial.

Twitter is approached differently by different businesses. Some will take the approach that they are providing a helpful service and therefore provide specific and helpful tips and advice. Others will take a broadcast mentality. There's no right or wrong and there are certainly tons of different strategies used. What one business finds works might not be right for another business. Keep in mind that if you are being helpful and nice people will find their way to you. It will attract them. Users tend to get rid of the broadcasters and the constant chatter that has no value.

As you grow it can be challenging to return the follow to everyone that follows you. A good rule of thumb is to return the follow to those who have authenticity in their connection with you. For example, you share a market such as tourism. Don't worry about returning the follow of those that go along and follow everyone in hopes of generating follows for themselves with little authenticity in their efforts.

Take advantage of twitter lists. You can grow your lists to huge numbers when you take the time to nurture them. You can create category lists such as friends, customers, etc and you can take the noise off your wall and organize it.

Be Twitter savvy and learn how you can get more out of your social media marketing by making sure you take advantage of all that Twitter has to offer you.

How You Can Have an Awesome Marketing Campaign

There's a tremendous amount of marketing campaigns taking place. Everyone is busily putting together their campaign, but many without even a little understanding of what they need to be accomplished. So let's look at how you can have an awesome marketing campaign and really enjoy the benefits.

#1 Be Genuine

Did you know that you can turn your landing page for your campaign into a social hub? If you want to see an excellent example of this have a look at what Travelocity did with their Gnome marketing campaign. They were 'real' and 'genuine' with their followers. Their goal was to create a space where consumers were inspired to participate and that's just what they created. Their landing page has over 32 million impressions and more than 95 percent of their visitors scrolled down to the comment section. This is how you need to be thinking.

#2 Traditional Media Partnerships

If you really want to get the most out of your marketing campaign and your hashtags, partner with traditional media like television to create a strong awareness and brand recognitions. Another successful example for Travelocity is their partnership with the "Amazing Race" that turned their name into a household word. It makes for an excellent jump off point.

#3 Be Strategic When You Pay for Promotion

Not all promotions are going to come to you free. Some of your marketing campaign(s) are going to involve you paying for them. How much will usually depend on how many people it's going to reach. For example a marketing campaign that reaches 50 million people is going to cost a lot more than a campaign that reaches 5000 people. Don't just spend your money. Make sure that you are being strategic when you pay for promotions.

#4 Seek Out a Creative Real Time Marketing Opportunity

You need to keep your marketing campaign fresh and interesting. The best way to do this is to be creative and find a real time marketing opportunity that connects with current trends and interests.

The success of any marketing campaign is measured by the results you achieve. You need to measure your metrics, including your social metrics and brand metrics to tell how effective your marketing campaign is. Then tweak or change accordingly.

How You Can Have Your Own Awesome Hashtag Marketing Campaign

Do you use hashtags? Are you running hashtag campaigns? If you said yes, are they successful? Would you like to have more successful hashtag marketing campaigns?

There have been some very successful hashtag campaigns carried out by a number of companies, but look around the internet and one that's getting a lot of attention is the hashtag campaign that Travelocity ran. There are few companies that wouldn't like to enjoy this kind of success. Let's look at how you can have your own awesome hashtag marketing campaign.

#1 What's Your Audience Already Discussing?

If you want to enjoy great success you need to know what your followers are already talking about. The best way to do this is to simply ask them and then let them dialogue among each other. For example, if you sell smart phones and you want to know what it is your audience is looking for out of smart phone then ask them.

#2 Use Low Barrier Entry for Contest Entries

Make it easy for them to participate whether that's in a dialogue or a contest. If you are running a contest minimize your channels. Pick two or three ways they can enter. For example, Facebook, Google+ and Instagram. Make it easy to entry by keeping the form they need to fill out simple and the entry process easy.

#3 Target Their Behaviors

Targeting their behavior can really pay off. In Facebook you will do this by selecting them in the ad set menu. When you target their behavior you'll enjoy the benefits.

#4 Understand How to use Hashtags

Everyone is running around using hashtags but few understand their importance or what it is they even do, so before you decide to go hashtag crazy make sure that you do your homework and learn more about what it is they do, how they function, why they are so important to your marketing campaigns, and how to use them correctly.

It's in the Results

The success of your campaign is in the results you achieve. You can measure social metrics like engagement and impressions. You can also measure brand metrics to determine the growth in brand recognition. There are tons of factors that contribute to your success, but letting your followers have a voice and letting followers inspire other followers can make a huge difference in the success of your marketing campaign.

How You Can Make the Most Out of Your Social Media

Social media is a powerful tool that smart entrepreneurs learn to take advantage of and use to their fullest ability. There are many different ways that you can ensure that you are getting the most out of your social media and getting the best return on your investment.

Focus on Important Days Throughout the Year

The important days that occur throughout the year give you content topics you can write on and if you have an editorial calendar they make an excellent addition. Figure out how you can connect your brand to those important days.

Use Dark Posts to Hide Facebook Ads

We are constantly being told that we need to make sure we have a social media presence so the use of dark Facebook post sounds contradictory. However, some top brands have enjoyed great success when they publish posts that do not reach the newsfeed of their fans until after it is converted into an ad. This method works great to test two different ads.

Become Involved in Public Conversations That are Relevant

It can be hard for your brand to take a stand on some issues without the concern of alienating your customers. If you are an online company, this can be less of a concern. Take the time to reply to public conversations that are relevant to your brand or company and that you feel comfortable posting to.

Short and Sweet Facebook Updates

Did you know that the perfect length for an update on Facebook is actually 40 characters or less. Experiment and learn how to get straight to the point and keep your messages short and sweet.

New Product Launch

If you have a new product, you should consider your social media as your best audience and market to them immediately. Share on Facebook, Twitter, Google+ and other relevant social media channels. Social media is an excellent way to launch new products.

Focus on Minimizing Any Negative Feedback

When you post on your social media channels, you can get both positive and negative feedback. Negative feedback should be responded to as quickly as possible. The faster you can minimize negative buzz the better, whether it's about your company or your brand. If you receive a complaint gather as much information as possible about the complaint, make your customer feel like you care and that they are being heard, and then get to work to fix the problem or if not fixable explain why and address the customer in detail.

Making the Most Out of Your Social Media

Getting the most out of your social media will have a positive effect on your return on investment and that's what you want to see. Social media can be a very powerful tool when used correctly, but the problem is far too often it's not utilized in a way to get the most out of it. Let's have a look at some of things you can do to make the most out of your social media campaigns.

Make sure you navigate users to your landing page via your social media. A landing page is a great place to have your visitors land. Make sure that you include this link on Facebook, Instagram, Twitter, Google+ and any other social media channels you use. Then make sure that your landing page is a key part of your marketing strategy.

Make sure that you are watching for posts that are from users that have a concern about your company or your brand. It can be something simple like your return policy or it can be something more complex like the impact your product has on the environment. Gather all of the information relating to their concern and then answer their questions. If it is a problem with your product make sure that they person with the concern knows you are aware of their concern and that you are working on answers. This is a great way to build a positive image. Others will be watching how you handle the situation.

Make sure that you create profiles that are complete and include important information like your website, contact persons, phone numbers, addresses, etc. This will build confidence among your followers that you are legit and that they can reach you should they need to. The more open you are, the more trust you will build.

When you are posting to your social media channels make sure that you are posting information that is valuable and informative. In other words, don't post just to post. If you have not anything interesting to say your followers will become annoyed and they may stop following you. There's plenty of information that comes across a newsfeed, make sure yours is worth seeing.

Take advantage of the various formats there are. Some formats are better for some industries than others. For example, YouTube can be a great choice if you can show your followers how to use something or do something, or if you offer something of visual or audio interest. Twitter can be really good for industries that have short messages they want to share often, such as changing stock or sales throughout the day.

Make the most out of your social media and you'll enjoy the real benefits.

How Teenagers View Social Media

Teenagers don't see social media through the same looking glass as adults do and yet they make up a huge part of the users. If you product or service targets teenagers you might want to know how they view social media so you can make the right social media marketing choices.

Facebook

If you thought teens loved Facebook, you'd be wrong. Most would agree that it was something they enjoyed in middle grade school, but now they really aren't fond of it. Now that doesn't mean they don't use it, because in one teens words it would be just as weird not to use it as it is to use it. After all, everyone is on Facebook. Teens use Facebook more for functionality like groups. They can quickly check their groups and be gone. They also tend to use Facebook Messenger and as a starting point to connect with friends and then they jump off to other apps like Instagram.

Instagram

When it comes to teens Instagram is one of the most used social media apps. On Instagram teens don't have the same kind of pressure to follow someone that's following them. They also don't have to worry about liking something or commenting only to have it show up in another person's newsfeed. Teens feel the content on Instagram is higher quality and the photos are far better. In addition, adults have not flocked to Instagram and taken it over, which is essentially what happened on Facebook, so teens see it more as their own hip app.

Twitter

It's pretty common for teens to tell you they don't understand the point of using Twitter. Of course, there's a group at every school who are Twitter die-hards tweeting and retweeting constantly. There are three main types of Twitter users: The ones who tweet with the assumption that a employer prospect will eventually read what they are saying, the ones who use it to express themselves and complain, and the ones who look at others tweets but only post occasionally. It just doesn't do much for teens.

Snapchat

This is by far one of the fastest growing apps that teens are using. Snapchat is where teens feel they can be themselves. It's an intimate network who don't care that their friends see the real them. You don't worry about comments or likes. The focus is creating the story of your day. After the photo is opened photos on Snapchat are automatically deleted and that's why teens love it.

Yik Yak

Yik Yak is newer, and seems pretty popular with the college crowd. It focuses on the content of your posts—there are no profiles, followers, etc. and users say it's addicting. Whatever is funny or relevant is at the top and the rest is below. While it is not yet as popular as other networks, Yik Yak is certainly a contender and users are going to grow.

Teens want different things from social media than adults do, so if you are marketing to teens you need to keep this in mind.

Get More Out of Your Facebook Marketing Using Facebook Graph Search

If you are looking for a new way to increase your Facebook followers or you want to see how your competition is engaging the same audience, you will want to take advantage of Facebook Graph Search. It's an excellent tool to help you get more out of your Facebook Marketing.

Facebook has recently made numerous changes to their graph search. Facebook now indexes the search results themselves without using Bing and it includes posts, people, locations and hashtags. This is a semantic search engine, so it attempts to provide you with results related to your search term context. Facebook Graph Search offers a whole new way to target your users and you get to enjoy a far more intuitive application that makes it so much easier to get the information you want.

#1 Check Out What the Competition is Doing

Search your competition and with Graph Search you'll be able to see all the talk and activity throughout their network. Of course, you can also have a look at what your business is doing. There is tons of information here. You can see how your competition is interacting with their customer and what's working or not working. This can save you valuable time.

#2 Seek Interests That Overlap

Important to your content marketing is determining what it is your audience likes/wants in addition to your brand. When you have this information it provides you with new paths to engage your followers that will really interest them. With Facebook Graph Search, you can easily find those interests. When you are armed with the right kind of knowledge you can make sound decisions that will be successful for your business.

#3 Research the Hashtags

It's a common mistake to think that you only need to use hashtags on Instagram or Twitter. Facebook is also a great place to use hashtags to bring people together around your brand and to interest those who are not yet followers or part of your community. You can find hashtags that are trending on Twitter and plug them into Facebook's Graph Search. When you analyze your followers/audiences what's most important is to establish trends.

If something's not working for your competition, why waste your time doing the same thing and making the same mistakes. Facebook Graph Search can provide you with powerful information to help you stay on target and maximize the success of your Facebook marketing campaign.

Facebook Messenger App Voice-To-Text Feature Being Tested

Facebook Messenger lets you to send voice clips to your friends without ever typing any text. But Facebook isn't done with this feature yet, because now they are testing a Messenger feature that will

allow users to read voice clips they receive rather than having to play them. This will be very useful to users that are in a place that's really loud, like a concert or in a quiet space like a library. Users don't always have the opportunity to listen to a message.

If you want to send a voice message using Facebook Messenger, all you need to do is tap on the microphone icon and then record their message. With the new interface. Once you send your message, Facebook will transcribe it. The recipient will find it beside the voice message icon with three lines. The user will tap the icon and see a visual transcription of the voice message sent to them. The transcript accuracy will depend on the clarity of the initial message, accents, and interference.

Facebook plans to start by testing the feature on a small scale to see what users think of this service and whether they would like to see it offered on a broader scale. Time will tell how it is received and liked.

The technology isn't new and Facebook is definitely not first on the scene. The Facebook voice-to-text feature will work much like Google Voice works, which turns voicemail messages into text and then sends it to the users' inboxes. Google Voice transcription certainly still has tons of room to improve as it still makes plenty of errors, but it seems over time it's been getting better. Facebook Messenger will have the same growing pains.

Why now? Well, just recently Facebook bought Wit.ai, a speech recognition company that offers an API for developers to add voice control to their products with just a couple of code lines. More than 6,000 developers have taken advantage of this tool and is powering hundreds of devices and apps. Facebook's goal is to connect everyone and create an incredible experience for the more than 1.3 billion users – technology that understands natural language can play an important role.

It was just last year that Facebook was heavily criticized for making the Messenger app a stand alone app from the Facebook app. Yet today Facebook Messenger app has more than 500 million users sending over 10 billion messages every day.

6 Tips to Increase Your Social Media Marketing Success

If you want to improve your social media marketing, you'll want to implement all or some of the best tips used by successful companies.

#1 Add Hashtags That are Related

Make your posts instantly recognizable to your followers/fans use a hashtag ties to your product or brand. Use the same hashtag consistently. For example, Samsung uses the hashtag #samsungtips anytime it shares product information. You can create a dozen or so hashtags that you use. Assign each to a specific type of post.

#2 Build Communities That are Branded

According to a recent Facebook announcement in 2015 users are going to see fewer posts on their newsfeeds that are promotional. They recommend that instead brands take the time to build communities on their websites where they can offer followers bonuses that aren't available elsewhere. In this manner you can effectively control the content your followers see while offering them incentives.

#3 Create a Regular YouTube Posting

Video is a key component in every social media strategy and you should add a new video to your YouTube channel on a regular basis. Top brands will add around 8 new videos every 14 days that are on average just over 3 minutes long. So, you see they don't have to be long and time consuming, but they do have to be consistently presented.

#4 For Your Events Create a Facebook Cover

Did you know you have prime real estate on Facebook? If you answered no, you aren't alone. Many don't see their cover photo for the important role it plays. You can leave your cover photo the same all the time to create consistency and brand recognition or you can change it on a regular basis to promote events, sales, season changes, etc. Think of your cover photo as a billboard that reaches your audience.

#5 Fullfill the Requests of Your Followers

Today's customers depend on social media for product support. It's important that you check your Twitter notifications and Facebook pages often so you can provide a timely response to any questions or comments. Quickly replying will have a very positive effect on your business.

#6 Regularly Evaluate How You Approach Your Social Media

What works for one business might not work for another. What works for one product may not work for another. That's why you should evaluate how you approach your social media on a regular basis. Know whether your approach is working or not.

Maximize Your Pinterest Marketing

Are you looking to get more pins and repins? Do you want more traffic? Do you want to see your pins pinned more often? Here are some excellent tips to help you maximize your Pinterest marketing.

#1 Make Sure You Include the Pin It Button

Take advantage of Pinterest's free widget to add a 'Pin It' button to your Tumblr, WordPress, etc. images. You can also add the widget to your Android or iOS app. You can customize it and it's easy to get it up and working.

It makes it much easier for your visitors to share the content you have posted. They just have to click the button and choose which board they want to pin it to. Simple translates to more posts. You should keep track of the images that you use for your pin it button to see which ones do the best. It's a proven fact that the 'Pin It' button will increase your pins.

#2 Create Pin Descriptions for Your Visitors

Visitors want simple and seamless. If you want to increase your repins and pins then give them that by pre-populating pin descriptions for them. Make sure your description is inspiring and interesting. Avoid those generic descriptions nobody reads or wants to post. Take advantage of the description space and watch your repins grow.

#3 Do What Pinners Do

If you want to be sure that your custom pin descriptions are used and that your pin buttons are taken advantage of, then you need to do what pinners do. Watch and learn. Check out what pinners are doing and saying. Are they using keywords? Which ones? Are they promoting brands or giving helpful advice? The insight you gain from pinners can be very helpful in ensuring success for you.

#4 Take Your Popular Pins and Show Them Off!

Why not showcase your most popular pins? When your visitors pin your images, what they are saying is what you have to offer, your product, matters to them. Because of this trending images have become a good way to predict what will be most engaging on your site. You can leverage the best performing pins by sorting your images by the number of interactions and creating a top pin board on your Pinterest account.

Put these 4 tips into practice on your Pinterest account and you'll get to enjoy the benefits real soon.

4 Things You Should Do With Social Media

If you want to get the most out of your social media campaigns you should incorporate these 4 things.

#1 Optimize YouTube Videos

The second largest search engine next to Google is YouTube. If you want the best exposure you need to make sure that you optimize your YouTube video titles and descriptions with your keywords. For Example, Nike Runners would be detailed using a strong introductory sentence that focuses on your keyword Nike runners.

#2 Daily by Buffer

If you aren't familiar with 'Daily by Buffer' then it's time you were. If you want a quick way to find new content and then share it with your audience this is it. This free iOS app is the creation of Buffer who is one of the most used social media management and scheduling tools. Buffer makes it easy to share content with its latest app.

#3 Value Your Fans Taking Time to Vote

There are tons of ways you can use social media to discover more about your audience. Creating a poll where you ask your followers to vote is one way and it's a good way. Asking your followers for their opinion is a win-win because you gain information you need and your followers feel like they have a say.

#3 All You Want is a Wish List

Social media is a great way to tap into your audiences needs and to encourage them to add something to their wish list. This call to action helps excite your customers about something you are offering. It's a tool that you really should learn to use to its fullest ability.

#4 Explore Vine Videos

If you would like to get more attention from Twitter you should spend some time creating Vine content. It takes only a few seconds and you'll enjoy the benefits of Vine, which will help to get your visitors excited and engaged.

Social media is such an important tool for today's business, whether you are strictly an online business or you have a brick & mortar store. You can increase your following and your sales by making the most out of your social media strategies and tools, and there are plenty. These 4 are just a great place to start to increase your followers and ultimately maximize your sales. Don't be afraid to think outside the box and try new tools and marketing strategies.

Social Media Marketing Tips You Should Learn This Week

These days, social media marketing is a big part of online success. Things are always changing and there is tons you can learn, so this week we've chosen 5 things about social media marketing that you should know about.

#1 Daily Buffer

You may not have heard of 'Daily Buffer' before, but now is a great time to learn just how this tool can help you. This mobile app will present you with content that you can read and share. Every day fresh content is generated and delivered to you. The headlines with links will arrive daily on your device and you can quickly swipe them away if the content doesn't interest you.

#2 Take Advantage of Value Voting from Fans

There are a number of ways you can utilize social media to learn about your audience and one of those is to use polls. With a poll you can ask your fans a question and then get their response. By doing so you can better target your market and take advantage of what it is they are looking for.

#3 Create Your Very own Wish List

You can tap into the needs of your audience by allowing them submit their wish list. You can offer them a chance to win a giveaway just for uploading their wish list and then using the hashtag #wishlist. When you offer incentives for participation, you can learn a lot about your audience.

#4 Look for Ways to Enjoy a High ROI

You want your return on investment to make it worth your time to carry out the task at hand. You want to create a strong identity. Don't waste your time and money on marketing adventures that offer a minimal return on your investment.

#5 Invest in Vine Videos

Here's another area of social media you might not be aware of. Vine video works hard to keep its followers excited and you can share these. In under 10 seconds you can tweet with your favorite Vine video and interact with relevant material to your audience.

When it comes to social media you need to remember that this can be a powerful marketing tool when used right. Yes, you can make posts that are really not relevant to anything more than keeping your social media channels active. However, a much better approach is to recognize that your time is money and you are in business to make money, so make sure what you are doing with social media is effective.

Tips You Need to Know

Social media has so much to offer and your business is missing out on revenue if you aren't taking full advantage of it. These 6 social media tips will help you maximize your marketing.

#1 Know what time is the best time to tweet – There are some solid rules about when the best time to tweet is and which days are best. Look at your Twitter activity and determine when you get the most activity and interaction on your feed then plan your upcoming tweets to work around those 'hot' times.

#2 Ask Questions on Your Facebook Page

Ask a question, get a response. Questions are excellent conversation starters and they are also a good way to do a little market research. Turn a picture into a questions. Choose a trending topic and include a hashtag, then watch your interaction go through the roof. Your hashtags are a key way to draw people to your page.

#3 Update or Edit Facebook Posts

It's a breeze to edit your posts on Facebook, which makes it easy to add to an existing post. For example, let's say you ran a contest and now you have your winner. You can simply edit the original post and add who won the contest. It's the easiest way to validate the giveaway too.

#4 Spend Time on Twitter Interacting

It's important for you to have a presence on your social media channels and that includes more than just posting. On Twitter rather than just tweeting respond to tweets your followers have made. You'll be amazed at how this can really grow interest and followers. It's a great way to connect with your followers and they feel like you are connecting with them.

#5 Go for a Branded URL

The shortened URL is pretty standard these days. But you can take it even further and create a branded URL that will keep your website or brand in the minds of visitors. It also helps you to create tracking information that can be very valuable in helping you make sound decisions.

#6 Have a Good Call to Action

Whether you want your visitor to buy something, say something, explore something or do something you need a good call to action to get them to act in the way you want. For example, save 40% by entering code TodaySale20.

These 6 tips will help you to make the most out of your social media.

Top Tricks You Need to be Using in Social Media

Social media should be an important part of your online marketing campaign. However, you need to do more than just use social media. You need to be using it right. These 5 top tricks should be part of your social media campaigns.

#1 Create Your Facebook Marketing Campaign from an email List

Facebook gives you the ability to create advertising audiences based on your email list(s). You just need to create a txt or csv file. Take that file and click Audience then Create Audience and then choose Custom Audience. Now click Customer List and then upload your email list. That's it – it's that simple. Remember you can also upload a phone number list to target through your Facebook ads.

#2 Test Different Bid Strategies

Bid strategies influence just how successful your Facebook ads will be. There are 3 key categories for bidding:

1. Cost per thousand impressions
2. Cost per click
3. Conversion optimizer

You need to test various bidding methods to learn which will reduce your cost per conversion while getting the volume you need. Start with CPC. To set up your bidding method go to Ad Set Level (Under

Optimization & Pricing) and choose bid type. When you use the conversion optimizer or bid per click you will determine what your maximum cost per click is going to be or your target cost per acquisition. You can also let Facebook select a value for you but this is riskier. Then set the pricing per ad.

#3 Schedule Your Ads

Facebook lets you segment your ads by hours and days, if you choose lifetime budget. It isn't available with daily budget. This is why businesses seldom use this feature. Lifetime budget is the total budget of your ad set and it does not have a daily limit. If there is no established performance pattern for the campaign that already has a proven track record this is not a setting you want to play with. If you want to set up day/hour parting go to Budget and Schedule under Ad Set, then choose scheduling for your ad.

#4 Use Instagram to Generate Interest

Instagram has gotten a great deal of attention and is said to have 15x the engagement that Facebook has. It's also one of the fastest growing mobile apps. You can influence interaction on multiple channels by tweeting your Instagram links to your photos. The results can be very impressive.

There you have it – 4 top tricks you need to be using in your social media. Why wait any longer?

5 Things You Should Be Doing With Your Social Media

Social media should be an important part of your marketing strategy, but just because you are using social media doesn't mean you are getting the most out of it. Let's look at 5 things you should be doing with your social media.

#1 Facebook Ads That Have Dark Posts

We are told over and over again how important it is to have a presence on social media that the concept of dark Facebook posts seems contradictory. However, some of the top brands have learned how to enjoy success by publishing a post that does not appear on the newsfeed of their fans until they convert it into an advertisement. This is an excellent way to run two tests before you go widespread with a public post. Testing an ad with a dark post can help you to get more out of your Facebook ad budget.

#2 Influence the Friends of Your Twitter Followers

If you offer a great deal or discount your followers are going to share it with their friends. This is a great way to expand your reach. To help drive the sharing factor you can offer something free or discounted to the friend of the follower. For example, Starbucks offers friends of followers a 2 for 1 deal. This encourages sharing.

#3 Join Conversations that are Relevant

It can be hard for a brand to take a stand on a particular issue without the worry of alienating some of their customers. By sharing public conversations that you feel are relevant you give your customer the option of reading/watching without directly engaging the subject. This has less risk for you and your business. Do reply to conversations relevant to your business that won't make your customer feel alienated or uncomfortable.

#4 Keep it Brief

Did you know that the perfect Facebook update length is less than 40 characters even though you can use 63,000. Many of the largest companies follow this rule of thumb and enjoy great success, so perhaps now is a good time to take note. A good post will have minimal characters but be highly effective and engaging. Don't be afraid to experiment and find your 'sweet spot.'

#5 Launch New Products Using Social Media

If you have something you want to promote or a new product your social media audience is your best option. Your followers are likely to share your post on Facebook and across other social medias.

Were you aware of any of these 5 things? You are now, so put them to work.