

## Introduction to Social Media Marketing



Social media can be an excellent tool for you to grow your business. Social media sites like Facebook, LinkedIn, and Twitter are not only some of the most visited sites in the world, but they are part of many peoples' everyday lives.

In fact, statistics show that 70% of Americans log into their social media sites daily, and 43% do so several times a day. For complete and effective marketing plan for your business, it's vital to have a social media presence.

Social media is not just for posting pictures of your family and vacations, it's a serious marketing tool that any serious business should use.



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You can use social media to generate new business by driving traffic with paid ads, but if that is all you're using it for, you're not taking full advantage of social media as a marketing tactic.

Where social media differs a bit from traditional marketing is that it's not all about driving traffic to your website, nor is it just a way to generate new leads directly.

Social media has other important factors that are tied into successfully using it for generating business.

**Ready to get started?**



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Here are a few points to take into consideration when getting your business onto the social media networks:

- **Business Social Media Profiles** - if you haven't yet set up a business profile, this is the first step. Note that if you have personal profiles, those aren't the same as business profiles. You don't want to mix your personal posts with your business posts. It looks unprofessional and can lead to confusion for you and potential clients. To learn more about how to set up business profiles, please review our other marketing tutorials that talk more specifically about each type of social media platform.
- **Driving Traffic** – a primary goal of any online marketing campaign is to drive traffic to your landing page or Funnel so that you can capture leads. When setting up your different social media accounts, always make sure you have an online destination that's built for lead conversion tied into them.

Keep in mind, you don't want to overdo it by making every post a marketing pitch. Add value. Provide good, relevant information your clients will appreciate and want to share with others, and here and there, sprinkle in a great call-to-action with a link to your landing page or Funnel so that you can convert qualified visitors into leads.

- **Brand Consistency** - on all your social media accounts, make sure to include your accurate business contact information and use consistent logos, colors, messaging, slogans, etc. This will build trust in your business, not only with potential customers, but also for search engines.



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- **Client Interaction** - just collecting a bunch of followers will do nothing for the success of your social media marketing. This is one of the biggest mistakes people make - they collect a large following but do nothing with it. The key for success is to engage your followers in ways they will interact with you. Comment or like their posts, and most importantly, encourage people to do the same to your posts. You can have tons of followers, but if you are not interacting with them, it does you no good.
- **Get Creative** – one of the keys to success when posting on social media is to get creative with your posts. Let's be real: advertising mortgages and just giving rate updates or talking about mortgage news will not generate much interest.

You have to think about why someone is using social media. People go to social media sites for entertainment and to kill time. So, including posts about how you helped a client, or pictures of you with clients and the Realtor you worked with at closing (and tagging everyone in the pic!), tips on home renovation, décor, vacation destinations, etc. -- these kinds of posts will resonate with your audience a lot more than a graph with mortgage some rates.

If you have a sophisticated client base and business partners following you, sprinkle in some interesting economic and business information.



## Conclusion

Social media marketing can provide you with a great way to stay in front of your existing clients and partners, and also cultivate new business.

Utilizing social media to help you accomplish both of those goals will enable you maximize the value of social media for your business.

Keep in mind: not every social media site works exactly the same. Each site has a different strategy that you'll want to employ to make sure you get the most of your social marketing efforts.

To book a consultation on this topic (or other), go to:  
[www.leadPops.com/consult](http://www.leadPops.com/consult)

Keep in mind, expert marketing consultations are included FREE with your Funnels Membership.

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