

# Social Media Guide

How To Use Social Media To Get More

Customers, Sales And Increase Profits

# Introduction

Social Media and Content Marketing come hand in hand as part of your growth strategy.

Whether it's Instagram, Facebook, Youtube, Linkedin, Medium, Pinterest... Social Media is ultimately where all your content will be promoted. It's everywhere, and it's where your customers are, so naturally, it's where you need to be promoting your business in order to grow.

At its core, social media is used to share content, so if your content is good enough, it has the chance to go viral and scale your audience and following... and exponentially grow your business.

So sharing your content, connecting with key influencers and target users will help build the brand and the community. Along with the content produced, this is where the brand will come to life and have a voice that adds value to the market it is operating in.

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# The Strategy

The Content Pyramid (Again!) by Gary Vaynerchuk should form the structure and strategy of what you post on social media and how.

We covered this in the content marketing section and it crosses over into your social strategy.

You've seen how to create Pillar Content, otherwise known as 'Macro' content, now you now need to repurpose it into MicroContent and distribute it to your social channels.

To quote Gary:

"It starts with a piece of "pillar content." With my personal brand, it takes the form of a daily vlog, keynote, Q&A show, or another video that I do.

Since I start from video, my team is able to repurpose that one piece of content into dozens of smaller pieces of content, contextual to the platforms that we distribute them to.

This could take many different forms - for example, if you're not comfortable on video, you could record a podcast. You might even film yourself recording the podcast so you could have a video out of it as well. And from that video or audio clip, you can create content for Instagram, Twitter, Facebook, LinkedIn, and more.

Personally, I create a ton of content. I publish a new episode every day on the GaryVee Video Experience, which is distributed on my YouTube channel, Facebook Watch Page, and IGTV. I then also have a daily podcast called the GaryVee Audio Experience, which is distributed on my iTunes, Overcast, and Stitcher, amongst some other platforms.

In addition to what I just mentioned, I continually post “microcontent”, that is distributed to my Instagram, Snapchat, LinkedIn, Quora, and many of my other social channels.

“Micro content” is created from each episode and is used to drive awareness back to the original long-form content. Long story short, I am constantly creating and posting as much content as possible and in a way that is contextual to each platform.

Because I am producing so much content on a daily basis and in a way that has been proven to be very effective, I want to give you guys the full breakdown and analysis on what it is that I’m doing and how I am doing it. Like one of my favorite quotes, “watch what I do, not what I say”.

This is the strategy you should be following. It’s the holy grail of social media and content production right now! Be sure to read the full slide deck if you didn’t already from the content marketing section:

<https://www.garyvaynerchuk.com/the-garyvee-content-strategy-how-to-grow-and-distribute-your-brands-social-media-content/>

Ultimately you should be:

- » Creating Pillar Content
- » Repurposing Pillar Content into Micro-Content
- » Promoting Micro Content across all social channels, including your Email list!

Some additional tips for when you create a social strategy...

## Create Content

You'll be creating pillar content and then micro-content around pain points and industry themes etc... but when you have something to share about your business you should obviously share it. That can be around new product features, release dates, new images or videos, or updates from the office. Original content shows off your true voice.

## Curate Content

It is difficult to create content when you don't have a huge team or resources behind you. So the next best thing is to 'curate'. Curating the best-related content in the industry to become a credible voice that is associated with the value of your product. It also makes your brand dynamic and alive, engaging and entertaining while also building those relationships customers.

## Hashtag & Tag

If you're on Instagram (you should be), use 7-10 hashtags on Instagram to capture the attention of the target market and other influencers who will follow you and even share your content. If you are on YouTube, you should use TubeBuddy to ensure your posts are optimized with the right keywords and tags. I

## Interact & Engage

Comment and engage with everyone who engages with your posts. Then do the same on content from the influencers you want to be associated with. It's the easiest way to build relationships and be part of the community. This tactic can also be taken further by asking influencers to use and review your product or service on a personal level...

## Distribute/Promote on Social Media

You can use Buffer or Hootsuite to schedule and automate social posts across the platforms that you want to be active on. As a minimum, you should try to be on Facebook, Instagram, and Twitter. And always test to see if you can get traction on other platforms, depending on where your audience will hang out. Maybe it's Snapchat or Pinterest etc.

You will see from Gary Vaynerchuck's strategy that he distributes his content across all channels as soon as they are ready to go. You should aim to do the same as soon as your content is ready so you get traffic into your website or funnel and increase the likelihood of going viral.

How much you post depends on how much content you have. It's better to post once per day on a channel consistently rather than posting 3x in one day and nothing for the rest of the week.

Aim for 1 post on each channel per day as a minimum. Then increase the number of posts per day to 2 and then 3, until you find the sweet spot for engagement and visits.

You can use a mix of created and curated content etc. And if you want to promote your pillar content more than once, then you should create different micro-content around it by using a different quote from the content or some additional thoughts around the content.

### **Distribute/Promote to Your Email List**

When new content goes live you should send it to your email list too! This can be in the form of a newsletter with additional posts. Or it could be as a personal note to your list to let them know about the content before linking out to it.

### **Distribute/Promote as an Engagement Ad**

If you want to fuel your Advertising campaigns with new content to engage an audience, you can boost the social post on Facebook or Instagram, optimize for engagement, and then retarget to that audience to expand the reach of the content and add more customers into the top of the funnel.

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## **Research Competitors**

As with all other tactics in the strategy, do your research on competitors to see what is working for them and find some brands you like the style of. Use them as benchmarks and inspiration for your own plan. And be sure to save/bookmark posts you like and could share.

## **Optimize Your Social Accounts**

You'll also need to ensure that your accounts are set up and optimized well with descriptions and cover photos etc. For a full overview, you can read this article at Hootsuite:

<https://blog.hootsuite.com/how-to-create-a-social-media-marketing-plan/>

## **Create a Social Media Calendar**

With so much content to create and then distribute, you should get organized by using a spreadsheet to keep on top of what it is happening. Use this spreadsheet from Buffer and Hubspot: [Social Media Calendar/Template](#) - By Hubspot & Buffer

## **Remember the Emotional Triggers**

Social content that gets shared the most usually falls into the following themes:

- » Inspiration: Athletes, Fitness, Entrepreneurs, Personal Growth
- » Aspiration: Models, Influencers, Luxury products
- » Education: Personal Growth, Spirituality, Philosophy
- » Humor: Dollar Shave Club Old Spice
- » Surprise: Musicians, Tech Releases (Think of Beyonce and Jay Z dropping an album or Apple releasing a new Phone)



## Action Points

- » Build social content around the psychological triggers shared above
- » Create a social media strategy. - Follow Gary Vaynerchuk's model to create your own strategy.
- » Create a social media branding doc with examples of content you'd like to create. Analyse competitors posts and brands you like.
- » Start posting 1-3 posts per day on each platform (depending on the amount of content you have). Using a mix of created and curated content.
- » Outsource your Social Media Management. It's time consuming but not expensive to have somebody else manage it for you.
- » Again, look for a social media manager on Upwork who can post for you and manage your accounts
- » Post your content on all social channels and email
- » Use scheduling tools like Buffer and Hootsuite to save time

## Quick Tip

Don't get obsessed with followers. Get obsessed about engagement. Use this exercise to quickly figure out what success means for your social media:

- 1) Find out how many visitors your social media campaigns generate to your site
- 2) Find out how many sales your social media visitors result in
- 3) Calculate how many posts you need to create in order to reach your sales goal
- 4) Go create content to pour leads into your funnel!

## Resources

[Social Media Calendar/Template - By Hubspot & Buffer](#)

## Scheduling Tools

<https://buffer.com/>

<https://hootsuite.com/>

<https://sproutsocial.com/>

<https://meetedgar.com/>

# Influencer Marketing

Influencer marketing is a growing channel in today's digital space. Grabbing an influencer's attention in the market allows the business to stand out from competitors. Having an influencer promote your product to their competitors allows you to leverage other people's audiences to build your own. This approach can be highly effective in getting the product out to the masses.

You can build your relationships with influencers by:

- » Linking to and sharing their content
- » Letting them know you've linked to their content
- » Commenting and engaging with their content
- » Sending them free products
- » Direct Messaging them to express your gratitude

You can do this on the social channels or via email. Let them know who you are and what you do... share your vision and story. Give them value, and hopefully, you'll build up a network of influential contacts who will share your content and products to their audience.

The content:

Depending on your product or service, you can have the influencer do a review of your product, or simply show themselves using your product or endorsing it.

This can serve as a campaign that will generate reviews and content that will boost credibility and engagement as you can display the reviews on your site to help with conversions.

For example, a local Fitness micro-influencer can talk about how he/she uses your product to get extra clients for his personal training business or supplement business. You can give them a discount and referral incentive on your own product.

\*Tip:

This process can also be used to combine your video ad creation... If you're uncomfortable being on camera which is stopping you from creating video ads for your paid campaigns, you can provide an influencer with your video ad scripts that we provided you with, and have them record them.

Incentivize the influencer with referral fees, revenue share and free products and not only will you have lots of content that will be promoted to his own following... but you'll have video content that will fill your social media and advertising campaigns for a month or two!

Paid:

While we advise you to pursue building influencer marketing in an organic content and social context, especially if you are just starting out... it is also an option to set up a paid influencer marketing campaign if you have the budget.

Depending on your budget, you can go all out in working with a celebrity influencer with millions of followers, but in most cases, it's likely that you should be setting up a small Micro Influencer Marketing campaign as a test to try things out.

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You can find people on Instagram and Youtube yourself and reach out to them with a proposal. Find out if they will post your product in return for free products or if they demand a fee.

If this is too time-consuming you can use a number of Influencer Agencies who'll do the heavy lifting for you. There are also software platform to help with these campaigns such as [s crunch.com](https://www.crunch.com)

Success story... GymShark.

We mentioned Gym Shark and how they create content... they built their multimillion-dollar business in just a few years through their 'GymShark Athlete' program. This is ultimately where they sponsor fitness influencers around the world by getting them to wear their fitness clothing on all their social content.

Try searching for the top fitness influencers on Instagram and you'll likely see them in GymShark clothing with a GymShark link in their profile.

This is happening with a number of a business. You'll see I gnite, uses a squad of Influencer models to wear their merchandise and promote their products.

Of course, each business is different, and depending on your niche, you should work with influencers who have a following that is the same as your target customers.

Just be sure to create content that is authentic and real. And don't part with money based on following alone. Look at engagement metrics!

Action Points:

- » Search for the biggest influencers in your niche
- » Engage with their content, like, share and comment
- » Direct Message or Email them to connect
- » Create an offer or incentive to offer them as an influencer

Resources:

[An Expert's Guide to Influencer Marketing | Sprout Social](#)

[11 Factors to Consider when Running ... - Influencer Marketing Strategy](#)

[Your Complete Guide to Creating an Influencer Marketing Strategy](#)