

## Lesson 3: Social Media

What is the big deal with social?

Everyone is on social media yes, but not everyone buys stuff from there do they? Well no, actually that is a much more challenging objective. And, it is imperative that you draw a line between the two here. You will read tons of blog posts on this subject and they will all champion these strategies:

- Use images to capture people's attention
- Link to strong articles from your industry sector
- Amaze people with dazzling statistics and inspiring quotes
- Follow other people and like their stuff so they return the favour
- Be professional but funny and quirky at all times

All of that is great advice...but how does it make you money?

There is little point writing anything on the subject of social media unless you have return on investment (ROI) at the core of your teachings. It does help to have a captive and entertained audience on social media for the times you want to sell directly to them, however, the way you build your presence will easily blend in with everyone else's attempts unless you think of an angle.

In Module 7 you will look at each social media platform separately to give you a good grounding in what is possible and practical on each. This lesson is going to look at the whole concept of social media as a whole and walk you through how you optimise the time you put into it for the best possible outcomes. It took me years to find the right tools and synchronise my process for the best approach to social – I am going to give you what I use today – so you have already leapfrogged a ton of wasted time.

### Tools

As with everything we do tools play a significant role in utilising our time. The best approach to social media has four tools at its core:

## 1. Social Media Management System

In practise different people lean towards different content management systems. I myself favour Hootsuite for scheduling posts and Buffer for selecting content to share and schedule. We will cover some of the best tools available so that you can make the right decision for you and choose something that fits with your company/system.

### [Hootsuite](#)

One of the first social media management tools and still very efficient. You can attach multiple accounts to Hootsuite and schedule posts. The interface is simple to understand and the streams give you plenty of information so you can track your posts, read those of others, respond in real-time and it has handy URL shortening built in. It is a tidy package with the bonus of providing an app that enables you to monitor your Instagram account.

### [Buffer](#)

A tool quickly proving to be indispensable to those who are battling to create content on a regular basis that is of high quality. Buffer offers you the ability to re-tweet and post content from reliable/strong sources so you never go quite on social media platforms during peak times. You can also schedule your own posts and you can add Google+ pages to Buffer. Buffer queues up your content so you can look at a daily breakdown and also add more posts before you run out.

### [Sprout Social](#)

The big plus of Sprout Social is the analytics reports it provides. If you really want to dig into what your social media is doing you can drill into Sprout Social's analytics and see which posts are working for you. It is a very complete management tool that gives you control over scheduling, keyword searches related to your brand, and performance. You can also add the whole team to it so a co-ordinated effort can be managed.

### [TweetDeck](#)

A nice tool specific to Twitter. It is free and yes it does separate Twitter from the rest of the platforms but Twitter does tend to demand more time. I say that because tweets come and go very rapidly so volume comes into an effective strategy here. TweetDeck enables you to

organise and build custom timelines, keep track of lists, searches, activity and more—all in one interface. You can create searches to track topics, events and hashtags.

## 2. Content creation software

Yes you can use Photoshop to create images with your branding. You can copy and paste links easy enough and you can repurpose just about anything you find on the web on your social media platforms. But, if you want to stand out you really need to be creating unique material. For me there is only one tool you need to consider for the job and that is:

[www.canva.com](http://www.canva.com)

Canva completely changed the way I approached social media because it made everything that much easier. And it's free! What does canva do that is so special?

- It has custom templates for every sized image you need whether you are creating a Facebook or Twitter post, or crafting a Facebook page header, an email header, or perhaps you want to make a PDF/presentation
- It has a catalogue of images to choose from – they are either \$1 a piece or free
- There are tons of tabs full of shapes, infographic icons, backgrounds, lines, frames
- Some pre-designed posts give you a flavour of what you can create and have often inspired some of my posts

Canva really boosts your access to good design without it costing a fortune and you can really create some brand orientated pieces to give your social media campaign a theme.

## 3. Measuring and Monitoring software

In terms of platform specific analytics I will be covering these in depth in module 7 of the Etoomi series. If you want to drill down into each platform and have the time to look into each element of your campaign then the analytics tools available on Facebook, Twitter, and LinkedIn in particular are thorough. There really is only one way to inform and monitor social media and that is through Google Analytics. There is some cross over between the measuring and monitoring tools and the keyword/trending content research tools that we

will discuss next. What guides your social media strategy should be thorough research into what works, constant evaluation of what you are posting, and the ability to follow your audiences' digital journey.

Google analytics, as you will have been shown in the conversion rate optimisation module, enables you to track site visits, conversions and see exactly where each visit and sale comes from. This data should be the basis of your social media strategy. It gives you the ability to see exactly which posts led to the most visits to your sites and even better how many of them lead to sales. This needs setting up properly on your site but the benefits are limitless.

#### 4. Content research tool

There are two distinct directions you can go with this. You may have time for both (this is the ideal) or you may choose to focus on one. Here is a tool I wouldn't be without.

##### [BuzzSummo](#)

This is a fantastic piece of software that basically pulls up all the popular pieces around a keyword. So you can see exactly what is receiving the most social shares, who wrote it, where it was placed and when it was written. This gives you a real finger on the pulse for content that is gaining traction in real time. You can also compare the content creation on one site with another which is perfect for competitor research.

I use BuzzSummo to give me ideas on what I might write on for a particular industry. I look for posts that I feel I can add to and write better or put a slant on and repurpose for a different niche. It is a great remedy for writer's block and can really help with finding inspiring content and keeping up with developments and news within your sector/industry.

##### Keyword Research

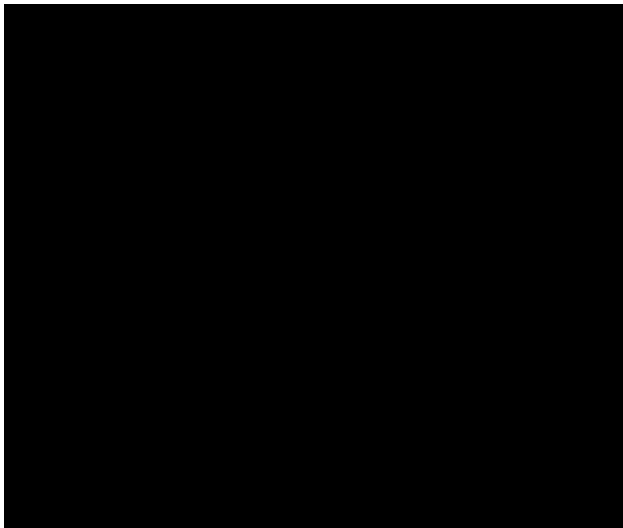
I am not going to talk in depth here about the tools available because the SEO boys will have covered all you need to know in module 2. All you need to realise here is that all of those social media posts and blogs that you write should take note of the keyword research you have done for your on-page optimisation. This is especially relevant if you have a Twitter or Facebook feed visible on your homepage that is consistently updated with fresh content.

## The Basics

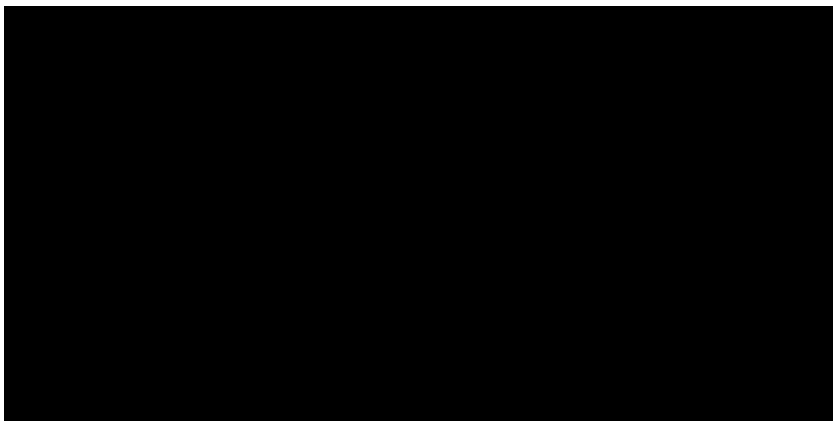
When you do images for Facebook, Twitter, Instagram and Pinterest you can optimise them by making them the right size for the right platform. Here are those sizes:

### SIZE GUIDE

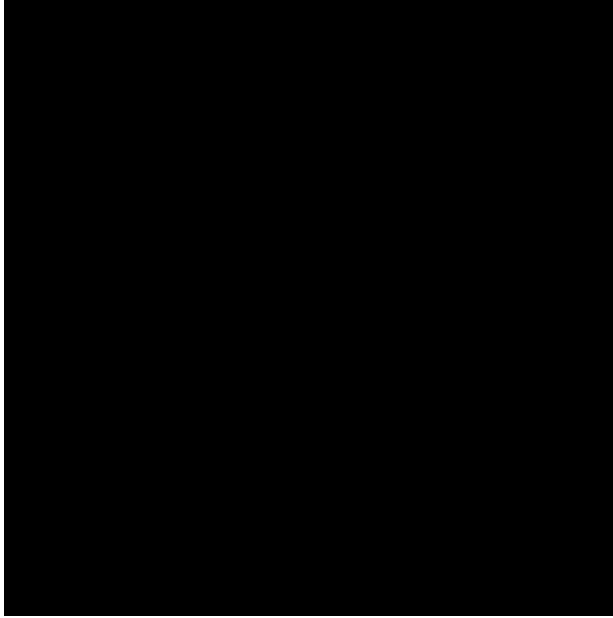
Facebook – 940px x 788px



Twitter – 1024px x 512px



Google+ - 800px x 800px

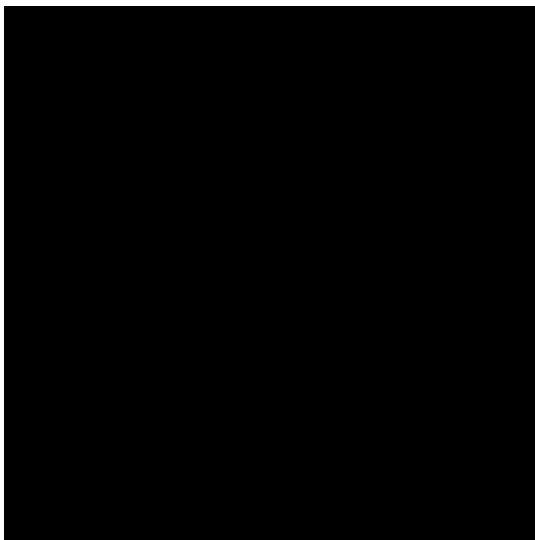


Pinterest – 735px x 1102px





Instagram - 640px x 640px



## POSTING TIMES

Now that you have your posts sized right – what’s next? What are the best times to put your posts out there? Here are those:

Pinterest: On Saturday from 2 pm-4 pm and 8 pm-11 pm

LinkedIn: 7 am-8:30 pm and 5 pm-6 pm

Google+: 9 am-11 am

Twitter: On weekends from 1 pm-3 pm

Facebook: Weekdays 6 am- 8 am and 2 pm-5 pm

Blog: Monday, Friday and Saturday at 11 am

There is also tons of opportunity to post Sundays because most social media addicts will be browsing their feeds over the weekend and particularly during long stretches of quiet time at the weekend. Definitely something to keep in mind especially for when you post those blogs.

## TYPES OF CONTENT

This is the area where many social media experts will go to town and really hammer home the importance of the content you post. I am going to keep this part concise because the rules are actually very simple.

1. Post quality – this means high definition images and links to strong blog posts or to inspiring/educational/captivating articles
2. Do not be repetitive – a funny image of a cat or a thank God it’s Friday post is fine but every week is just boring and is that really the image you wish to promote for your business?
3. Do not forget to sell your stuff! Product placements with offers once a week are fine so long as that is not the only thing you post
4. If you cannot think of anything interesting to post then you are not going to lose all your followers because you were silent for a day. Terrible content often comes from



employees who are sick to death of social – everyone, and I mean everyone needs a break occasionally so having down time will not harm your campaign as much as mundane rubbish will (best to tell this how it is)

5. Images do capture people's attention but without a call to action what are you doing with their attention...wasting it...

This leads me nicely on to my closing lesson about how you can make social media into a money maker for your business.

## RETURN ON INVESTMENT

How do you make social media profitable? I have alluded to what you need along the way but now I am going to spell it out because it is time intensive but with the right tweaks to any run of the mill campaign you can quickly start to sell some stock.

First, make sure you are plugged into your Google Analytics and can really pick out exactly which posts are giving you the most traction. Once this is all set up and you have a handle on what you are looking at I want you to follow this process.

1. Post a competition on Monday
2. Post a funny image on Tuesday
3. Post a link to a strong blog post – preferable yours on Wednesday
4. Post a text only status on Thursday
5. Post a video link on Friday of something either educational or inspiring
6. Post a branded image of one of your products with a call to action and a link to the product page on Saturday

Do each post on multiple platforms – whichever you have set up with 50+ followers. Ideally, you will repeat the above and juggle the posts around onto different days for at least a month. Once you have done that you will have something concrete to analyse in Google Analytics.

I would like you to answer these questions with the above data and create a spreadsheet with it all on:

Which time was best for posting?

Which post got the most likes, comments, shares, clicks?

Which post led to the most traffic to your site?

Did any of the posts convert materialise in a sale?

This is how you do social media. You make it measurable and you let the stats inform your strategy. You need to post an even mix of all the posts mentioned above, but put that little more time and effort into the ones that you know from the data are more likely to lead to sales.

Doing social media blind is like handing flyers out in a town square that do not have your address on and expecting people to find you. When someone sees one of your posts they need:

- to see your company name
- be able to click on a link to visit your site
- get a feel for what you are all about and why you are worth their custom

If you do not touch base with one of the above then you are essentially screaming at the top of your voice in the centre of an ocean. There are literally millions of people doing exactly what you are – make sure you are giving your audience your business card.