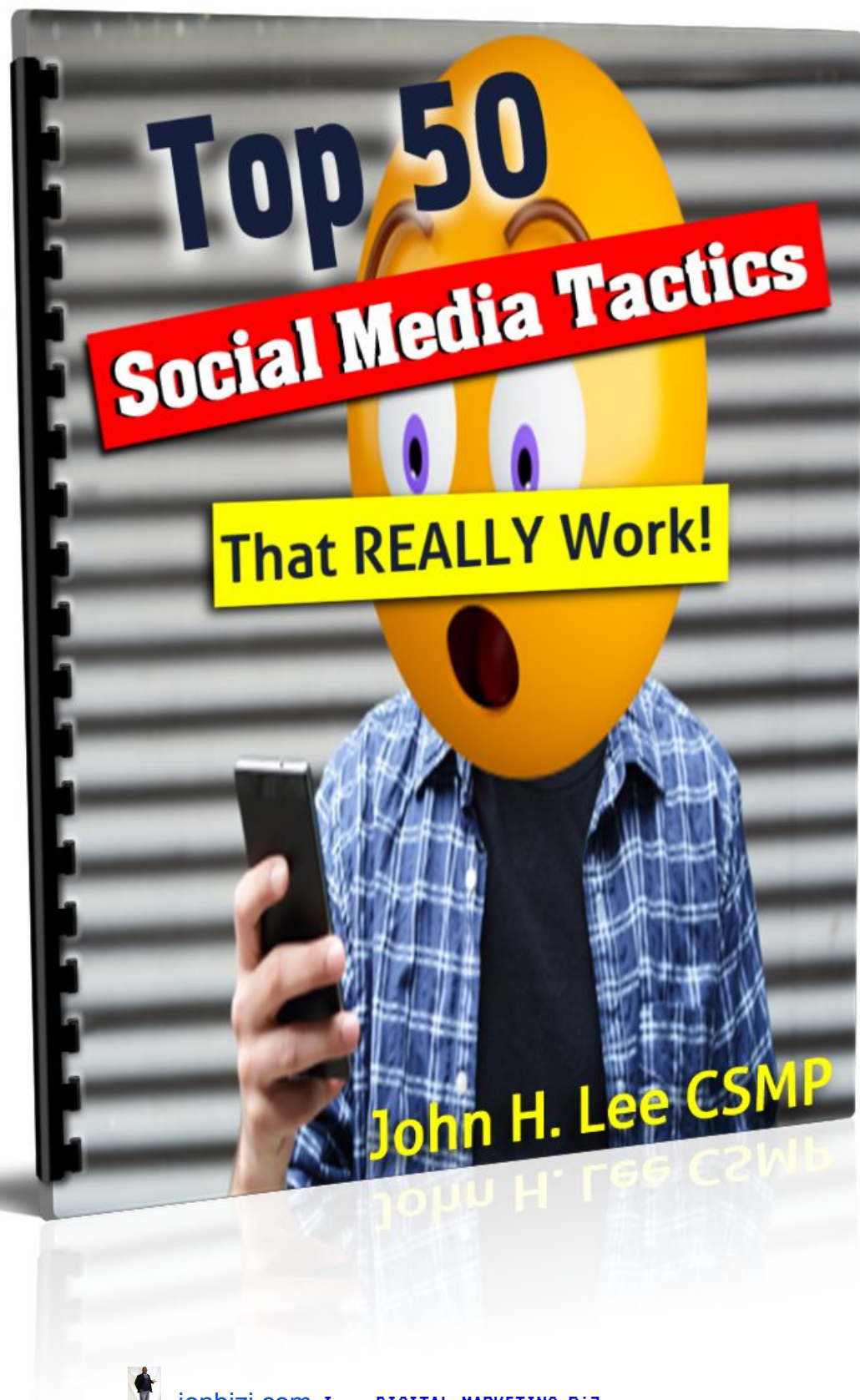




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Top 50 Social Media Tactics That REALLY Work

Hello and thanks for checking out this quick but thorough read on social media tactics that actually work. I have researched some of the top sites who are authorities in the social media space like; Hubspot, Hootsuite, and Buffer to name a few.

Although I am a CSMP (Certified Social Media Professional), I'm always in the learning/research phase in order to determine what is working and what isn't. Keep in mind that this field is changing constantly and what is effective one week is not necessarily going to return the same reported results in the next.

However, there are (or at least seem to be) baseline concepts to stick to as you progress through your social journey as described below in "The Holy Grail Across the Board" section. Keeping these basics in mind helps you to make sure your bases are covered in a somewhat blanket fashion. Also remember that this is not an exhaustive list just as the tips in this book are not to be taken verbatim.

Simply review and see how you can apply these techniques to your current efforts. They have been proven to get great results by the masters in the game and many I am implementing in my own workflows.

That said, I hope this helps you along greatly and be sure to leave me a comment on one of my social or blog posts or shoot me an email with any questions or comments.

- John H. Lee



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> The Holy Grail Across the Board

The Holy Grail Across the Board simply means that there are tactics that work on every social media platform. These tactics are foundational and necessary and no matter which social site you are using, these should be considered fundamental. The way in which social media has evolved is due to these principles/tactics. This is not an exhaustive list to say the least, however I feel that they are common and as you go through the 50 tactics, you should assume that the Holy Grail Across the Board list is being used already in some variation before you even begin employing any action suggested.

>> *Set Goals: Daily, Weekly, Monthly, Yearly*

Whether you are just getting started on your social media journey or are a bit further experienced, goals are important. Social media may appear to be just a form of entertainment and sharing of interesting information but believe it or not a lot of what we see is strategically delivered and measured. This may not apply to your average everyday social media user but a business who wants real results must be planning, executing, and measuring their content and other actions taken.

That said, social media in a commercial sense has to be planned with business goals in mind. It must be determined how each social platform and what will be done on each will contribute to overall business objectives. When this simple understanding is prioritized, goals become a natural component in order to measure how effective the steps being taken are.

>> *A Message-Friendly/Detailed Profile*

A “Message Friendly” detailed profile means that when you are formatting your social presence/profile you have a business objective in mind. Your profile can and many



times “is” your first impression to the social world. When you comment, like, or post and a “social stranger” clicks back to see the source, they will see your profile. Thus exists the opportunity to show who you are, what you do, and what you want to communicate.

Your post, like, or comment may have sparked interest to check you out. Now it’s up to your profile to lead the visitor along your path and deeper into your world. What would you like to say to these new eyeballs viewing your business for the first time and what would you like to communicate to current connections simultaneously?

>> *Use Keywords Frequently Throughout Content*

Most social media marketers don’t consider this as they post their content and only think about it when doing something SEO related like a blog post. However, many social postings come up in Google while also ranking within a social website’s search engines. Therefore, you should consider when posting original content, using your targeted keywords; Keywords your targeted audience may be typing into search fields within and outside of any social network.

>> *Cross Promote Accounts on Each Profile/Page*

Easy one but can’t be understated. Whenever it is possible, place a link to all of your other social presences on each social profile/page. Different social sites have different audiences or similar audiences with varying preferences and behaviors. So, by doing so you can increase your overall online community and the reach of your messages.

Someone may “Like” you on Facebook but spend most of their time on Instagram. Then, after following you, they may share one of your posts with other Instagrammers who as a result begin following you as well. Voila, larger reach, separate platform.

>> *Run Contests, Surveys, and Quizzes*

The name of the social media game is engagement. Period. However, many and most continue to post content absent of the engagement component in mind. Engagement leads to many important things like; the gathering of valuable buyer data, wants and needs of target clients, gaining loyalty from clients and potential clients, and so on.

That said, running a contest, posting surveys, and/or quizzes encourages connections



to engage with your business/brand. You can do these things at some level on all social networks directly or by posting a link or url within your posts. Induce engagement most of the time or waste a lot of time and effort otherwise.

>> Use the Social Site's Analytics tools and/or Off-site Publisher's Tools

As you execute all of the possible social media actions pertaining to your social and company goals, you have to check your progress at regular intervals. Why? Because a goal will usually have benchmarks along the way. Several social sites have internal measurement tools, like Facebook Insights, to visually measure progress or failure. There are also various off-site/independent tools available for the same purpose; ie. Hootsuite, Hubspot, Simply Measured, etc.

>> Leave Good but Practical Comments

Commenting on posts/content is the other side of engagement and is as essential as encouraging interaction as inducing it in your own posts. A good comment can lead to a visit to your profile, leading to a follow, like, connection, etc. So, leaving a thoughtful comment that has relevancy and value is important to social media marketing success. Just saying "Nice post" or "Great article" is a compliment without a doubt but offers no value nor does it induce a viewer to "click back" to check you out. Keep this in mind when commenting.

>> Follow, Like, Connect, and Communicate with Your Target

Most social sites, save Snapchat, are follow for follow or connection for connection friendly. This is why you are able to build a thriving community by locating like minded/relevant users and following or requesting connections to them. Doing this little by little daily eventually adds up to a larger community and is the basic but effective element which cause social media communities to grow. Once connected, it's only a natural progression to engage in conversations with new and current connections.

>> Share Your Target Customer's and Target Influencer's Content

As your social community grows and becomes more active, you will want to share their content. This helps to strengthen the connections between you by showing them you agree with their content as well as putting you on the radar of an influencer who in turn



may share your content and so on.

>> *Keep a Positive Tone. Be Nice, Be Professional (Response Policy)*

People naturally gravitate towards the good and avoid the bad. This resonates true on social media as well. People, no matter what the intention, will comment negatively about the comment you post. This is not necessarily a bad thing but the way in which you respond can make it go south quickly. This means that while someone leaving a negative comment can single handedly trigger an offensive counter response from a brand.

A reactive response filled with anger or disdain against the initial comment can damage a company or individual's positive image. This can lead to negative publicity, loss brand loyalty, and even loss of sales. Therefore it is smart to create and stick to a Response Policy which is a prearranged protocol for actions to take when certain comments are made.

>> *Always Add Value!!*

Another obvious one but definitely worth mentioning. You can ALWAYS add value in some form even if it's simply a motivational quote. While it's wise to post something at least once per day, it reduces your value overall if you post content that your target users may find void of usefulness. It's better to remain silent for the day or so but just don't stay silent for too long. Gaps are just fine as long as your overall content is full of remarkable value.

>> *Create a Content Calendar*

It's actually difficult at times to greatly lack value or have significant gaps if you use a content calendar. Planning a few weeks ahead and tweaking along the way for current news and happenings can go a long way in keeping up the value curve. 2 weeks to a few months is recommended as a general rule.

And that's the Holy Grail Across the Board for now. I'm winging it a bit as I write so if I missed anything you consider to be actionable on all social hubs you can always let me know. :-)





Facebook

1. Create a Facebook Group

Because giving value and gaining engagement is the name of the game in social media marketing, creating a Facebook group could assist you greatly by allowing you to interact with your target audience and clients more closely. You can solely moderate the content or share in the moderation. More importantly, you can have conversations and share insights around your chosen topics while building stronger relationships in a “closed” space. You can provide group exclusive content which of course makes members feel like VIPs and can show your appreciation for their loyalty.

2. Utilize the Facebook Pixel

A Facebook Pixel is basically a code you can place on your website that helps you track conversions from Facebook ads. This is super useful analytics tool because you can trace the activity that happens on your site down to the sections that a visitor clicked on.

It employs cookies so for example, if a visitor goes to a certain section of your site like placing something in a shopping cart and not checking out, you receive this data and can “re-target” your marketing to that particular visitor. You can also create custom audiences from a trending area of activity on your site.

3. Revamp Your Page and Invite Your Current Email List to Visit and Like

If you have a Facebook Page now and followers, it’s not out of the question to add some new offers or content like page-exclusive information via Facebook note, video, story, etc. Just as you may have done (or not) when you launched your page, invite your client base via email, direct message on other social networks, or even flyers at your place of business, to visit, share, and like your “New” page. Remember this can be incentivized with an exclusive Facebook Page member offer.



4. Use FB Custom Audience Ads

Facebook Custom Audience ads are ads that you create and then market to audiences you have created from your existing clients. This means you can upload a CRM/CSV list of your current clients or a targeted list and Facebook will find these people if they have Facebook accounts. Then you can specifically market to them. This custom audience list can also include individuals you have acquired on Instagram as well as Facebook's Audience Network.

5. Add a CTA (Call to Action) Button on FB Page

When visitors land on your Facebook Page you only have a few seconds to grab their attention with something interesting and or valuable. Once that's accomplished and they "like" your page there is still an opportunity to gain them as an email list subscriber. Take advantage of the Facebook Call to Action button option.

When a visitor clicks the button they can be routed to any online location on or off the site. You can direct them to your email opt in landing page which of course should contain a valuable offer. It doesn't have to end with that option. You can also direct them to "Book Now" as in travel or to purchase tickets to an event. There are various options available depending on your business goals.

6. Utilize Targeting Tools on FB

As in Facebook Custom Audiences, which allow you to upload pre-acquired lists of clients or prospects, Facebook has other powerful options available when it comes to micro targeting your desired audience.

Lookalike Audiences are audiences created by Facebook based on your Custom Audience. Once your CA is established Facebook will create a similar audience based on the same criteria. You can choose to resemble extremely your CA as in 1% which will get you a smaller segment to choose from or go more broad, up to 20%.

Partner Categories are uniquely targeted audiences provided by third parties like Datalogix and Epsilon. These third party platforms use targeting categories like Job Titles, Gamers, Junk Food Favorites, etc. This is a premium service and every ad campaign depends on the ability to reach the desired market. This is an option you can



use to fill in the gaps of your other marketing efforts.

7. Put Links to Landing Pages in Your Image Captions

At this point in time it is simply a standard practice to post an image along with textual content. It is also a pretty common practice to post lone images. The prior mentioned should always be posted with a purpose; namely, to keep engagement in mind. When you are writing your brief description of your image, you can include a call to action including a link back to your landing page.

8. Do Live Facebook Videos for Opt-in Offers and Event Registrations

One of the great things about Facebook Live Videos is that your page followers are alerted when you go live. Live videos have a very high participation rate as users are curious to see, even briefly, what is being broadcast. This opens up the opportunity to promote a hot limited time offer or encourage users to sign up for an event.

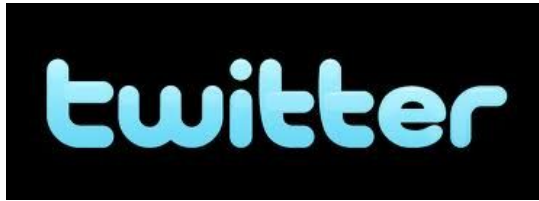
You can promote a Live Video event by posting what will be discussed (something of value) and even add an annotation to the event thumbnail for users to be reminded when the event is about to broadcast.

9. Use FB Insights to Guide Your Future Mktg. Efforts

Facebook Insights is a powerful internal tool for tracking your fan page activity. Using this tool you can view metrics like reach, pageviews, likes, actions on page and more. Because this is such detailed and sensitive information you can closely analyze your results and make tweaks to your future content.

For example, if you notice that a certain post type received a lot of attention and engagement, you can create more posts like it. If you are marketing in other ways to get traffic to your page, you can see the actual numbers via pageviews. In general, you can use insights to closely adjust and improve your marketing efforts.





Twitter

10. Grow Your Audience with Twitter Lists (Add Users: they get Notified)

If your marketing on Twitter you may be aware of Twitter Lists. These are lists that you can create which allow you to keep track of hashtags and users without actually having to follow them. You can also use these lists as a way to separate the users that you do follow.

In order to grow your audience using Twitter list, keep in mind that whenever you add a user to a list, they are notified. They are likely at that point to view your profile and tweets and begin following you which contributes to growing your community.

11. Use Popular/Trending Hashtags: Better if Relevant

You should of course be sharing valuable content as a general rule. Content in which your target audience is always happy it's not eager to receive. Try placing popular hashtags within your tweets to increase visibility throughout the Twitter-verse.

To find popular hashtags being used simply check out what's trending on Twitter's homepage. Just remember that whichever hashtags you use should be creatively relevant to the content of your tweet. By "creatively relevant" I mean to make it fit within the tweet without looking forced or inconsistent with the rest of the message.

12. Do a Direct Message Campaign

One of the most effective ways to reach a market online is via inbox. Whether it's inbox in email or inbox on a social site, the ratios are higher via open rates opposed to viewing messages through news feeds.

The Twitter DM or direct message option is great because it enables you to include multi-media within your message like images and video. As stated above, the higher



open rate allow you communicate with greater effect so this option is immediately better for event promotion, product launches, contests or even surveys.

13. Suggest Retweeting Within Tweet

Here's a simple but effective method to gain a little more traction while tweeting. With the general rule of always be giving value in mind, try actually including the wording "retweet this". It may seem too obvious but actually giving the suggestion to take certain actions increases the likelihood of it being carried out. Try this with content that has proven in the past to be popular among your audience and watch the retweet rate increase.

14. Engage New Followers Early-on

Gaining more targeted followers is essential to success on Twitter and is done mostly by locating and following your competitors followers as well as getting on the radar of certain influencers. It should be noted that because someone follows you back doesn't mean they're here to stay.

A good strategy should include an element of retention when possible. One way is to keep track of who's following you on a daily/weekly basis and send them a non spammy welcome message. By "non-spammy" I mean a message that's simple, relevant to the market, and should even include value by way of information like a resource or maybe an exclusive stress free offer.

15. Repeat Your Tweets

Did you know that Tweets are mostly retweeted within the first hour of appearing? This happens with a whopping 94% of retweets. That means that if you have a good one and need to give it more exposure, you should tweet the same one a few times in the same day.

You don't have to use the exact same wording but you could be tweeting the same information with a different headline/title. For example, you can tweet the same link several times but with different text.





LinkedIn

16. Use Popular Headline Phrases in Published Posts

There are many reasons to get active in writing Published Posts on LinkedIn. A good, informative post can receive high praise while simultaneously promoting you and or your company as an expert on a certain topic.

To add to the quality and provocativeness of your post, incorporate the elements of popular heads into yours. You have to be a bit creative to make it fit but there are several ways you can spin your title to match the ones that get the most clicks. Google "The Most Shared Phrases and Topics on LinkedIn" for ideas.

17. Check "Who's Viewed Your Posts" to Locate Leads

There are numerous ways to generate leads using LinkedIn. This is a paid/Premium feature but it may be worth it to you as a hack for having more options to target when it comes to new leads.

You can view everyone who has viewed your profile within the last 90 days and if they are a 1st degree connection, you can message them and cleverly inquire about their visit. You may ask for a status update in regards to how they are doing on their search further qualify them.

However, if they are in your 2nd or 3rd degree of connections you will have to send a message via Inmail which is another Premium feature. In addition you can also use this opportunity to send them a connection request with a personalized message referencing that they visited your profile it would be beneficial for you to connect with one another.



18. Treat Your Company Page Like a Squeeze Page

Just like your Facebook fan page your LinkedIn company page is an on representation for your company and should be informative and professional to say the least. You should include all relevant information and even your most current offers and business happenings on both platforms.

However, while you may include all important information pertaining to your company there are no rules that you must adhere to when it comes to using this tool in the best way to achieve your objective. If you have a current hot offer and wish to obtain subscribers to your email list, you can set up your page as a landing page and insert an opt-in form via HTML code from your email provider. This is a method that keeps visitors on LinkedIn while gaining you a new lead.

19. Invest in Sales Navigator to Explode Your Targeting Results

This is another paid option that can deliver massive results. LinkedIn already has a great advanced search option available however, using Sales Navigator you are able to target even deeper. In addition, there are more benefits included.

For example, you have the ability to save leads for later use and also track their social posting activity. In addition to this, Sales Navigator will also offer you suggested leads. Depending on your budget and your strategic usage of this tool, you may decide this to be your secret weapon.

20. Effectively Use LinkedIn Ads

Of course, using advertising on any social platform is going to cost you. The key is to determine how effective these ads will be in converting your message into sales or whatever conversion you're seeking; including email opt-ins or ticket purchases.

Be sure to use solid copy and appealing imagery. These things are more important when marketing on LinkedIn due to the professional demographic. That said, you should take advantage of using LinkedIn Campaign Manager.

LinkedIn Campaign Manager allows you to search and create specific audiences. The algorithm within this software actually collects data on your search criteria based on the



length of time an individual remains with a company. For example, it will find and label a person a senior in a company even if he/she doesn't have the word "senior" in their profile. You can also run several variations of an ad in order to know which gets the best results.



YouTube

21. Use Lead Magnets in Several Places on Your Channel

Youtube is the third most visited site after Google and Facebook which makes it prime territory for your social marketing. Even with its popularity it is mainly underutilized by marketers. Aside from using its direct advertising, brands are not optimizing their channels or using clever tweaks to gain results.

For example, Youtube can be a treasure trove for building an email list. Remember that a good video is now king online. So, promoting your videos elsewhere and leading prospects back to your channel can result in new email subscribers with the effective use of Lead Magnets.

Lead Magnets are simply tantalizing offers which ask for viewer's email addresses in return for something free but very valuable. An example would be an video, infographic, or an ebook like the one you're reading. :-) This offer should be placed, via a link to your landing page, in several different places on your Youtube channel like;

- > Channel Header
- > Video Description
- > About Tab



- > Annotations on Video
- > In replies to comments

22. Add the YouTube Widget to Your Blog/Website

We should always be looking to grow our social platforms as large as possible of course with our target prospects. Placing an icon for each social hub on all of our online properties is a solid strategy for achieving cross promotion.

Another way to achieve this cross promotion goal is to place a Youtube widget on your website or blog. Simply by using HTML code you can lift from your Youtube account, you can place it in a designated area of your site/blog and visitors can click directly on it and be instantly subscribed to your channel.

This is easy to do but you may require your web designer to implement the process if your HTML knowledge isn't sufficient. You can find detailed instructions here:

<https://youtu.be/siUi-rno25w>

23. Partner, Collaborate, and Favorite

While Youtube offers a range of features to help you promote your channel, there is also a bit of grunt work you can do to grow your community right on site. Remember there are millions of videos and members and hundreds if not thousands of users who may be related to your niche. That being the case you can get active and seek out partners and collaborators as well as “Favoriting” videos strategically.

When you “Favorite” a video the owner is notified. So, in strategic fashion, you should “like” and also add a comment. This puts you on their radar and may induce the to subscribe back. As you engage with them, seek opportunities to collaborate on future videos or even feature each other's videos on your channels.

24. Use Custom “Clickbaitable” Thumbnails

When you upload a video to Youtube the system will automatically choose a frame from the video and make it your thumbnail image. While this is efficient and very convenient it doesn't really represent the content of the production.



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You have the option to upload a custom image of your own choosing in order to induce viewers to click and watch. Some call this “Clickbait” which is simply a provocative headline that plays on curiosity. This is not a bad or dishonorable practice; unless your headline is deceptive and non representative of the true nature of the content.

Therefore, when creating your thumbnail, make sure the video will live up to the title or bad comments may follow which reflect negatively on your brand. Better yet, if the content does live up to the title, you will gain new subscribers.

25. Use Adwords to Promote Your Channel

Even if you are doing everything to cross promote your Youtube channel on other social sites, using the subscribe widget on your website/blog, and collaborating with other users, you may still want to extend your channel promotion further. A good but paid option is promoting through Google Adwords.

Video seems to be the most clickable content online so when your video shows up with a great headline in Adwords it has the potential to skyrocket your video views and subscriber growth. Adwords offers many options to test and tweak an ad campaign so a legitimate video containing worthy content can go a long way beyond just channel filler but as an excellent promotional tool.

26. Use “Featured Videos”

Youtube has a paid feature called Featured Videos. Using this feature will allow your video to be seen by a great many people in a short period of time. You can consider this to be in line with basic online advertising like Google Ads where you can increase your exposure through pay.

Of course you should consider using this if you are confident that your video will be received well. If it is then the organic traffic could take over and even surpass the traffic you get from the paid option.





Instagram

27. Don't Skimp on Relevant/Targeted Hashtags

Instagram is a mobile social site based strictly on visual content. It is a bit different from the other main social sites in that you don't typically share content in your feed but instead, like the posts of others and/or send them to your connections, or put your own original images/videos on your wall.

Because of the nature of this site it is highly recommended, especially for marketing purposes, to use hashtags of relevance. Focus on hashtags that your target market will likely be typing in when they are searching for content. This will allow you to show up more frequently for searches related to your specialty.

28. Use Instagram Stories to Get More Attention

Instagram is really formatted to encourage you to create and post your own original content opposed to easily sharing curated images, videos, etc.. Keeping that in mind, you have to be very creative in order to stand out. One great feature is Instagram Stories.

There is scientific proof that we as human beings love a good story whether it's long or short so Instagram Stories gives brands an opportunity to take advantage of that fact. For example, a business can show what goes on internally where your favorite products or services are concerned; how a certain menu favorite is prepared, quality control processes, or even a day at the office focusing on company culture.



29. Do Video Experiments

There are actually studies that prove that more Instagram engagement goes to photos/images. So, of course we tend to believe we should put our focus solely on them to get the most bang for the marketing buck and stray away from videos.

However, even though images are more likely to get likes, videos actually get more than double when it comes to comments. Instagram recently discovered that video watch time saw an uptick of over 40% within half a year.

That said, it is recommended that you experiment with different types of videos frequently because it can increase engagement rates and help you to rank higher in Instagram's organic search. Comments take more effort and will therefore result in higher organic ratings

30. Post at the Best Times

Buffer has a guide called "The Best Time to Post on Facebook, Twitter, and Instagram" and it emphasizes posting at the times of the day when your target audience would most likely be viewing their feeds. You should consider when they are waking up, having lunch, and when would they be scrolling on their way home from work.

After you have gotten a good idea, through testing, you can use a publisher like Hootsuite or Simply Measured to schedule when your posts to appear. Add a caption and remember that scheduling in advance also give you time for edits if necessary.

31. Respond to Commenters

As this is Social Media, you have to keep the "Social" element in mind at all times. Those who forget this end up misusing many platforms as cold marketing vehicles and wondering why they're not gaining any traction.

That said, posting great images/videos is only half the battle. Inspecting the comments you receive and then responding is the other half. Consider that someone has expressed enough interest that they are leaving commentary. This is the most valuable commodity in all of Social Media!



This is an opportunity to foster positive word of mouth and further build relationships. This of course leads to brand loyalty and sales. Why? Because consumers are more likely to recommend a product/service after direct interaction.

32. Sponsored Ads

If you have posts that are performing well, you can elevate them to Sponsored Ads. Meaning that you can use this paid option to get your post seen by targeted users outside of your followers.

This doesn't mean you can only do this with existing posts. You can create original ads with a purpose in mind and run them to your target market. There are a few types to choose from; Photo, Video, Stories, Caressel, Story Canvas.



Pinterest

33. Confirm Your Website

It is highly recommended to build trust with your targeted audience and confirming your website is an excellent way to do so. After you have done this, your logo/profile image will appear on Pins when users save content from your website/blog.

Doing so, will also enable you to access Pinterest's web analytics. You can find do this by going to your Pinterest settings and clicking "Confirm Website".

34. Pin Frequently and Use Rich Pins

Rich Pins are Pins including additional info directly on the Pin.

There are 6 types of Rich Pins:



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- Movie,
- Article,
- Recipe,
- Place,
- App,
- Product.

It's important to mention that because of Pinterest's visual nature that the actual Pin is attractive enough to catch the eye of a user. That said, Rich Pins are powerful because users can interact with it and even purchase products directly from Pinterest.

There is an install button included on App Pins, cast members and reviews on Movie Pins, cooking times on Recipe Pins, pricing in real-time on Product Pins, headlines and story descriptions on Article Pins, and Place Pins include maps and addresses.

35. Put Several Images in One Pin

Multi-image Pins are Pins that include 4 or less images in one Pin. This is keeping up with Pinterest's best practices. Some examples for the best applications of this include How-tos, frames used in a story; like on Instagram/Snapchat, or multiple products.

Of course you should let your imagination be your guide as there are no rules just recommendations based on the best results. Canva is great tool to create these multi-image Pins with less effort. <http://canva.com>

36. Partner with Relevant Brands (Share each other's Pins)

Business relationships are not only important to you individually but it can help your credibility and company image if you are able to put some of your affiliations on public display. Pinterest allows you to do this because when you pin, your followers can see where your content is coming from.

With this in mind, it can be beneficial to partner with a brand that is relevant to yours. This partnership should include them sharing your Pins and vice versa. This can be a great way to get more exposure for your brand and can complement by contrast.



37. Follow Targeted Accounts and Boards

A good strategy for growing your audience is to follow the followers of your competitor's boards. Simply find a selection of your competitions pages on Pinterest and follow between 50-100 of their followers per day.

Of course as you are doing this, you should make sure that you are Pinning your own content as well as repinning relevant content that your target users will find interesting. This is a strategy you can implement regularly as you continue to expand your Pinterest presence. Be sure to keep up with your growth metrics so you know the types of content gets the most shares, repins, etc.

38. Put a Link in Your Pin Description

Pins can be clicked on and directed to the source url. With that said, Rich Pins, once validated can be easily clicked on. When you do this you can use shortened links if preferred.

This can also make the overview of the pin more appealing. These links appear bold in the description and can make your Pin pop. Remember that most top Pins have url links, either complete or shortened.





Snapchat

39. Create a Custom Geo-filter

Geofilters on Snapchat are custom overlays that appear on Snaps which can only be seen in specific locations. Simply, they are attractive graphics that make a Snap stand out from your average. The geofilters a user sees in one location (Philadelphia Pa.) are different than what a user sees in another (Miami Fl). This is a result of where the photo/video is taken.

These are a way for users to share their location with a digital landmark. Your brand can benefit from this feature because when a user snaps a photo/video then swipes left, your custom geofilter may be displayed on their Snap. The range to be found is between 20,000 and 5 million square feet. This is a great promotional tool to use for events whether you are hosting one or have a business that is close to one.

40. Create Custom Stories with User Engagement/Interest In-Mind

Custom Stories is a Snapchat feature that enables users to Snap/Post stories targeted to people in a certain geofenced area. You can use this feature to create content for your business and share with everyone or just specific groups.

For example your business can promote an offer which is specific to your general area (Geofence). This can encourage users nearby to come to your business and take advantage of a lunch time special or other limited time promotion.

Another example would be to create a story of customer's testimonials as a promotion is taking place "live" to further entice surrounding users to visit. This is Social Proof on steroids and can be a powerful motivator to gain additional foot traffic.



41. Announce Your Snapchat Account Launch On Every Other Social Channel

You may or may not have done the following when launching your other social channels; Facebook Pages, Twitter, LinkedIn Business Pages, etc.. However, there is a suggested process for getting greater success in community growth with a new social channel if you do so.

Send an email blast to employees, family, friends, and customers announcing your new Snapchat presence and how to add it to their accounts. Doing so, as well as promoting it on your other social channels will speed up the process of gaining an audience. Of course you should encourage users to share the content you present.

If your social presence isn't growing it can become frustrating and can cause you to pull the plug on what would otherwise be a plentiful source of customers. That said, you should plug, promote, and remind current followers on other channels to link to you on Snapchat.

42. Use a Personalized "Snapcode" and Shareable URL

Just as other social networks have icons you can place on your website/blog, Snapchat has a feature called a Snapcode which acts like a UPC symbol. You can create the symbol right in the app and then another person can open their Snapchat app and scan your code; adding you to their following.

You can also screenshot your code and then use the image anywhere you can post it. From this point anyone with the app can scan it and add you to the users they follow. This is an efficient way that you can expand your following to Snapchatters you may be targeting.

43. Do a Snapchat Takeover for More Engagement

A Snapchat Takeover happens when an individual or brand lets another user present content on their account for a short period of time. For example; creating their own story. This can be useful when partnering with a relevant brand and it also helps in the creation of unique content that otherwise would not be seen on the same channel.



The user invites their followers to visit the channel at a certain time to see the takeover as well as the brand/individual taking over doing the same with their own followers. This is a great and relatively simple way to increase your audience through a seemingly joint venture.

44. Invest in Snap Ads

Snap ads are videos/Glfs which are displayed vertically on the entire screen of a cell phone or tablet and play between stories either on the Discover section or other curated content. Using the Ad Manager, you can create, manage, and optimize your campaigns.

There are 2 types of ads:

- Attachment Ads
- Filter Ads

Attachment ads typically appear between stories as mentioned above and last for about 10 seconds. You can arm these ads with a CTA (Call to Action) and encourage a viewer to click through to your landing page. In addition they can be built to have users install an app, watch a video, view an article, or visit any web destination. Keep in mind that these ads are as skippable as any other Snapchat content.

Filter ads are different in that they are used to enhance photos with an image or effect; namely your logo and/or slogan. They include Sponsored Geofilters and Sponsored lenses.

Geofilters appear within a certain area around your place of business when a user takes a Snap and swipes a few times; your logo/slogan or intended message will appear on screen as a complement to the original Snap.

A sponsored lens on the other hand appears similarly but can be "played with" so to speak to decorate faces. They are usually used by big brands as they require heavy duty specifications that only companies with a large ad budget can fulfill.





Blogging

45. Use Targeted Keywords in Titles, Meta Tags, and Body

Targeted keywords should always be kept in mind in any social media content although most marketers ignore this very important tactic. Usually it is an important consideration to do so when it comes to blogging.

This is because search engines tend to favor blogs. Whatever your social media goal is I'm sure it involves gaining traffic to some extent and SEO is one of the most efficient and cost-worthy way to get targeted traffic.

That said, it makes sense to do some research using a reputable keyword tool like Google Keyword Planner or Market Samurai. There are others to choose from but these are the ones I know of as user friendly and dependable.

Once you have determined the keywords and keyword phrases that your targeted audience would likely be typing in, be sure to place them in your titles, throughout the body of your posts, as well as in the meta descriptions. If your post just includes a video, use them in the video title and description. I can't stress enough how important it is to use keywords in all of your content.

46. Always End Posts with Engaging Question or CTA

All of your blog posts will not be popular or enticing even though this should be the goal each time; at the very least aim for valuable. Make sure that the content you are presenting has your audience's needs in mind.



You'll be able through checking your analytics to see which was popular and which was less intriguing. Therefore it is a good practice to put a question that induces engagement so that the more popular posts get loads of comments opposed to missing this opportunity. You can also include a call to action like downloading an ebook, filling out a survey, or sharing an experience using your product.

47. Leave Practical Comments on Influencer's Blogs

In Social Media, it is always at least part of the goal to grow your following. Otherwise, how else could you collect valuable consumer data and engage with a community of targeted individuals? In other words, it defeats the purpose of using Social Media when you aren't creating "social" opportunities and circumstances.

That said, reaching "Influencers" is an important part of any real social strategy. Hopefully you have done a little grunt work and located the social influencers who are relevant to your industry and your business objectives.

Once located, it is a solid practice to read, watch, listen, etc. to their content and give real substantive feedback by way of comments. It doesn't have to be super positive or phony in nature. It should be practical enough where it is showing value to the audience who is viewing it as well as for the influencer. This may result in him/her clicking over to your blog, viewing your content, and thus begins a relationship of credibility.

48. Do Guest Posts on Relevant Blogs

Guest blogging is an oldie but a goodie when it comes to expanding your social media audience. It is time tested and still proves to be effective as blogs continue to be a major part of the online universe. The concept is very basic but completely logical; the blog owner receives free yet quality content and the guest contributor gets exposed to a broader audience.

When making the decision to implement the strategy of guest posting, consider that just getting traffic is only one part of the potential benefits. You are putting yourself/business in a position to gain backlinks, new subscribers, shares throughout social media, and of course additional credibility. One way to begin a guest posting strategy is to go on a posting blitz.



Here's a good place to start: Google "Guest Bloggers Wanted". You will see results for several sites and mega-lists that include well read blogs looking for guest writers. As I stated, that is one way to go however, I also recommend putting in some grunt work and locating the top influencer blogs in your niche and beginning relationships with these titans; ever building your chances for guest posting on their blogs. Just be consistent in your outreach and keep "VALUE" in mind.

49. Promote Blog Posts Across All Social Channels

This almost goes without saying but deserves a mention for clarity's sake. You should share most if not all of your content across all of your social channels in some form or another. For example, if you write a blog post it can be converted into a video, infographic, and even a podcast.

That said, even if it's just a blog post, you can share it across all of your social channels just the same. On Pinterest or Instagram you can create an image with your blog title and URL on it and share it visually. On Youtube, you can post a thumbnail of the same with a trailer of the article and use annotations to link back to it. I'm basically saying you want to share it but the front line exposure may simply change according to the platform. Nonetheless, more sharing of a good post will get more eyeballs; resulting in more potential shares.

50. Be Consistent

One of the vital things that bloggers forget is consistency. Never forget that it is much easier to lose traffic than increase it. Therefore you must keep a regular and frequent blogging schedule.

Consistent blogging has been proven to lead to increasing rates of subscribers. A study from Hubspot shows this.



Conclusion:

Thanks for checking out this quick read. I hope it at least sparks some ideas to build upon in making your social media endeavors successful. Beyond that please don't hesitate to contact me via email with any questions or comments especially if you would like me to expand on any of the methods described. You can also comment on any of my social media or blog posts.

Good luck,

- John H. Lee

About the author:

Hi, I'm John H. Lee founder of Jonbizi.com. Yes, everyone is busy but I just happened to use that tag as a name and spell it funny for branding purposes. Plus it's quick and catchy.

That said, I'd love to tell you how "I'm so awesome" because I get amazing results from my years of internet marketing and business experience. Okay, yeah it would be true however you're reading this book to move forward and hopefully engage with me.

Well, without taking too much of your or my time to explain and layering on the BS salesy/professional pitch (Remember we're both busy/bizi right?), I'll just say I'm an internet/social media marketer(**CSMP**) **Certified Social Media Professional** with nearly 20 years experience online; making money all the while through my efforts.

I help busy professionals and businesses get excellent results online like attracting interested and paying customers, building an online brand, and creating digital products.

Find me on all major Social Sites and Connect, Follow, or Like.



jonbizi.com Inc. **DIGITAL MARKETING BiZness**

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There's actually much more but at this point if you really want to learn more just contact me via email and we can communicate that way or by phone. It's up to you and we'll see if I'm a good match to propel your online efforts forward. That begins with you reaching out. I'm a real person (business person at that) so, do what you will, I'm here.

Hope to hear from you when you're serious.

Peace.

JonBizi

Sources:

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