



Social Media Marketing Beginner's Guide

I recently came back from a fully packed conference on social media marketing, the Danny Sullivan SMX show in Long Beach, CA, and all-the-rage was Twitter, a micro-blogging platform that many at first (typically) considered a 'joke' or maybe just a temporary fad. [how to upload pictures to instagram online](#) They (we) were all wrong, but most agreed that using any tool or technique without a reasonable strategy was a missed opportunity. But, let's not be too quick – learn how to research & leverage the social media space with planning and execution along the way. I'll show you that micro blogging and the other tools and platforms in this short SMM guide are things you might consider for your important social media marketing. Furthermore, SMM can provide quality traffic, you can minimize the often laborious time by a little planning and it is possible to market into B2B marketplaces. It's not just for kids anymore. Social media marketing (SMM) is a form of internet marketing which seeks to achieve branding and marketing communication goals through the participation in various social media networks". Social Media is a shorter top level term that describes the space overall, and covers the activities around social interaction, content, videos, images and audio exposure. Many of us are so excited about the technology and web (hence my somewhat trite opening), that we forget key pieces to success: definition of business goals, objectives and overall process for execution. The old "fail to plan, plan to fail" comes to mind. While you need to create the roadmap for your online business – you must certainly decide on what goals and resulting metrics you want to attain. Since the social web allows you to interact with others, create and promote content that can get links and viral attraction, you can – with the right strategy – reach key influencers using this medium.



Trying everything at once

I have seen this mistake often: People, who are new to social media and know not much to nothing about the different networks start being active in each and every network they can find. [set up instagram account online](#) They try using every content format they ever heard of

and think they have to hop on every fancy sounding new marketing train. The results are meager if you can see any. And in their despair and frustration they get the feeling they are not using enough networks, not doing enough or not trying hard enough. And all the time one single network could easily give them more and better results than all the combined effort they make in all the different networks. Social Media marketing is not simply signing up and starting to be active in social networks. Apart from the fact that most people, who are starting out have no relevant audience to speak of in any network, you also need to figure out the basics for each network before you can see results. Getting social media right takes time – not only measured until you can see success, but also time in working hours. Sure, once you know what you are doing processes will get more efficient, you can add tools and automation to your daily routine to save time, which you then can use on a new network. But in the beginning you will have to think twice about almost every step in every network you want to use. Starting with everything at once will simply result in not getting anything right. Results will not show and frustration is certain. Social media expansion is important because this provides foundations for broader / faster mindshare, along with supporting your search engine marketing objectives. You *can* convert traffic if you target appropriately (research needed), and do not spam. Read each point below to get a deeper understanding. We all know what blogs alone can do, and they are pretty search engine friendly out of the box.

Not getting the basics right first

This mistake comes in many varieties. It may be the missing share buttons on the blog, the totally broken blog layout, the missing bio or avatar picture on Twitter, the lack of content and no idea where to get content for social media. [buy cheap followers on instagram](#) Social Media success rarely comes disconnected from your other activities and web presences. All online marketing is inter-connected. And especially when you are starting out you need to get the basics right first: The basics are the starting point where you can easily get things right without depending on some results or reactions by people, which might come or might not. The solution is simple: Before you start hectic activity in every network you can find, get things right on your end first. Fill out the profile in every network you sign up for. Upload an avatar picture, which is recognizable and fits the dimension requirements in the network. Make your content shareable and share worthy. Decide on the content you are going to use in Social Media and where you are going to get it from. Limit talking about yourself, at least initially – provide ways to help others instead. This is probably the most important tip in the social media workplace. Say you are building your new del.icio.us profile, make sure to bookmark other useful resources and sprinkle yourself lightly. It's about "them", not "you". Don't forget this important rule! This allows you to spend less of your advertising on an audience more likely to convert. On Facebook, for example, you can select your website visitors custom audience and then

use the usual audience definition settings to show your ad to particular demographics within your website visitor audience.