

Social Media Marketing Quick Glance Guide



If you're like most marketers, you have a host of tools you use to help you get through the work-day. Everything from project management tools to email marketing tools, you rely heavily on multiple resources to help you get your job done. The team at [Genia Stevens & Associates](#) has developed this Quick Glance guide to help you with your social media marketing needs. This guide provides reminders and tips that will help you successfully implement your social media strategy.

GOOGLE+

- Complete your About Page. Include links to your website and other places your brand can be found on the web
- Utilize industry keywords on your About Page
- Connect your team members by using Google+ Hangouts for video conferencing
- Host a Google+ Hangout event related to your industry
- Capitalize on the Google Authorship. This allows Google to authenticate your content. Google will eventually see you as a valuable source of information
- Create Google Events. The beauty of Google Events is that you can invite both Google+ users and non-Google+ users to your event

BLOGGING

- Refer to your blogging strategy regularly. If you don't have one, create one!
- Remember to use industry keywords as you develop your blog post
- Place important industry keywords at the beginning of your blog title
- Make your blog easy to comprehend by including bulleted lists
- Remember your inbound linking strategy: bookmark your blog posts on various social bookmarking websites
- Include a call-to-action at the end of your blog post
- Use keyword-friendly blog URLs. You may need to activate this feature in the SEO section of your WordPress blog
- Place a link to your blog on other pages on your website
- Add social sharing buttons to the end of your blog posts
- Develop a blog commenting policy and make sure your community follows the rules
- Respond to blog comments within 24 hours
- Assign someone to monitor your blog for SPAM and abusive comments

FACEBOOK

- Refer to your Facebook marketing strategy often. If you don't have one, create one!
- Create a Facebook content schedule. This schedule includes the content you plan to post and the day/time you plan to post it
- Before posting any content, ask yourself: 'Will my community find this interesting or informative?'
- Determine the [social media personalities](#) most prevalent in your Facebook community, then develop content with them in mind
- Create a branded cover image for your brand's Facebook page and change it often to add some spice to your page
- Consider including a link to your website on your cover image, in addition to a way to contact the page's social media manager
- Check your Facebook Insights report weekly. If you have a more robust social media tracking tool, refer to that tool regularly
- Create a Facebook List that includes a link to your most influential community members
- Consider subscribing to Facebook lists related to your industry
- Use photos and videos as often possible in your posts. Community members respond best to this type of content.
- Utilize the Offers feature to promote special discounts your brand is offering to community members
- Utilize the Promoted Post feature to highlight content you don't want your community to miss. *Hint* Choose the \$50 option, then come back after you've spent about \$10 and suspend your promoted post. This tactic is enough to jumpstart the engagement on your promoted post. Once the engagement has started, your post's virality will grow on its own without the need to continue promoting your post.

TWITTER

- Find and follow industry experts and thought leaders, then engage with them often
- Import your contacts to Twitter regularly, especially if you collect email addresses for a newsletter
- Search for industry experts by using sites like Wefollow.com and Twellow.com
- Find people who are talking about brand and follow them
- Reply to Twitter users who tweet about your brand
- Search for industry-related keywords and hashtags, then follow Twitter users who are using them often
- Create lists of your followers. These lists allow you to segment your Twitter followers into various topics
- Always use a URL shortener when you post links, especially one that allows you to track the engagement with that link. Bit.ly is a great example of this
- Do not send automatic direct responses to your followers; it's so phoney and transparent
- Remember the 4-1-1 rule. For every one self-promotion tweet, you should re-tweet one related & informative tweet that is not your own. You should also share four content items written by others
- Try to keep your Tweets at no more than 100 characters. This allows your followers to easily re-tweet you without the need to edit your tweet
- Regularly engage influential Twitter users by mentioning them in your tweet. To do this, simply @mention them in your tweet
- Participate in industry-related Twitter chats, public conversations based around a specific topic

LINKEDIN

- Use a professional photo as your LinkedIn profile picture
- Include industry keywords in your profile summary and in your job descriptions
- If you have articles/blog posts published on a respected industry website, add those publications to your profile (remember to use industry-related keywords in the article description if the keywords are not already included in the article title)
- Move your Publications section closer to the top of the page
- Claim your unique LinkedIn URL. Use your name (or an industry keyword) in that URL
- Include industry-related keywords in your LinkedIn profile summary
- Add a list of skills to your profile summary – keep SEO in mind and use as many industry-related keywords as possible
- Develop your company page on LinkedIn, then encourage your connections and employees to follow your page