

Training Guide



# **SOCIAL MEDIA MARKETING 2019-20 Made Easy**

**Powered By “Your Website URL here”**

**Skyrocket Sales & Boost Conversions  
with Our Proven & Tested YouTube  
Advertising Techniques**



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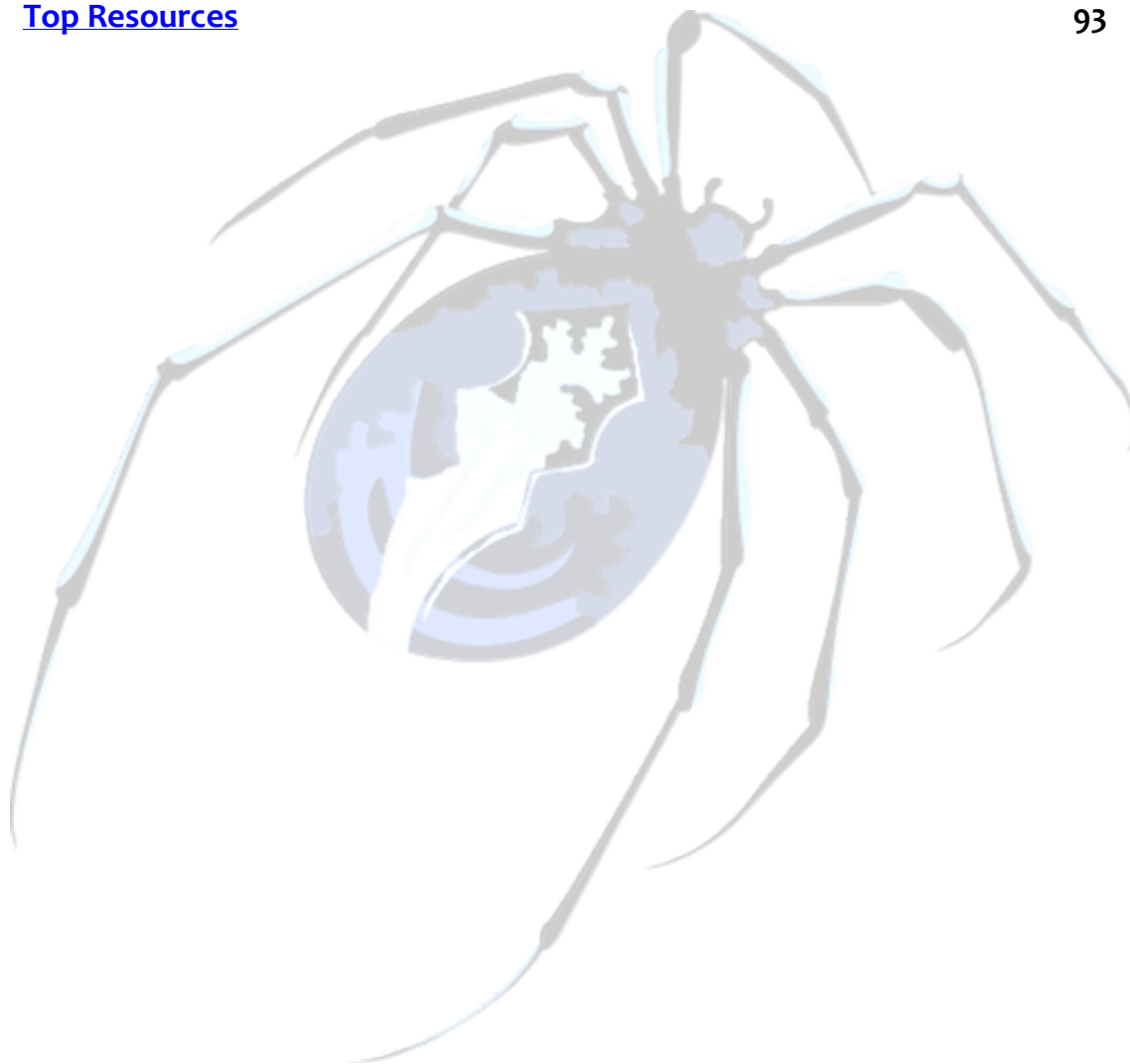


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# Introduction:



Welcome to the latest and very easy to apply “Social Media Marketing” Training, designed to take you by the hand and walk you through the process of getting the most out of Social Media Marketing in 2019-20, on behalf of your business.

I’m very excited to have you here, and I know that this will be very helpful for you.

This exclusive training will show you Step-By-Step, Topic By Topic, and Tool By Tool, what you need to know to dominate Social Media Marketing, in the easiest way possible, using the most effective tools and in the shortest time ever.

This training is comprised of 20 chapters, ready to show you the latest social media marketing strategies through 2019-20.

This is exactly what you are going to learn:

Chapter 1: What is Social Media Marketing in 2019-20 All About?

Chapter 2: Creating Social Media Marketing Posts For Facebook In 2019-20

Chapter 3: Creating Social Media Marketing Posts For Instagram In 2019-20

Chapter 4: Creating Social Media Marketing Posts For Twitter In 2019-20

Chapter 5: Creating Social Media Marketing Posts For LinkedIn In 2019-20

Chapter 6: Increasing Your Reach On Facebook And Instagram With Paid Ads





Chapter 7: Growing Your Mailing List With A Lead Generation Campaign On Facebook

Chapter 8: Building A Chatbot To Engage Potential Customers On Facebook Messenger

Chapter 9: Converting Your Website Visitors Into Followers With Facebook Remarketing

Chapter 10: Promoting Your Stuff With Facebook And Instagram Livestreaming

Chapter 11: Cross-Promoting Your Social Channels With A Giveaway Campaign

Chapter 12: How To Build The Perfect Social Media Marketing Plan For 2019-20

Chapter 13: Tips To Build Influencer Marketing Campaigns In 2019-20

Chapter 14: Social Media Marketing Trends To Take Advantage Of In 2019-20

Chapter 15: Social Media Marketing Best Practices In 2019-20

Chapter 16: Advanced Social Media Marketing Tips and Tricks That Work In 2019-20

Chapter 17: Social Media Marketing Do's And Don'ts in 2019-20

Chapter 18: Social Media Marketing Premium Tools And Services To Consider in 2019-20

Chapter 19: Social Media Marketing Shocking Case Studies in 2019-20

Chapter 20: Social Media Marketing Frequently Asked Questions in 2019-20

Well, it's time for you to start getting the most out of social media marketing in 2019-20, on behalf of your business.

I know you'll love this training but remember that Katipo Digital is available to help you achieve your marketing goals whenever you need us.



# Chapter 1: What is Social Media Marketing in 2019-20 All About?

Social media marketing is a recent online marketing trend initiated by companies and individuals that realized the potential of social media platforms such as Facebook and Instagram as powerful marketing and advertising channels.



More specifically, social media marketing is the process of using social media sites to promote products, brands, and businesses of all sizes.

Social media marketers leverage aspects of social networks that facilitate interactions between companies and users, including instant messaging, social interactions such as likes, shares, and virality.

Social media marketing strategies are simple to execute because they usually generate an instant response. An example of a common social media marketing strategy is a company that sets up an optimized profile on any of the big social networks to start composing updates that are also optimized to generate organic reach.

The outcome of this strategy is that the company that created the social profile to run the optimized updates will start getting followers in a matter of hours. A good percentage of those followers will convert into referrals, brand ambassadors, as well as into customers down the line.



Given these results, it is no wonder why agencies and businesses are flocking to social media. Social media marketing is cost-efficient, and it produces quick results.



### How Can Social Media Marketing Help Your Business In 2019-20?

- ✓ Social media marketing doesn't require you to invest up front as long as you know how to apply the right strategies.
- ✓ Social media marketing helps you build a presence on some of the most popular websites on the planet. For Free!
- ✓ Most social media networks have integrated advertising solutions and built-in advertising tools that let you run paid ad campaigns for a fraction of the cost of an ad campaign on traditional media.
- ✓ You can develop social media marketing strategies that help your brand stay top-of-mind.
- ✓ Social media marketing will help you personalize customer relationships because social media users LOVE to interact with the brands that they love.
- ✓ Social media marketing provides your brand with unprecedented levels of engagement and interactivity.





- ✓ Social media marketing integrates with every possible placement. You can link your social channels to your websites and to your other social media channels.

Are you ready to learn all it takes to dominate social media marketing in 2019-20 and beyond? Then let's kick this training off in the following lesson!





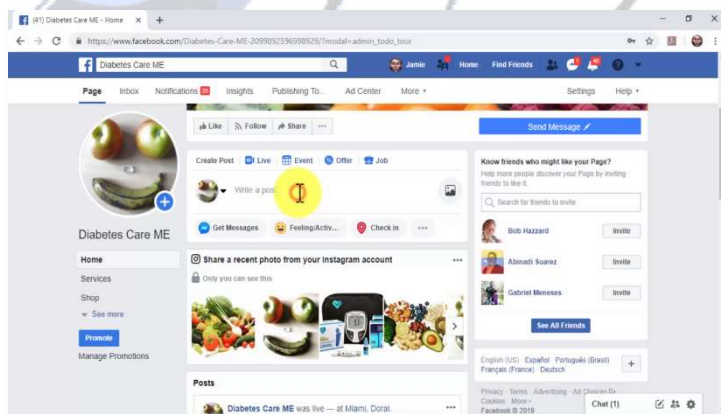
# Chapter 2: Creating Social Media Marketing Posts For Facebook In 2019-20

Everybody knows what Facebook is, and almost everybody has a Facebook account. It is the second most visited website on the planet, and it goes without saying that it is the most popular social media platform that exists.

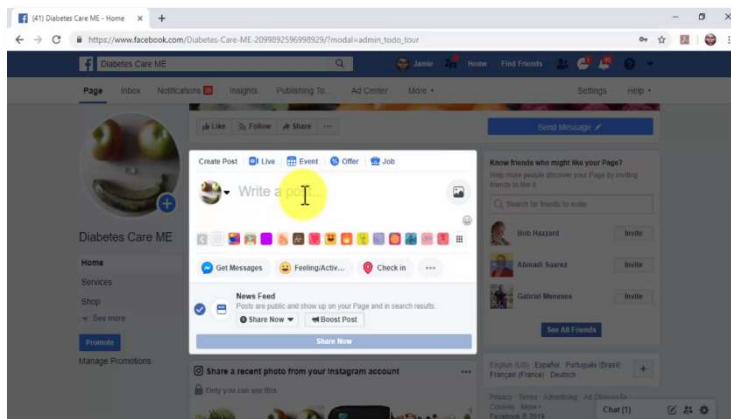
That alone makes it a top-tier platform for marketers, but there's so much more to it that we decided to start off our social media marketing journey here, and today you're going to learn how to create social media marketing posts for Facebook in 2019, the right way.

## Getting Started

Sign in to your Facebook account and go to the Facebook page of your business. Now click on the “write a post” field.



We're going to start this lesson just like if you were to compose a normal Facebook page post, but this time we'll go deeper.



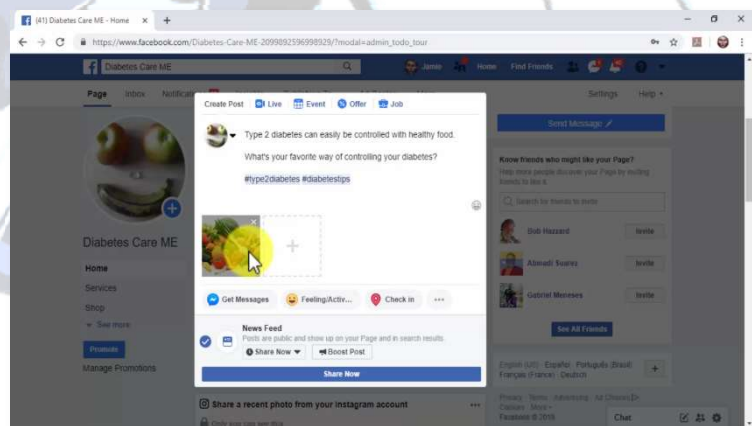
### Composing Social Media Marketing Posts For Facebook

Facebook marketing posts are different from normal Facebook posts because they're

intended to generate engagement and actions around a brand, a product, or a service. There are two types of Facebook marketing posts that can help you to achieve those goals.

### Composing An Engagement Marketing Post

Let's first create a Facebook marketing post intended to generate engagement. You can open the post with a statement followed by a question, or with a statement followed by a command.



For this example, we'll open the post with a statement followed by a question. One thing to consider when composing posts is that you have to catch the attention of the user in the newsfeed.

The easiest way of doing this is by starting the statement with a keyword or long-tail keyword that can easily be identified by your target audience.



You can insert the question after the statement. This question has to be related to your statement and has to allow users to provide their point of view. This will encourage discussion in the comments section.

Separate the question from the statement with a line by clicking on the “space” bar. Spacing the text in your post will help you to retain the attention of users.

Now it is time to insert hashtags. Although hashtags are not used on Facebook as on other platforms, they can still help you to increase your organic reach on Facebook search results. Our recommendation is to insert one or two keywords or search terms as hashtags.

Now it is time to insert media to your post. Posts with images or video generate much more engagement than text-only posts, so make sure to always add a relevant image or video to your posts.

To add an image or video to a post, simply click on the “add photo or video” button. You can select a media format for your posts. For engagement marketing posts, it is enough to add a single photo or video.

To upload a single photo or video, simply click on the “upload photos or videos” option, locate the image or video that you’ll upload on your computer, and double click on it.

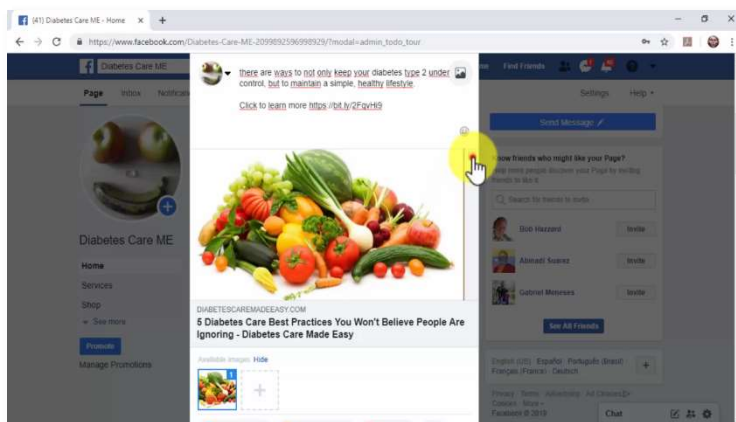
Great job so far! When you are ready to publish your post, you will simply have to click on the “share now” button. Now, you can also schedule posts to be published on a different date.

You simply have to click on the “share” menu and select “schedule”. We will be discussing the best times to post social media marketing messages on





different platforms, including Facebook, in one of our following lessons, so for now we'll simply click on “share now” to publish it.



### Composing An Actionable Marketing Post

Now let's create an actionable marketing post. This is the type of post that is intended to

generate actions such as website visits, sign ups, or sales.

This type of post is easier to compose because they're intended to deliver a clear message through a call to action.

As we said, actionable marketing posts have a clear goal. In this example, we'll compose a post to generate clicks and visits to our website.

You have to open your actionable post with a statement, and to follow up the statement with a call to action.

Because we are going to use this post to send people to one of our content pages, we'll quote a fact from the article in our link. Then we are going to add a call to action to encourage users to click on the link in the post to learn more.

Now, you have to always link to the external URL where users have to take action. There are two methods to add a link to your destination.

The easiest method is by simply pasting the URL below your post text.

Facebook will automatically create a clickable link preview that will appear



below your text and that users can click through. This link preview will pull the image from your page or website to add it to the post. You can delete the text URL from the post after the link preview appears.

The other method is by adding a shortened URL directly below the text. To shorten your URL, go to “bit.ly” in your browser, and then paste the URL in the “shorten your link” field. Now click on the “shorten” button.

Click on the “copy” button to copy your shortened URL and go back to Facebook. Now paste the shortened URL below your post text.

You might have noticed that larger brands and business-to-business companies use this method the majority of times they post an external URL. This is because it allows them to replace the link preview with a branded image or a video infographic.

To apply this strategy, you’ll simply have to delete the link preview by clicking on the “x” icon, and then clicking on the “add photo or video” button to upload your custom image or video. You can click on “share now” or schedule your post after you upload your custom image or video.

And that’s it! Use these two types of Facebook marketing posts interchangeably to keep your audience engaged and to achieve different business goals.



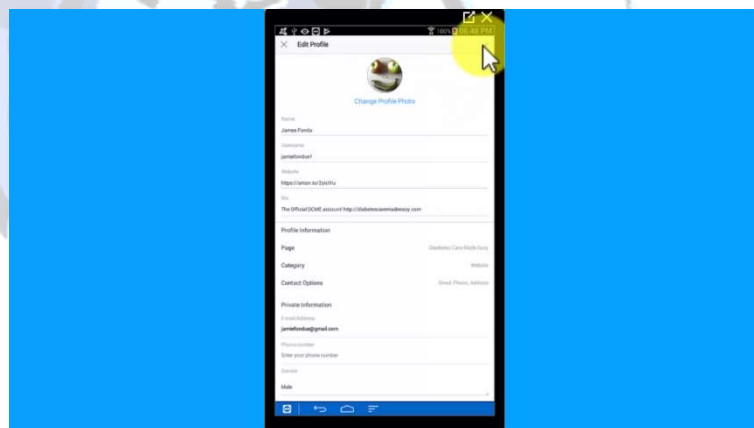
# Chapter 3: Creating Social Media Marketing Posts For Instagram In 2019-20

Instagram is the world's favorite visual discovery platform. Its visual storytelling format also makes it the perfect platform for marketing.

Today we are going to show you how to create Instagram posts that generate lots of engagement and clicks to your websites and product pages.

## Getting Started

Before we show you how to compose an Instagram marketing post, we need to show you how to insert external URLs that you can promote on Instagram.



You see, you can't insert URLs into Instagram posts. That makes it impossible to share content that is outside Instagram, so all engagement happens inside the platform. You can circumvent this limitation by inserting your URLs into your profile though.

Sign in to your Instagram account. Tap on the profile icon located on the lower right-corner of your device's screen and then tap on "edit profile".

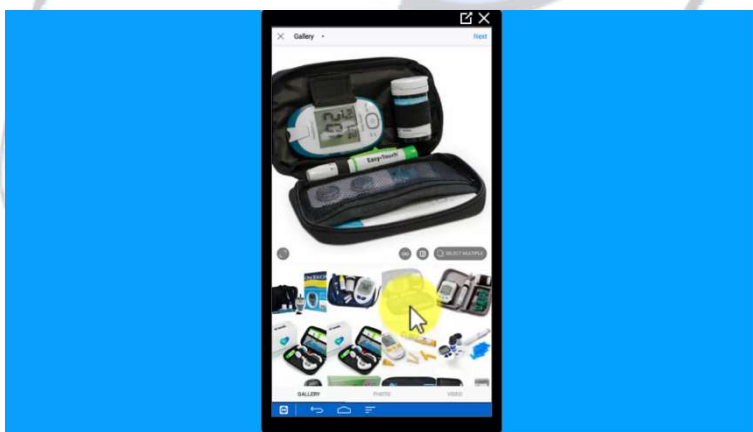


You can include two URLs to your profile. Use the “website” field to insert the URL that you are going to promote, and the “bio” field to insert the URL of your business website.

This is because the “website” field is the only field where you can insert a clickable URL, so it is the best place to insert the URL where you want users to take action. In the “bio” field on the other hand you can insert a text-only version of your business website URL for brand awareness.

In this example we are going to promote the URL of an affiliate product, so we’re going to add it to the “website” field. To add your URL, tap on the “website” field and paste the URL that you are going to promote. Make sure to always add a shortened version of your URL.

Now tap on the “bio” field. Paste a text-only version of your website URL at the end of your bio. You can tap on “done” when you are finished adding your URLs.



### **Selecting Media For Your Instagram Marketing Post**

Because Instagram is a visual discovery platform, you will

have to take a photo, to upload an image, or to record a video for each post that you compose.





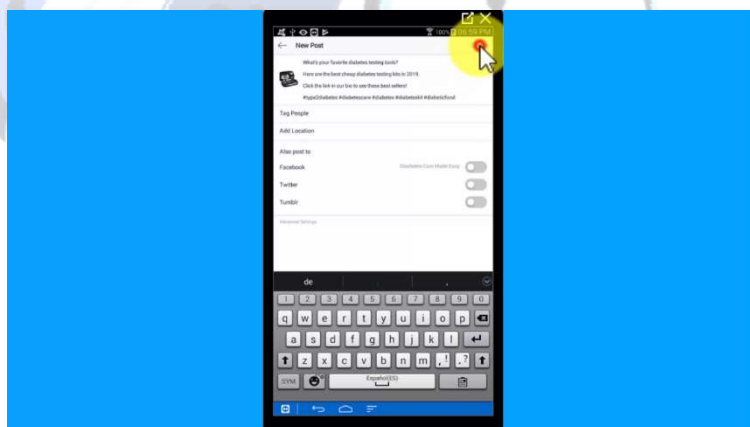
To add media to a new post, you can tap the camera icon to take a picture or record a video, or you can tap on the “plus” icon located on the lower screen to access the gallery and upload an image from your device.

In this example, we’re going to select a product image from our gallery to promote our affiliate offer. Please note that stock images don’t perform well on Instagram. Always focus on adding your own images to build trust. You can tap on “next” to continue.

You can edit your image or video by adding a filter and adjusting other settings. You can experiment with these settings to generate consistent visual effects that you can use on all your posts. By using the same visual effect on all your posts you will increase brand recall. You can tap on “next” to continue after you are finished editing your media.

### Composing An Instagram Marketing Post

Let’s now compose an Instagram marketing post. The goal of an Instagram marketing



post is to generate engagement, reach, brand awareness, and product consideration among qualified members of your target audience.

An Instagram marketing post doesn’t necessarily have to follow a structure as long as it includes your target keywords, relevant search terms, a call to action if you’re promoting an external URL, and hashtags.



Let's start by composing a compelling caption where we target product keywords and search terms related to our affiliate offer. To increase curiosity, we are going to open our caption with a question where we target a product keyword. Next we are going to add a relevant search term and a description of the affiliate product that we are promoting.

Now we're going to type a call to action to encourage users to visit the referral link in our bio to learn more about the product.

Now it is time to add your hashtags. Hashtags are a crucial element of an Instagram marketing post because they increase discoverability and make it easier for your target audience to find your content.

You can add up to 30 hashtags to an Instagram post, but marketing studies have found that posts with a maximum of 9 hashtags perform the best.

So let's start adding our hashtags. Only add keywords that are relevant to your post as hashtags. Always make sure to research the best hashtags for each post. For example, we researched keywords and search terms used by people looking for the type of products included in our offer, then we compared those keywords to results in hashtag searches on Instagram to find the best hashtags for our post.

You can tap on "share" when you are finished composing your new Instagram marketing post. And that's it!



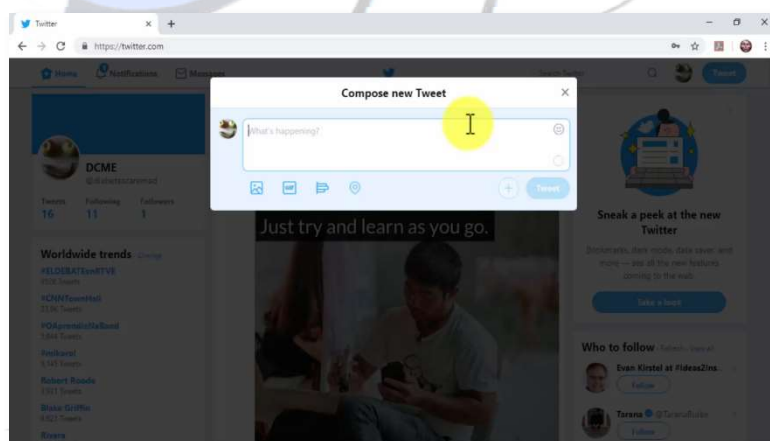
# Chapter 4: Creating Social Media Marketing Posts For Twitter In 2019-20

Twitter took the world by storm because of its simplicity. Its fast-paced format and character limit makes it perfect for sharing news, articles, opinions, and questions.

Because of this, it has also become the perfect platform for building a very qualified audience that will be easy to convert into a repeat customer-base once it is engaged. Today we are going to show you how to create the perfect Twitter marketing post to move your Twitter followers down your conversion funnel, fast!

## Getting Started

Let's start off this lesson by creating a Tweet like you normally would. Log in to the Twitter account that you use for your business and click on the "tweet" button.



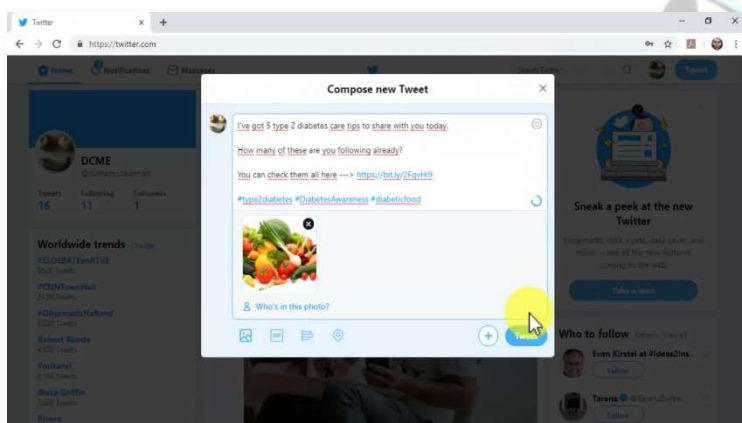
There are two types of marketing tweets that you can create to promote your business: engagement tweets and promotional tweets. Engagement



tweets are intended to generate engagement and conversations with your audience.

Promotional tweets are intended to generate visits to a product page.

Promotional tweets are used to generate product consideration as well as sales.



### Composing An Engagement Tweet

Let's compose an engagement tweet first. Engagement tweets have a very definite structure that

you can vary from time to time.

The most common type of engagement tweet opens with a statement or comment and ends with a question.

Start your tweet with a comment, statement or opinion about a topic that your target audience loves. This will help you spark participation in the comments section. This will also help you generate likes and retweets.

Much of the awareness that you generate comes from endorsements by other accounts, such as when users like or retweet your tweets. Because of this, you need to stand out by using a keyword or popular search term in your niche, or by addressing members of your target audience. By inserting a recognizable keyword or label on their timelines, you'll be able to get the attention of users that don't follow you yet.





Now follow up this comment with a question that is related to the comment in the tweet. This will further encourage users to participate.

You can follow up with a link to a page with content related to your comment and question. This can be a link to one of your content pages, or a link to a curated article or video. As you can see in our example, we have posted a link to an article on our business website.

Make sure to add a call to action to invite users to visit the URL, and to use shortened versions of your URLs. You can shorten your URLs on “bit.ly” by following the steps provided in lesson 2.

The idea is to share content that your target audience will find entertaining or helpful. This will help you to establish authority and to get new followers that will start interacting with your tweets and clicking on your links.

Let’s now add hashtags. Hashtags are vastly used on Twitter to increase discoverability on search and on the trending topics feed.

We recommend you to add up to three hashtags. Target only keywords and search terms that are closely related to your tweet.

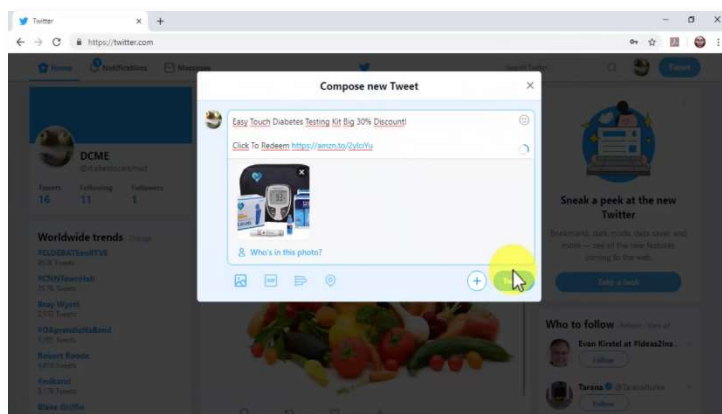
Now you have to add an image, video, or GIF to your post to make it more visual. Click on the “add photos or video” or on the “add a gif” button. Locate and upload your media from your computer. Now click on “tweet” to publish your marketing tweet.

You can create variations of this type of tweet by omitting the statement, or by omitting the question. When you create engagement tweets to ask questions to your audience, you have to ask relevant questions about your audience pain points, or the problems that they face.



### Composing A Promotional Tweet

Let's now create a promotional tweet. The goal of promotional tweets is to generate two possible actions: visits to a product page and sales.



Promotional tweets are straightforward and simple because they only include a call to action encouraging users to check a promotion on a destination URL.

Click on the “tweet” button to get started. Now type a brief description of the offer that you’ll promote. In this example we’ll promote an affiliate offer from the amazon marketplace, so we will start with the name of the product, followed by a product keyword, followed by a description of the offer, which in this case is a discount. Now we’ll follow with a call to action to encourage users to check the offer, then we’ll insert the affiliate product URL.

You have to add an image, video, or gif related to the offer in the promotional tweet. Click on the “add photos or videos” button or on the “add a gif” button to upload media to your tweet. You can click on “tweet” when you are finished composing your promotional tweet.

Please note that promotional tweets work best when users are already engaged with your account. And although there are accounts that only post promotional tweets, our recommendation is to post 80% engagement tweets and 20% promotional tweets. You can create a Twitter marketing calendar to set up your own schedule!



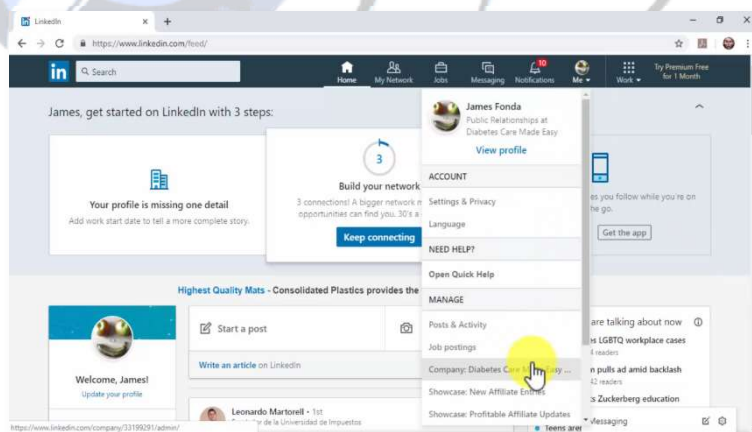
# Chapter 5: Creating Social Media Marketing Posts For LinkedIn In 2019-20

Hey there friends! LinkedIn is a powerful social media platform that is not used enough by marketers, but you don't want to miss out, because the advantage of LinkedIn marketing is the hyper-focused audience you'll find there.

Today we are going to show you how you can create LinkedIn marketing posts that are guaranteed to generate engagement as well as qualified leads and conversions down the line!

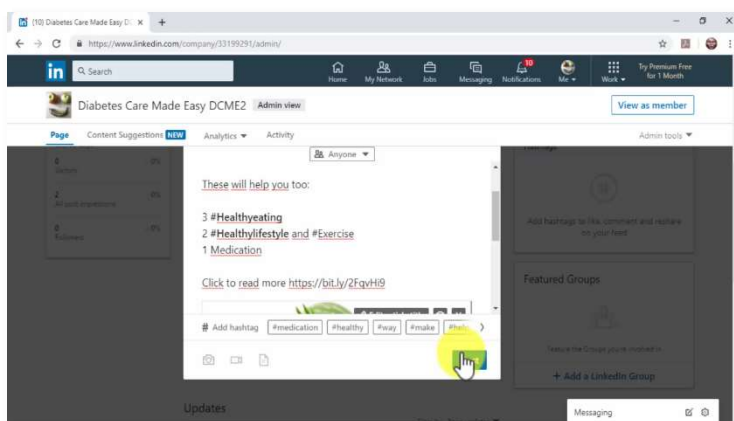
## Getting Started

We're going to start this lesson by creating a company post that we'll optimize for marketing. To create a company update, you



need to create a company page first. If you don't have a company page for your business on LinkedIn yet, you need to create one before we continue.

Sign in to your LinkedIn account, click on the "me" menu, and click on the name of your company page. Now click on "Start a post" to start composing your new LinkedIn marketing post.



## Composing A LinkedIn Marketing Post

Composing LinkedIn marketing posts is easy because they should always be focused on

professional problem-solving. You see, the LinkedIn user base is very narrow because it is made entirely of professionals, job seekers, and business managers.

This means that your LinkedIn marketing strategy has to be focused on sharing content that is intended to solve a problem or a series of problems in your target industry.

Because of this, you have to limit your content marketing strategy to sharing relevant articles and curated links or videos. You can't simply promote your website, and you should not share business-to-customer promotional links. You can only promote business-to-business products or services to "B2B" leads that are already engaged with your content updates.

Alright, so let's start by opening the post with a fact or a question. To open with a fact or a question, you simply have to extract a relevant piece of information from the article or video that you are going to share, and to summarize it as a fact or a question in your post.

Another strategy that works is, if you are sharing a numbered article or video, to number each entry in the article or list so you can invite users to learn more by clicking on your link.





You can also apply both strategies by opening with a fact or question, and then you can expand the post by adding the numbered entries.

Let's compose a post where we apply both strategies. First, we're going to type a fact from the article that we are going to share on our post.

Now we are going to expand this fact by adding the numbered entries in the article. Remember to use actionable words to connect the fact with the numbered list in the post.

Now add a call to action to encourage users to visit your link and access the content piece. Now follow the call to action with your link. Here we also recommend you to insert a shortened URL.

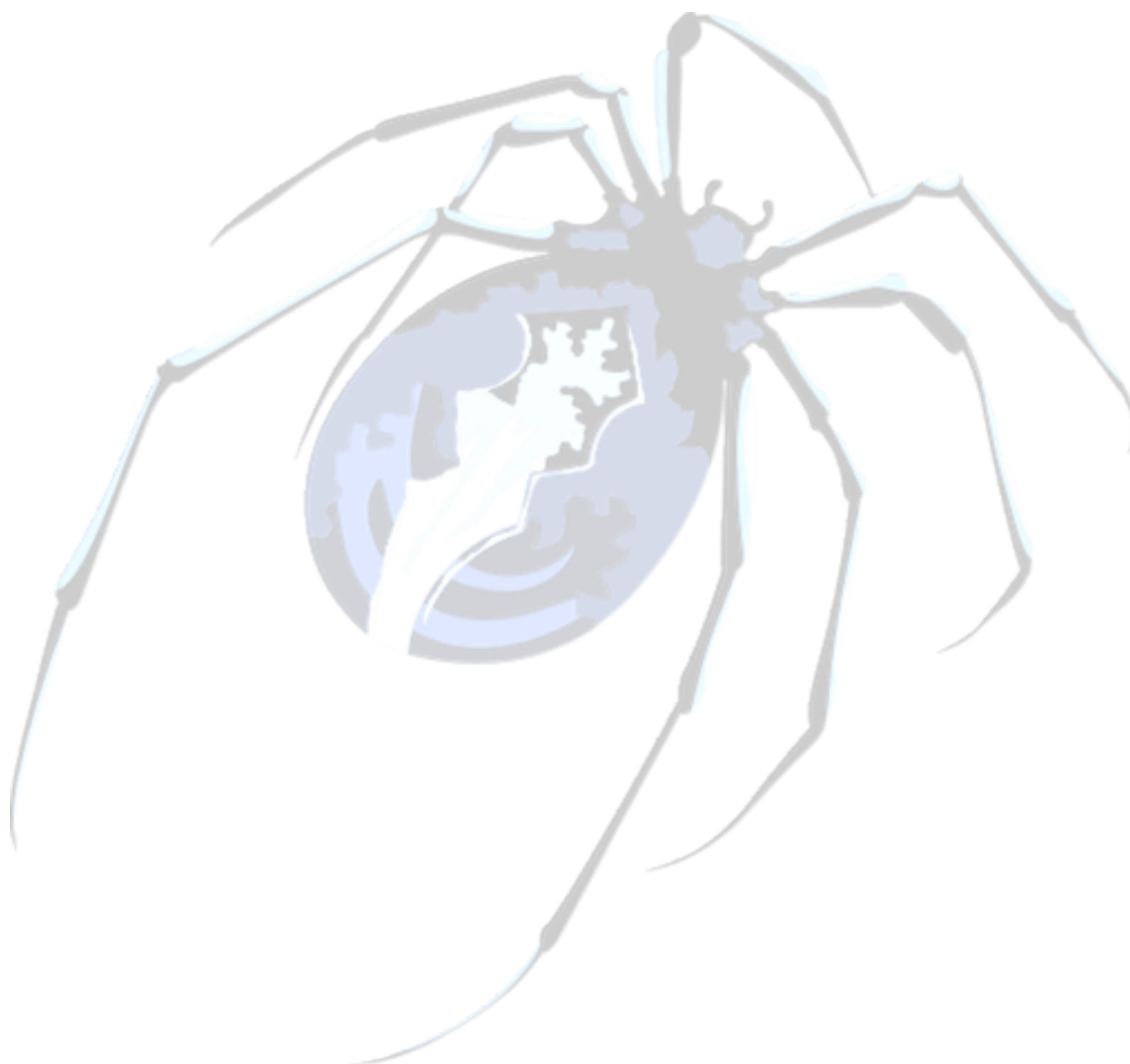
LinkedIn will generate a link preview of your post that users can click through. If you want to replace the link preview with a branded image or video, you'll just have to click on the "x" icon to eliminate the link preview, and then to click on the "share images" button to upload an image or on the "share videos" button to upload a video.

In our case, we'll use the link preview for our LinkedIn marketing post. Now, the last step is to add hashtags to your marketing post. The best way to add hashtags to a LinkedIn marketing post is by identifying relevant keywords and search terms in your post copy and adding a "#" symbol at the start of each. The maximum number of hashtags that you should add to a LinkedIn marketing post is five hashtags.

You can click on the "post" button when you are finished composing your new marketing post. And that is it!



On average, LinkedIn users need to consume at least 10 pieces of content before making a business or purchasing decision, so focus on publishing unique and relevant posts every day to build authority and to generate leads.





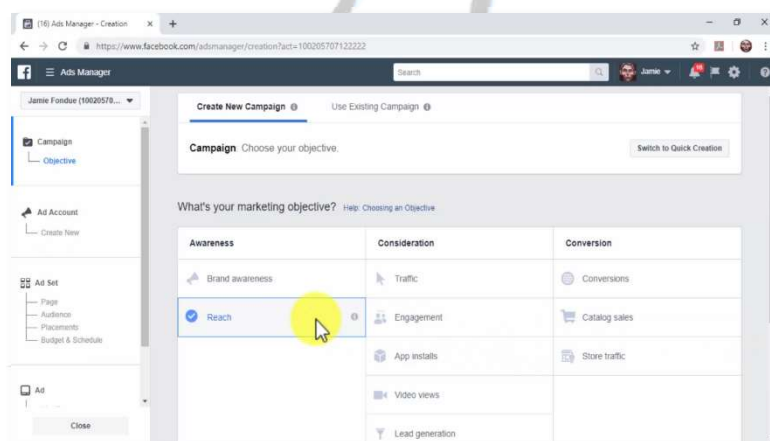
# Chapter 6: Increasing Your Reach On Facebook And Instagram With Paid Ads

Hello there everyone! Facebook boasts of over 2 billion monthly active users. With a user base that size, you're pretty much guaranteed to find a very large portion of your target audience there, but it can be tough to build it organically.

Luckily, Facebook is also one of the best advertising platforms out there, and its audience targeting tools can help you reach that portion of your audience easily and for cheap. So today we're going to show you how to create a paid ads campaign that'll help you increase your reach on Facebook and Instagram, the easy way.

## Getting Started

To create a paid ads campaign on Facebook, you need to access the ads manager. Go to



<http://facebook.com/adsmanager/creation> on your browser while logged in to your Facebook account to access the campaign creation page directly.

You'll be able to start creating your new ad campaign on this screen, step by

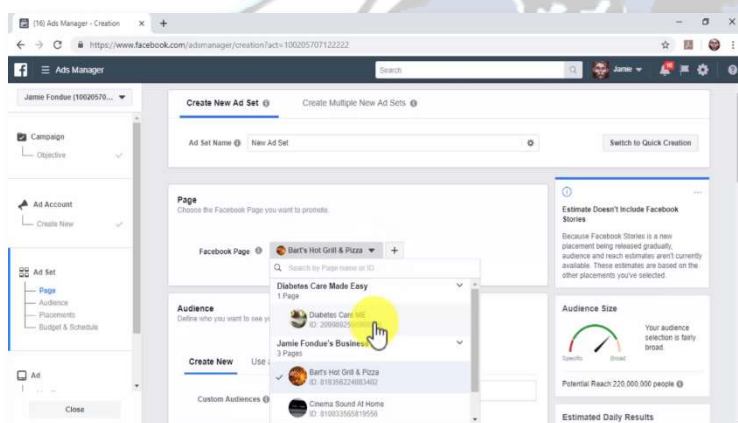


step. The first step is to select your campaign objective. Selecting a campaign objective provides you with a campaign setup that is optimized to help you achieve your marketing goal.

Because your marketing goal for this campaign is to increase your reach, you have to click on the “reach” option.

Now enter a name for your new ad campaign in the “campaign name” field, then click on the “set up ad account” button.

Next up you will be asked to select your account country, your currency, and your time zone. Click on “continue” after selecting your ad account info.



### Creating The Ad Set

Next up you have to create the ad set for this campaign. First, enter a name for your new ad set in the “ad set name” field. Now

select the Facebook page that you want to promote from the “Facebook page” menu.

Let’s now set up the target audience. With Facebook ads you can reach users by targeting multiple user data. First, you have to select the locations that you are going to target in the “locations” section. To select a location, simply type the name of a location in the text field above the map and click on it to select it. You can target several locations at once.

After selecting a location, you can also select to target “everyone in this location”, “people who live in this location”, “people recently in this



location” or “people traveling to this location”.

Now select the base and top “age” of your target audience. Now select the “gender” of your audience. Now select your “languages”. To select a language, simply click in the “languages” box, type the initial of the language that you want to target, and click on it to select it. You can target multiple languages at once.

In the “detailed targeting” section you can “include” or “exclude” people based on “demographics”, “interests”, and “behaviors”. In the “connections” section you can select to reach users according to the type of connection that they have with your page, such as “people who like your page” or “friends of people who like your page”.

You can click on “save audience” to save this audience setup so you can use it on another campaign later.

In the “placements” section you can select where you want to show your Facebook ads. If you select “Automatic placements” your ads will appear to all users on all types of devices across multiple placements that include Instagram and the Audience Network.

If you select “edit placements”, you can select where you want to show your ads and on what devices. If you select this option, you have to make sure to select “Instagram” as a target platform to extend your reach to Instagram.

On the “budget and schedule” section you have to select a budget and a schedule for your campaign. Select “daily budget” if you want to spend a fixed amount on a daily basis, or select “lifetime budget” if you want to spend your entire budget until your campaign ends or the budget is depleted.

On “schedule” you can select “run my ad set continuously starting today” to

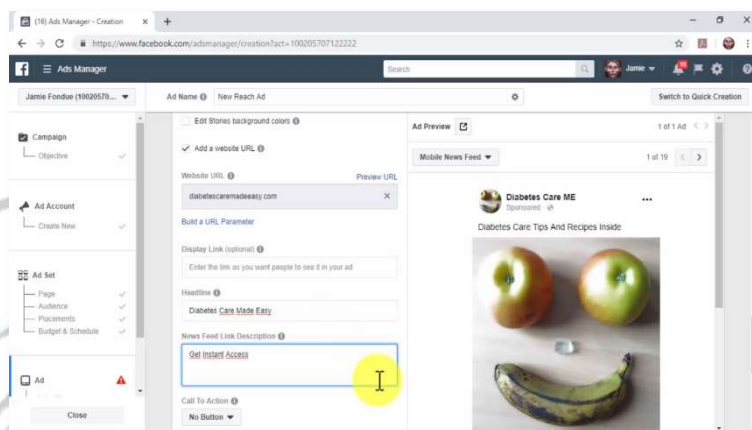




run your ads until you stop them manually, or you can select “set a start date and an end date” to select when your ads start running and when the campaign ends. You can click on “continue” when you finish creating the ad set.

### Creating The Ad Set

Now it is time to create the ad. Start by typing a name for your ad in the “ad name” field.



In the “Identity” section you have to choose how you want to represent your business in your ad. By default, the Facebook page that you selected when you created the ad set will be already selected here.

Now, if you haven’t connected an Instagram account to your Facebook page, Instagram will use the name of your page and the profile picture to show your ads. If you want an Instagram account to represent your ads on the platform, you’ll simply have to click on “add Instagram account”, enter your Instagram account information, and click on “confirm”. For this example we’ll simply let our Facebook page to represent our ads on Instagram.

Now you have to select your ad format. The ad formats available for this type of campaign include “carousel” or “single image or video”. Let’s select “single image or video”.

After selecting a format you have to upload your media. Select “image” if you’re going to use an image. Select “video or slideshow” if you are going to



use a video or slideshow. Upload your image, video, or slideshow, and move to the next step.

Over in the “text” section you have to add your ad copy, ad text, and your ad URLs.

Start by adding your ad copy to the “text” field. Now check the “add a website URL” box and enter your destination URL in the “website URL” field.

Now enter a headline for your ad in the “headline” field. Now add a brief description or value proposition to the “news feed link description” field.

Now click on the “call to action” menu to add a “call to action” button to your ad. There are several types of CTA buttons available. Select the one that best describes the action you want users to complete.

You can take a look at how your ads will appear on different placements in the “ad preview” window.

You can click on the “confirm” button after you finish creating your ad to submit it for approval. Approval usually takes between 10 and 15 minutes. And that is it! You can expose your brand to a lot of users by spending as little as \$5 a day!



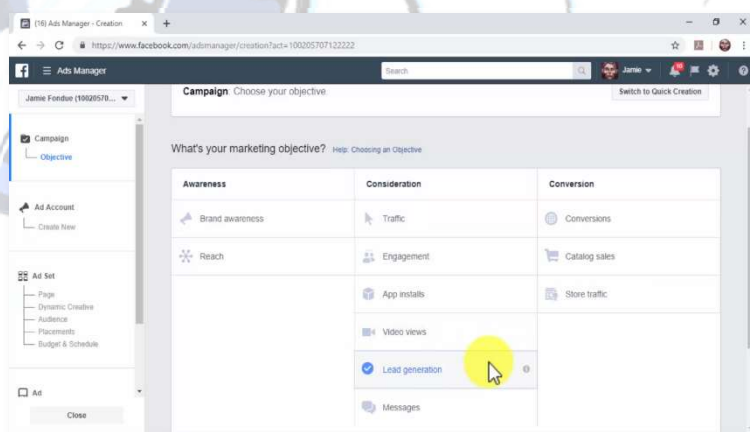
# Chapter 7: Growing Your Mailing List With A Lead Generation Campaign On Facebook

Hello there everyone! Growing a mailing list is an essential part of online marketing, and the Facebook ads platform provides you with a lead generation solution that is right for any budget.

Today we're going to show you how to easily set up an email lead generation campaign on Facebook, step by step.

## Creating The Campaign

To create a lead generation campaign on Facebook, you need to start on the ads manager. To access the ads manager, go to



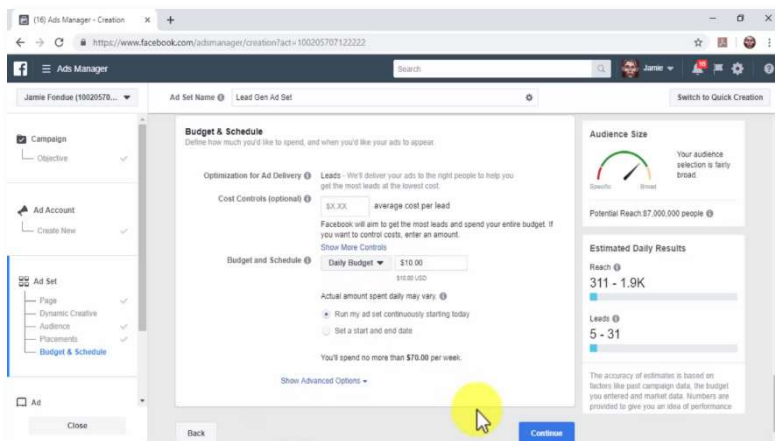
[www.facebook.com/adsmanager/creation](https://www.facebook.com/adsmanager/creation) on your browser while logged in to your Facebook account.

Once in the campaign objective selection screen, select “lead generation” as your marketing objective.

When you select “lead generation” as your marketing objective, Facebook will optimize your campaign to drive more sales leads, such as email addresses, from people interested in your brand or business.



Now enter a name for your new lead generation campaign in the “campaign name” field, click on “set up ad account”, select your account country, currency, time zone, and then click on “continue”.



### Creating The Ad Set

Now it is time to create the ad set for this campaign. Enter a name for your new ad set in the “ad set

name” field. Now choose the Facebook page that you want to promote in the “pages” section.

If you’re setting up a lead generation campaign with your selected page for the first time, you have to accept “Facebook’s lead ads terms”.

Now scroll down to set up your audience. First, select your “locations”. Now select “age”, “gender”, and “languages”. Now select a “detailed targeting”. Then select “placements”.

Now select your “budget type”, enter your ad spend, and select your “schedule”. Click on “continue” to move to the next step.



### Creating The Ad

Now it is time to create the ad. First, enter a name for your new ad in the “ad name” field.

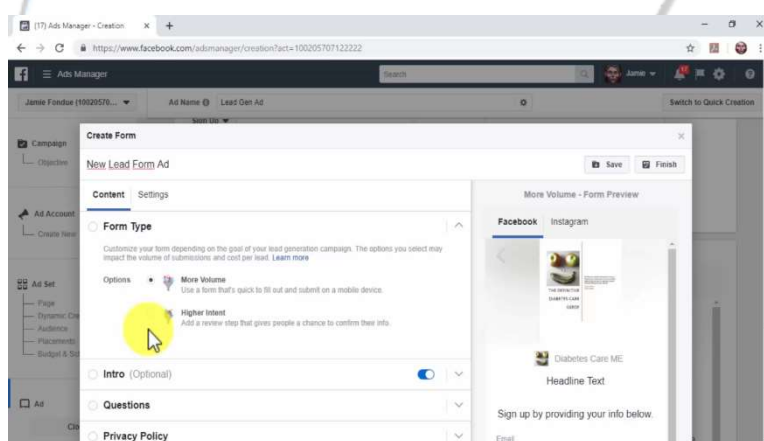
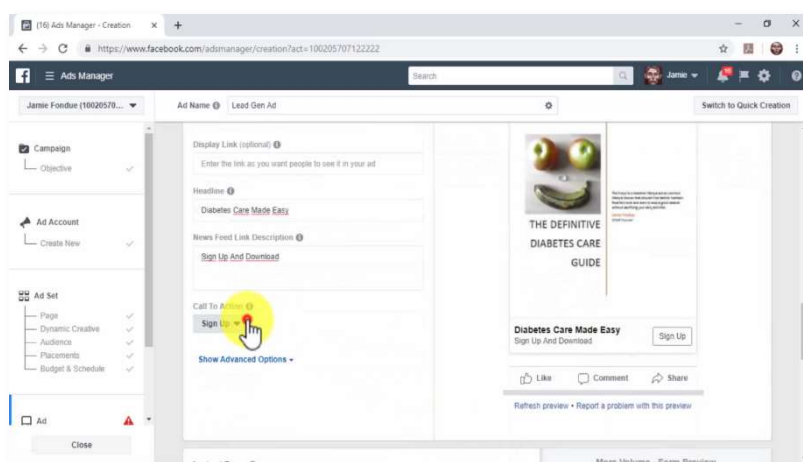
Now select your ad

format. In this example we’ll select the “single image or video” format to upload the cover of our lead magnet.

To upload this cover, we’ll just have to click on “upload image” to upload the image from our computer.

Now scroll down to the “text” section. Enter your ad copy in the “text” field and your ad headline in the “headline” field.

Now enter a brief description of your landing page in the “news feed link description” field and select a “call-to-action” button.



### Adding A Lead Gen Form To The Ad

You have to add a lead gen form to your ad manually. Scroll down to the “instant form” section and click on

“new form”. Start by editing the name of your new lead gen form.

Now edit the “content” in your form. First, select a “form type”. There are





two form types available.

“More volume” forms will allow you to use a form that is quick to fill and submit on mobile devices. “Higher intent” forms will allow you to use forms that add a review step that gives leads a chance to confirm their info. “Higher intent” forms are similar to double opt-ins. In this example we are going to select a “more volume” form.

Now add and edit the “intro”. Adding an “intro” is optional, but if you do, you’ll be able to add a headline and layout text to your sign up form.

In this example, we are going to add an “intro”. Let’s start by adding the headline in the “headline” field.

Now select the “intro image”. You can select to “use the image from your ad” or to “use uploaded image”. In this example we are going to use the image from our ad.

On “layout” you can describe your offer. This is a required field. You can use a “paragraph” layout or a “bullets” layout.

On the “questions” section you can customize the headline above the required fields and to select what information you ask leads for before they sign up. You can also request additional information by clicking on “add custom question”.

On the “privacy policy” section you will be required to provide a link to your company’s privacy policy page. You will simply have to paste your website’s privacy policy page URL in the “link URL” field and to enter a display link text such as “Our Privacy Policy” in the “link text” field.

You can also add a custom disclaimer by checking the “add custom



disclaimer” box. Adding a custom disclaimer also allows you to add a “consent checkbox” to ask people to agree to your disclaimer.

Lastly, on the “thank you screen” section you will be able to customize the “thank you” page leads will see after submitting their info.

Now click on the “settings” tab. Start on “form configuration”. First, “choose a form language”. Now choose a “sharing” option.

The sharing options available are “restricted” and “open”. “Restricted” sharing will allow you to only let people who are delivered your ad directly to submit your form. “Open” sharing will allow you to let anyone share and submit your form.

In the “Field IDs” section you can customize the required form fields with your own text. You can click on “finish” after you customize your new lead gen form.

Your new lead generation ad is ready, and you just have to click on “confirm” to get it approved and running!



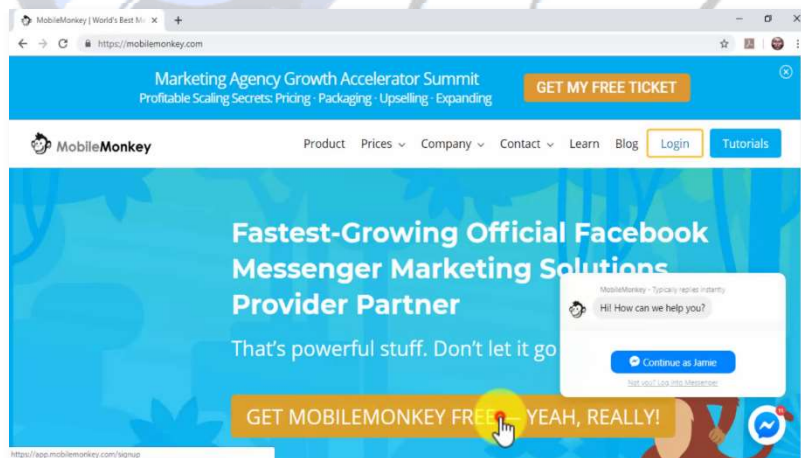
# Chapter 8: Building A Chatbot To Engage Potential Customers On Facebook Messenger

Hello there everyone! Facebook Messenger marketing is becoming increasingly popular. It allows companies to engage users more easily and at a more personal level, making it easier to move them down their sales funnel.

But because it can be time-consuming or expensive to keep Messenger as an open support channel, top marketers have found a way to automate it. Today we're going to show you how you can automate Messenger too by building a chatbot for your Facebook page, the easy way, step by step.

## Getting Started

To create a Messenger chatbot, you have to sign up to a marketing automation

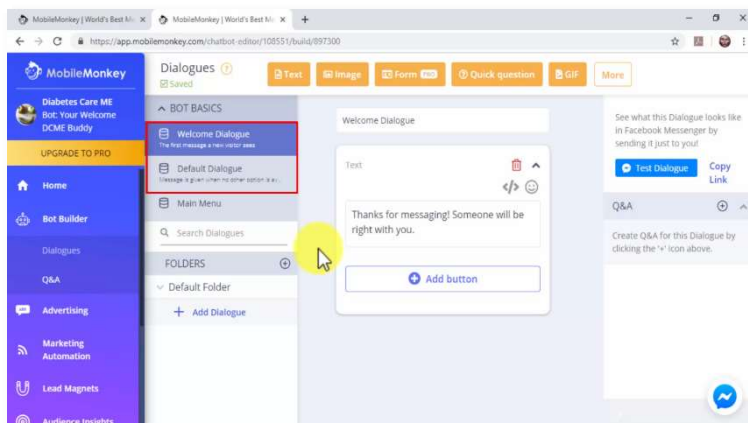


platform that provides access to Messenger chatbots. We have used and recommend “MobileMonkey”, an official Facebook Marketing provider that allows you to build your own chatbot for free.

You don't need to know how to code to build your own chatbot with MobileMonkey. You just have to go to <https://mobilemonkey.com> on your



browser and then click on “get MobileMonkey free”. Then click on “get started for free” while logged in to your Facebook account to connect to the service through Facebook.



## Building Your Chatbot

After connecting MobileMonkey to your account, you will be asked to connect a Facebook page where

you will install a chatbot. Select the page where you'll install your new chatbot and click on “connect”.

Now you can select a chatbot template. For this example, we won't select a template so we can show you how to edit your chatbot from scratch, so we'll select “start from scratch” and then we'll click on “let's do this”.

Then you will have access to the chatbot editor. The first thing you have to do is to customize and activate your chatbot. Click on the “settings” tab located on the left-hand menu. Enter a name for your Messenger chatbot in the “chatbot name” field. Please note that users that send you Messenger messages will see the name of your chatbot.

Now click on the lever button on the “chatbot status” column to activate your chatbot. You can click on the “language” menu to select a different language for your chatbot.

Now click on the “bot builder” tab to go to the bot builder section. In this section you can create your chatbot dialogues. These chatbot dialogues are







triggered according to what users type or select when they send Messenger messages to your pages. There are two types of chatbot dialogues that you can create:

- ✓ “Dialogues” are simple dialogues that you can construct to engage users. These include welcome dialogues and dialogues designed to qualify leads.
- ✓ “Q and A” dialogues are triggered when users type messages or questions that contain specific keywords. You can construct “q and a” dialogues by picking what type of dialogues are triggered by keywords of your choosing.

Let’s start by creating a quick “dialogue”. Click on the “dialogues” option. As you can see, there are two preloaded dialogues: “welcome dialogue” to greet users when they send you a message, and “default dialogue” to send users a default message when no other options are available.

You can edit these messages to replace the default text with your own custom messages. In this example, we’ll edit the welcome dialogue to add a personalized greeting.

Now we’ll edit the default dialogue to add a custom dialogue to ask users to wait while we verify the information they’re providing us.

You can insert additional elements to your dialogues, such as images, quick questions, and GIFs by selecting them from the top bar.

You can add additional dialogues by clicking on the “add dialogue” button. Let’s create an additional dialogue that will be triggered after users leave us their comments or questions.





First, click on “add dialogue”. Now enter the name of this dialogue in the “dialogue name” field. Now click on “create dialogue”.

Now select with what type of widget you’ll open with this dialogue. In this example we’ll select “text” to enter the message.

Now click on the “enter your text” field to type your dialogue. For this example, we’ll type a message to let users know that we’ll be checking their info and that we’ll be back with them shortly. You can add as many additional dialogues as you think are necessary.

Let’s now create a “q and a” dialogue. Start by clicking on the “q and a” tab on the left-hand menu.

Now click on the “new Q and A” button. Now, “Q and A” dialogues are triggered when users include certain keywords in their messages.

First, you have to insert the keyword that you want to trigger a “Q and A” dialogue into the “if user says” text box.

To illustrate with an example, we’ll insert a product keyword. If a user includes that product keyword into one of his messages, we’ll trigger a dialogue that includes a product recommendation with an affiliate URL.

Alright, now you have to program your chatbot response to this keyword in the “bot replies with” column. First, select how your chatbot will respond. You can select “text” if you want to make your chatbot reply with a custom message.

Or you can select “dialogue” if you want your chatbot to reply with one of your prebuilt dialogues from the “dialogues” library.



In this case, we'll select "text". Then we'll insert our product recommendation, followed by our affiliate product URL. You can add additional "Q and A" dialogues by clicking on the "new Q and A" button.

And that is it! You can add a chatbot to each one of your Facebook pages, and we recommend you to plan out your conversations so you can create smart chatbots that convert!





# Chapter 9: Converting Your Website Visitors Into Followers With Facebook Remarketing

Hello there everyone! If you follow online marketing benchmarks closely, you might already know that only a small percentage of first-time website visitors actually end up engaging with your brand.

Luckily, you can provide these elusive visitors a second chance to interact with your business with Facebook remarketing, and today we're going to show you how to create a remarketing campaign to generate new business leads on Facebook!

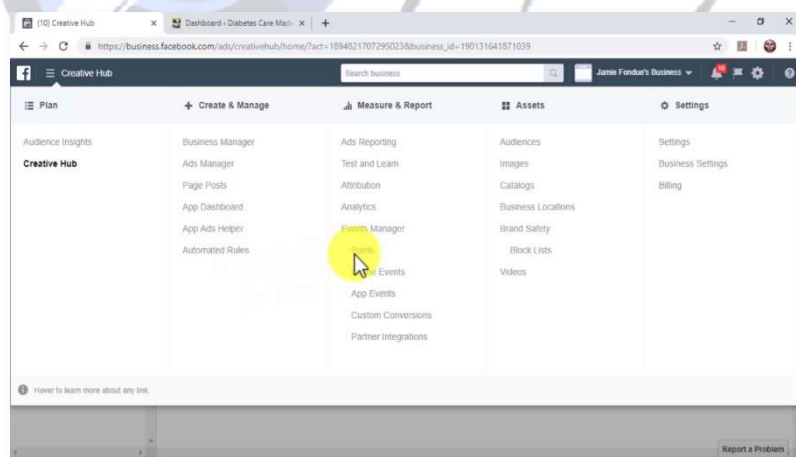
## Getting Started - Creating A Facebook Pixel

Facebook

Remarketing works  
by tracking website  
visitors back to

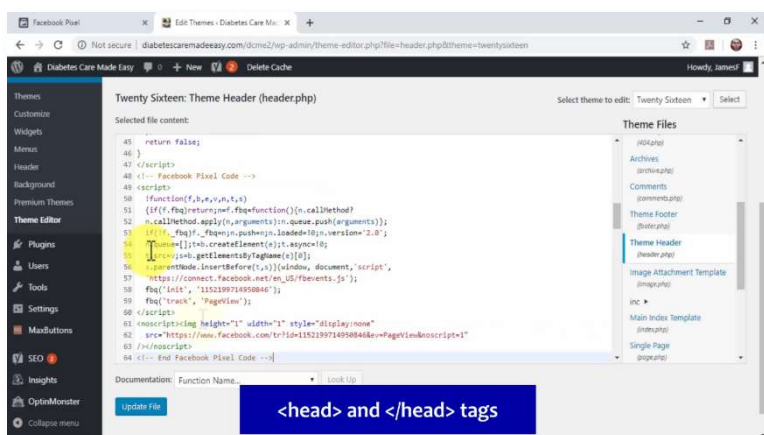
Facebook, where you will show them your ads. To track website visitors, you have to install a tracking code called "Facebook Pixel" on your website.

Start on the ads manager. Click on the main menu icon on the top-left, and then click on the "pixels" option under "measure and report". Now click on the "add new data source" button and select "Facebook pixel". Enter a name





for your new Facebook pixel in the “pixel name” field and click on “create”.  
Your new Facebook pixel is ready. Now you have to install it on your website.



## Installing The Facebook Pixel On Your Website

Now click on  
“manually install the  
code yourself”. Now  
click on the Facebook

Pixel code on this screen to copy it to your clipboard.

You will need administrative access to your website’s code to install the Facebook pixel between the “<head>” and “</head>” tags. In this lesson we are going to install the Facebook Pixel on a WordPress website.

If you are using WordPress, you’ll simply have to go to your site’s dashboard, move over the “appearance” tab on the left-hand menu and then to click on the “theme editor” option. Now move over to the “theme files” menu on the right, locate the “theme header” tab and click on it. Now paste the Facebook Pixel code between the “<head>” and “</head>” tags, and click on “update file”.

Now go back to Facebook, enter your website’s URL in the “send test traffic to your pixel” field and click on the “send test traffic” button. Your Facebook pixel is now active on your website. Click on “continue”.

You can now “add the events you’d like to track”. To track an event, you simply have to activate it on this screen and install the event code on your website. In this example, we are going to activate “view content”.





Activate the event, copy the event code, and go back to your website's theme header code. Paste the event code right below the "</head>" tag. Click on "update file" after adding the event code.

## Adding Website Visitors To A Custom Audience

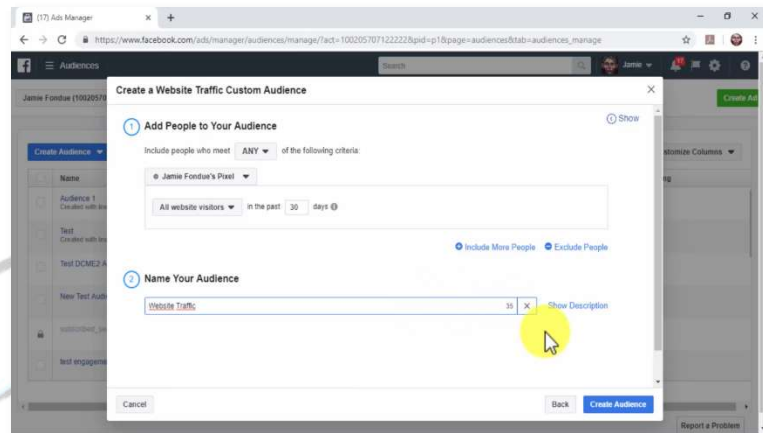
You can start adding the website visitors that you track on your website to a custom audience. You can save this custom audience to target it with an ad campaign designed to convert these visitors into social media followers.

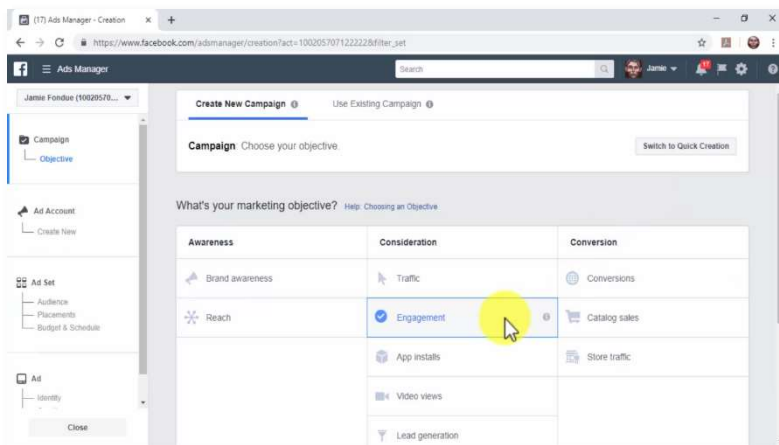
To create your custom audience, click on the main menu icon in the ads manager dashboard, and then click on the "audiences" option under "assets".

Now click on "create audience". Then click on the "custom audience" option. Now select "website traffic" as the source of your audience.

As you can see, website visitors tracked by your Facebook Pixel will be added to this custom audience. Enter a name for your new custom audience in the "name your audience" field and click on "create audience". Now click on "done".

Your new custom audience is ready, and you can target your website visitors with a Facebook ad campaign.





### Creating The Campaign

Click on the “create ad” button to go to the campaign creation page. Now select

“engagement” as your campaign objective.

This campaign objective will optimize your campaign to get more people to see and engage with your posts or page. To generate new social followers on Facebook, select “page likes”,

Now enter a name for your new campaign in the “campaign name” field and click on “set up ad account”. Select your account country, your currency, and your time zone. Then click on “continue”.

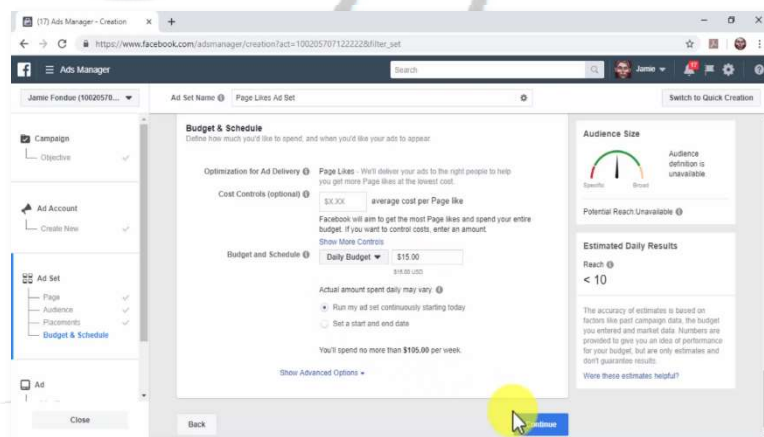
### Creating The Ad Set

Now it is time to create the ad set.

First, enter a name for this ad set in the “ad set name” field.

Now select the

Facebook page that you are going to promote from the “Facebook Page” menu.

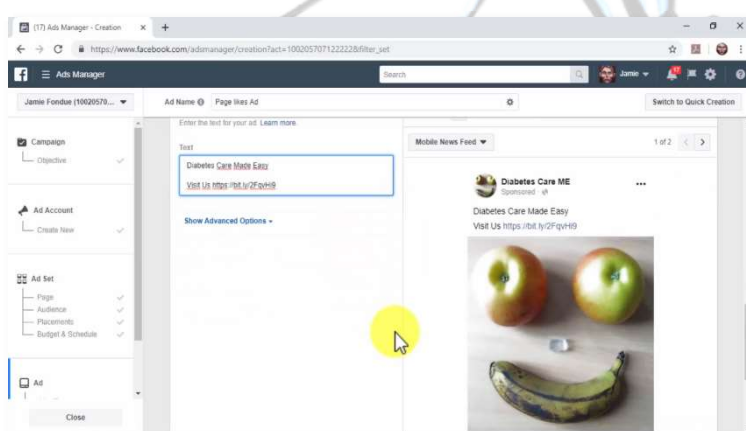




Now it is time to add your custom audience to this campaign. Click on the “custom audiences” field and then click on the name of the custom audience that you just created.

Now select your “locations”, “age”, “gender”, “languages”, “detailed targeting”, and “placements”.

Now select your ad set “budget”, enter your ad spend, and select a schedule. Click on “continue” to start creating the ad.



### Creating The Ad

Enter a name for your new ad in the “ad name” field. Both “identity” and “ad formats” are pre-selected, so scroll

down to the “media” section to upload an image, video, or slideshow to your ad. In this example, we’ll upload the logo of our business to promote our page.

Now add a brief description of your business in the “text” field. In this example, we’ll also add a shortened version of our business website URL to leverage traffic to this ad.

You can click on “confirm” after you customize your ad. As you can see, this might actually be the safest, easiest way to build a qualified following in the most popular social media platform around!



# Chapter 10: Promoting Your Stuff With Facebook And Instagram Livestreaming

Hello there everyone! Livestreaming has become one of the favorite communication channels of content creators and marketers alike because it helps them to build and engage an audience that stays loyal and that is easy to convert.

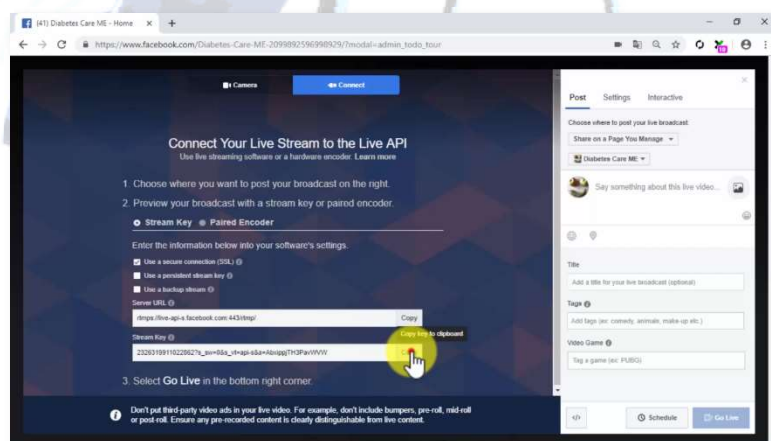
Today we're going to show you how you can run Livestreaming sessions that generate lots of engagement from Facebook and Instagram, step by step.

## On Facebook

You can go live on Facebook with a page post, and there are several types of live marketing videos that you can do on Facebook

Live, such as “question and answer” or “ask me anything” sessions, how-to demonstrations, product launches, and product reviews.

In this example we'll do a review to promote one of our affiliate products. To launch Facebook Live, go to your Facebook business page. Now click on the “live” button located in the “create post” section.







Now, the following steps will depend on your streaming setup. If you'll stream using a webcam or directly from a mobile device, your camera will be automatically detected, and you will only have to click on "go live".

If you are using an external camera and live streaming software, you'll have to click on the "connect" option.

In this lesson we're using an external camera and the OBS program, a free video streaming app that you can get at [obsproject.com/download](https://obsproject.com/download).

The setup is simple enough. First, copy the "stream key" on this screen. Now go to the OBS dashboard and click on the "settings" button. Now click on the "stream" tab. Make sure "Facebook Live" is selected in the "service" menu, and then paste your Facebook Live stream key in the "stream key" field. Now click on the "ok" button, and then on "start streaming".

Now go back to Facebook to configure your live stream before going live. First, select where to post your live broadcast. You can "share on your timeline", "share in a group", "share in an event", or "share on a page you manage". In this example we are going to share it on our Page, so we'll select "share on a page you manage".

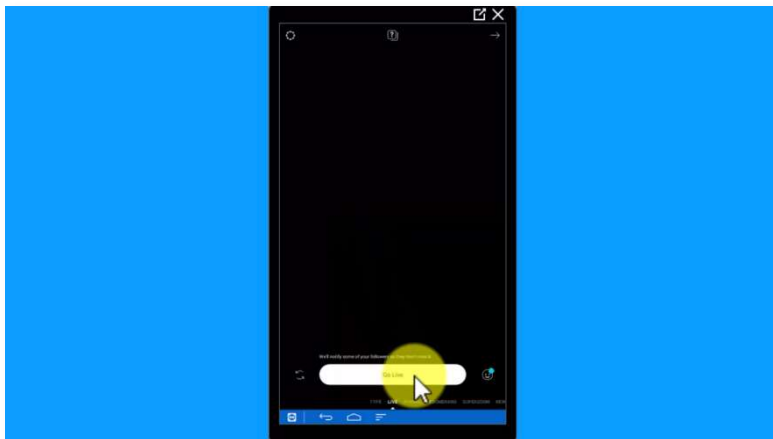
Now add some text to the "say something about this live video" field. Here you can include the name and description of the product or service that you are going to promote as well as the product page or affiliate link URL. You can also include calls to action and a URL to your business website.

Now click on the "check in" icon and select your current location. This will feature your broadcast in the Facebook Live map, which will allow users to easily find your live video by location and topic.





Now enter a title for your broadcast in the “title” field. Now add your target keywords in the “tags” field to increase discoverability. You can click on “go live” when you are ready to start your broadcast!



## On Instagram

Before you go Live on Instagram to promote your stuff, we recommend you to tease your broadcast with a

series of image posts to remind your followers of the date you’ll go Live and to create awareness about the topic, product or service you’ll promote on your broadcast.

Just like on Facebook Live, the best types of live marketing videos for Instagram include such topics as “question and answer” or “ask me anything” sessions, how-to demonstrations, product launches, and product reviews, plus giveaways!

To go live on Instagram, start by tapping on “your story”. Now tap on the “live” option located on the bottom of the screen. You can tap on the gear icon located on the top-left corner of the screen to configure your broadcast before going live.

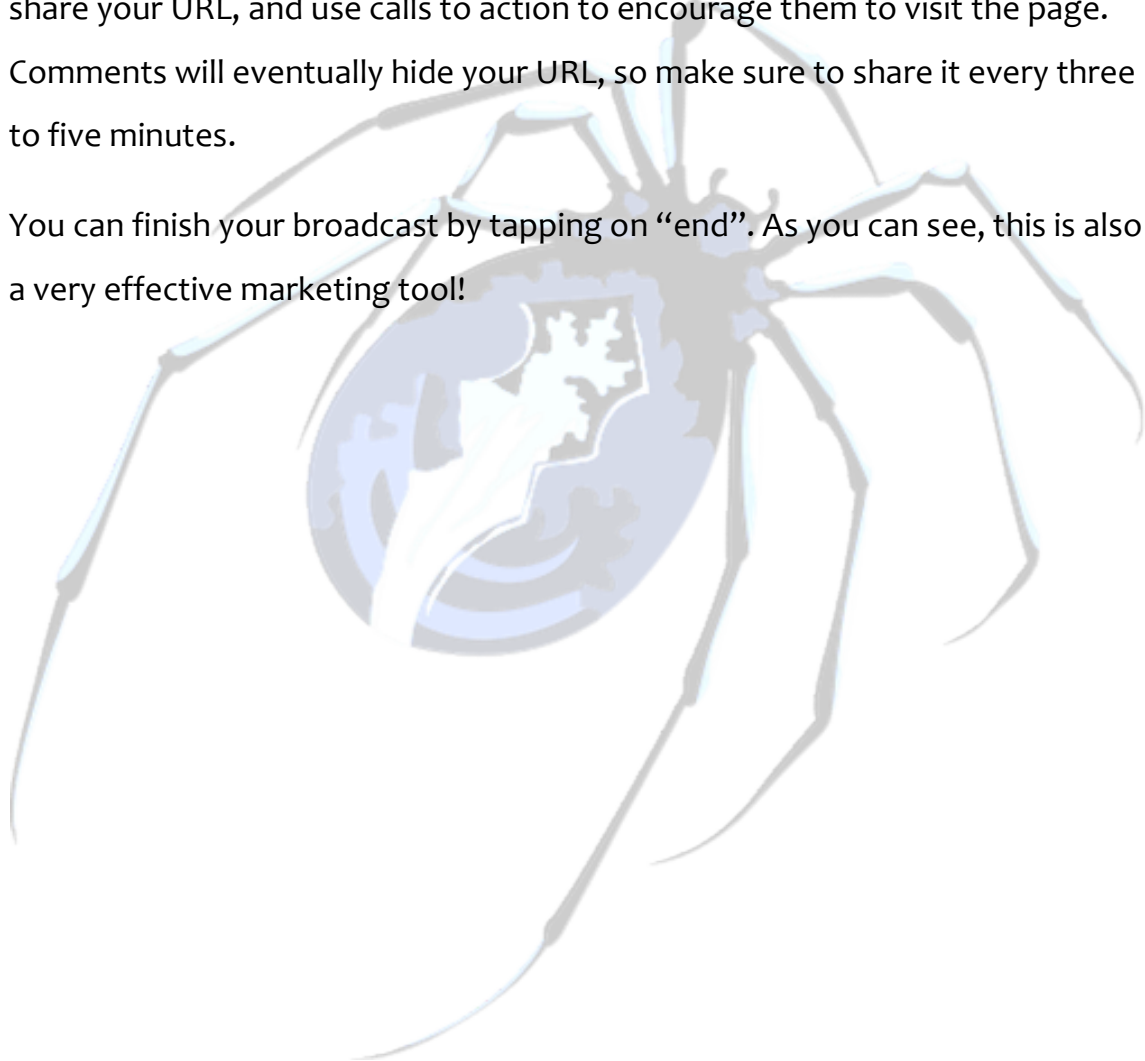
You can tap on “go live” when you are ready to start your broadcast. Instagram will notify your followers that you are live, and you can start introducing, discussing and showcasing the product or service that you’ll promote.



Engage your viewers by asking them questions, by answering their questions and comments, and by letting them take part in the conversation. You can see who's joining the broadcast in the space above the "comment" section.

You can share your product page or affiliate link URL with your viewers by pasting it in the "comment" field. Let your viewers know every time that you share your URL, and use calls to action to encourage them to visit the page. Comments will eventually hide your URL, so make sure to share it every three to five minutes.

You can finish your broadcast by tapping on "end". As you can see, this is also a very effective marketing tool!





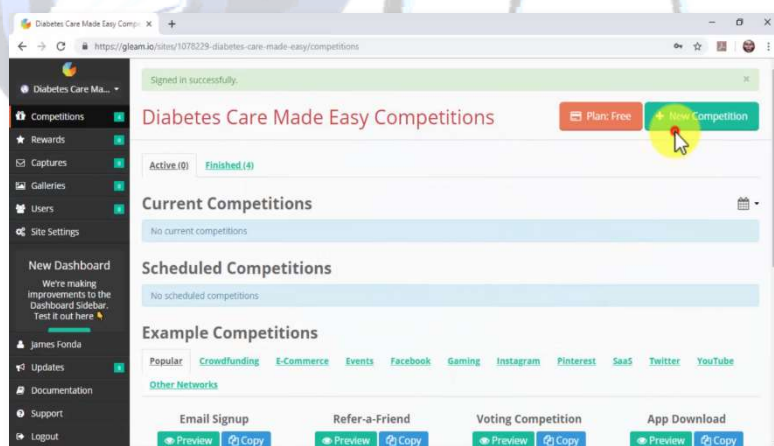
# Chapter 11: Cross-Promoting Your Social Channels With A Giveaway Campaign

Hey there friends! Giveaways and contests are all the rage now, and they're insanely popular among social media users. Big brands are very aware of this, and they seem to be the only ones leveraging this trend.

Today we're going to show you how big brands cross-promote their social media channels with giveaway campaigns that are easy and affordable to set up!

## Setting Up A Giveaway Campaign

If you want to run giveaway campaigns like the big brands do, you'll need to



join a marketing platform that allows you to run contests. We recommend you to join “Glean”, a business growth platform that allows you to get started and run unlimited competitions, for free.

Go to “gleam.io” on your browser, click on the “sign up” button, and complete the registration process.



Log in to your “Gleam” account, and click on the “new competition” button. Now enter a name for your new contest in the “name” field. Enter a name that is actionable and that includes the name of your prize to encourage users to participate and share the contest. Then select the “start” and “end” dates of your giveaway campaign using the calendar functions in this screen.

Now click on the “user details” tab and paste your Facebook Page’s URL in the “Allow users to Like a Facebook Page” field.

Now click on the “how to enter” tab. On this page you will be able to select how contestants will earn entries.

To cross-promote our social channels, you have to select multiple social media entry methods. This way users that follow you on Facebook only can start following you on other social channels to earn additional entries. The same applies for users that only follow you on Twitter, or on Instagram, for example.

This strategy also helps you to get new followers when users share your giveaway with their friends on social media.

In this lesson, we’ll add Facebook, Instagram, and Twitter entries to our campaign. Let’s start by adding a Facebook entry. Click on the “Facebook” icon. Now click on the “Visit on Facebook” option. Now enter the URL of your Facebook page in the “URL” field, select the “like the page” option below, and check the “mandatory” box.

Let’s now add a Twitter entry. Click on the “Twitter” icon. Now click on the “follow on Twitter” option. Enter your Twitter handle in the “username” field and check the “mandatory” box.



Lastly, let's add an Instagram entry. Click on the "Instagram" icon. Now click on the "visit Instagram profile" option. Enter your username or Instagram profile URL in the "username or profile URL" field, and then check the "mandatory" box.

As you can see, there are other social media networks that you can add as entries, including LinkedIn, Pinterest, and Snapchat. You can also select social entries other than the ones we selected in this example.

Now click on the "prize" tab. Enter the name of your prize in the "title" field. Select the number of winners and enter a description of the prize.

Now click on save to finish creating this contest. Awesome! You can now share this contest by embedding it to a page on your website, by sharing the giveaway's landing page URL, and by adding a Facebook tab for this giveaway on your Facebook pages!





# Chapter 12: How To Build The Perfect Social Media Marketing Plan For 2019-20

Social media marketing might be all about being social, but that doesn't mean that you can just go on social media to post content when you feel like it and call that your social marketing strategy.



If you want to get a good head start you will need a plan, and today we'll tell you how to put together the perfect social media marketing plan for 2019-20 and beyond!



## Step 1 – Track And Audit Your Previous Performance

It is important that, before you plan out and execute your social media strategy, you track and audit the performance of your brand so far on

your existing social media channels.



It is crucial that you take a detailed look at what you were doing the previous year. First, take note of what you wanted to achieve. It's possible that you wanted to achieve something specific like making sales.

Now take note of metrics such as traffic, click-through rates, social follows, and generated leads on each one of your social channels. Pay special attention to those channels where you were the most active, as they will be a greater source of accurate information about your performance.

Then audit your social media profiles. Check your usernames, your bios, your links, and your images.

Once you have all of this information, determine if your current social media marketing plan is helping you reach your objectives in terms of generated leads, sales, revenue, and return on investment. If you haven't been getting the results you want, it's possible that you'll have to shift your attention to a different objective, such as boosting brand awareness first.

Lastly, check user statistics such as number of profile views and the time that users spent checking your profile. If the numbers are low, it means that you'll have to improve your social media image.

## **Step 2 – Define Your Social Media Marketing Objectives For This Year**

Your social media marketing objectives for this year should be

aligned with your current situation. For example, if you've already built an audience, then your goal should be to move that audience further down the funnel until they convert into leads, and then into customers.





Define goals that are achievable and make sense in your current situation. If you don't have a solid audience, then don't define sales as your marketing objective. Instead, define brand awareness so you can build an audience first.

Remember, there are branding objectives and then there are revenue-based objectives. Branding objectives have to be achieved before revenue based-objectives because almost no one will buy from you if they're not familiar with your brand.



### **Step 3 – Create Audience Personas**

Knowing your audience well is going to define the success of your social media marketing strategy.

Audience targeting can make or break your social media marketing efforts.

This means that you have to learn all about the audience that you're going to talk to even before you start posting content.

Creating audience personas can help you to define who is in your target audience. An audience persona is simply the average description of the typical member of your target audience, including its demographic information, its location, its interests, its online behaviors, and where in the buying cycle it is.

By creating audience personas, you will be able to better tailor your social media marketing strategy.



## **Step 4 – Identify The Best Distribution Channels For Your Business**

Distribution channels are simply the social media sites where you'll publish your content, and you have to identify the ones that fit your business the best.



You can do this by first identifying the purpose of each platform.

Although there are a lot of social platforms where you can build a presence for your business, we have prepared a break-down of the best social networks for brands and businesses and their purposes:

- ✓ Facebook is the platform that generates the most traffic. Its purpose is to serve news and entertainment, and it benefits basically any type of business.
- ✓ Twitter is a platform for news and content curation, and it best benefits Information-based and tech-focused companies.
- ✓ LinkedIn is a network for professionals and business managers. It best benefits Business-To-Business companies.
- ✓ Instagram is a visual discovery platform that best benefits clothing companies and other businesses selling products that are visual in nature.





### Step 5 – Monitor Your Competitors

You can monitor your most successful competitors to check the sentiment around their brands, to identify relevant industry keywords,

search terms and trends, as well as to understand their social media marketing strategies. This will help you to reverse-engineer their formulas.

When monitoring your competitors, you should take note of the following criteria:

- ✓ What are their main distribution channels?
- ✓ What are they doing well? What could they improve?
- ✓ What type of content are they producing, and how is it performing?

### Conclusion

By using information from your previous performance, defining your objectives, creating audience personas, defining your ideal distribution channels, and

obtaining key information about your best-performing competitors, you will be ready to create a clear social media marketing plan that will boost your brand in 2019-20 and beyond!







# Chapter 13: Tips To Build Influencer Marketing Campaigns In 2019-20

Influencer marketing is one of the most effective strategies that you can implement into your overall social media marketing plan.



People buy from whom they trust, and influencers have large audiences that trust them like they were best friends.

Influencer marketing doesn't have to be complicated, and in this lesson we're going to give you some tips to build your own influencer marketing campaigns the easy way in 2019-20!



## Identify The Right Type Of Influencers For Your Business

Contrary to popular belief, audience size is not the only attribute to look for in an influencer. There are several types of influencers. For instance, there are micro-

influencers, or influencers with audiences below 10,000 people, who are best fit for businesses targeting very niche audiences.



There are celebrities, which reach millions of people. There are video bloggers, journalists, authority influencers, athletes, musicians, photographers, models, and entrepreneurs. Choosing the right type of influencer will help you to better represent your brand or business.

### **Find Out How They Perform**

Once you identify the right type of influencer to promote your brand or business, you have to find out how they perform.



Things you have to find out about an influencer before you consider working with him or her include:

- ✓ How engaged is his or her audience? A true influencer has a very close relationship with its audience, to the point of influencing their purchasing decisions. To find out, monitor how often they share content, how often they comment on publications, and how willing are they to share the influencer's content with others.
- ✓ What type of people are in the audience? Ideally, you should approach influencers whose audience is very similar to your target audience.
- ✓ What type of content and topics do they cover in their social channels? It is important that you approach influencers that cover topics that are relevant to your target audience.



## **Approach Them Correctly**

You can start approaching influencers you'd like to work with after identifying them.

There are two ways to approach influencers:

- ✓ You can reach out to them directly through their preferred contact methods. They usually specify a contact method in their profile descriptions and bios.
- ✓ You can slowly build a relationship with them by following them and interacting with them first. That way they'll become familiar with your brand before you approach them with a work offer.

Whichever method you use to approach an influencer, tell them that you'll be following their content, that you like it, and that you think that they are the perfect face to represent your brand. Ask them if they'd like to collaborate with you.

## **Be Clear About Your Objectives And Ask For Input**

Once an influencer tells you that they'd be willing to collaborate with your brand, let them know about your objectives. Tell them how you'd like your brand to be represented, and communicate your plans.







But also ask him or her for input. True influencers know their audiences very well, so your best bet is to ask them how they would adjust your requirements to the way they actually work. Let them know that you're willing to give them entire creative freedom.



### **Track And Optimize Your Influencer Campaigns**

Always track a campaign's performance right after the influencer gets started representing your brand. Take

note of what's working and what isn't.

Always ask for the influencer's input. Boost influencer posts that perform better than others.



# Chapter 14: Social Media Marketing

## Trends To Take Advantage Of In

### 2019-20

The online marketing world is fast-paced and ever changing. What's new today might lose relevance tomorrow, and at the end of every year we need to take a look at growing trends to predict what's going to be hot the following year.



We predicted social media marketing automation and it happened, then we predicted engagement bots and they happened.

We did our job and found the following trends to be the next big things in social media marketing in 2019-20 and beyond.



### Social Monitoring

While not exactly new, social monitoring, also known as social listening, is increasingly taking traction, and there are now lots of dedicated tools whose job is to scan the entire web for niche





keywords and brand mentions. Even well-known social media management platforms are implementing it into their systems.

And whereas social monitoring used to be all about reputation management, it is now focused on customer service, lead generation, and social selling. Watch out, because it promises to change the way you compete for leads on your favorite distribution channels!

## Video Content

The rise in popularity of video streaming platforms like YouTube has shifted the attention of social networks to how content formats are distributed on their channels.



You see, video has become such a popular content distribution format that users were generating too many clicks from platforms such as Facebook and Instagram to YouTube, which meant that engagement was happening outside of these platforms.

Now most social networks favor video content that is uploaded to their platforms and subtly dismiss posts that link to video on external URLs.

All in all, close to 80% of content consumed online is video. Video content boosts ad recall and brand awareness, and social media marketers are aware of this. So if you want to survive the social media marketing landscape of 2019-20, then start uploading unique video content to each social network where you're building a presence.



## Micro Influencers

The word “influencer” became its own annoying trend when everybody wanted to be one. So it comes as no surprise when, in reality, even guys with 1,000

followers can be influencers.

Micro influencers are influencers with 10,000 followers or less. But what matters about a micro influencer is not the size of its audience, but how engaged it really is, and how much attention it pays to what the influencer says.

They’re more affordable, and more often than not they’re experts in their niche. Because of those reasons, micro influencers can be as effective, and sometimes more effective, than paid ad campaigns. They’re in high demand now, and that demand is going to grow tremendously in 2019-20.

## Personalization

Personalization is convenience in the face of saturation. People receive too much product information, too many promotional emails, and they’re bombarded with too many ads on a daily basis.



But when they receive an email addressing them by name, and they find purchase suggestions based on their behaviors and interests, it makes all the difference in the world.

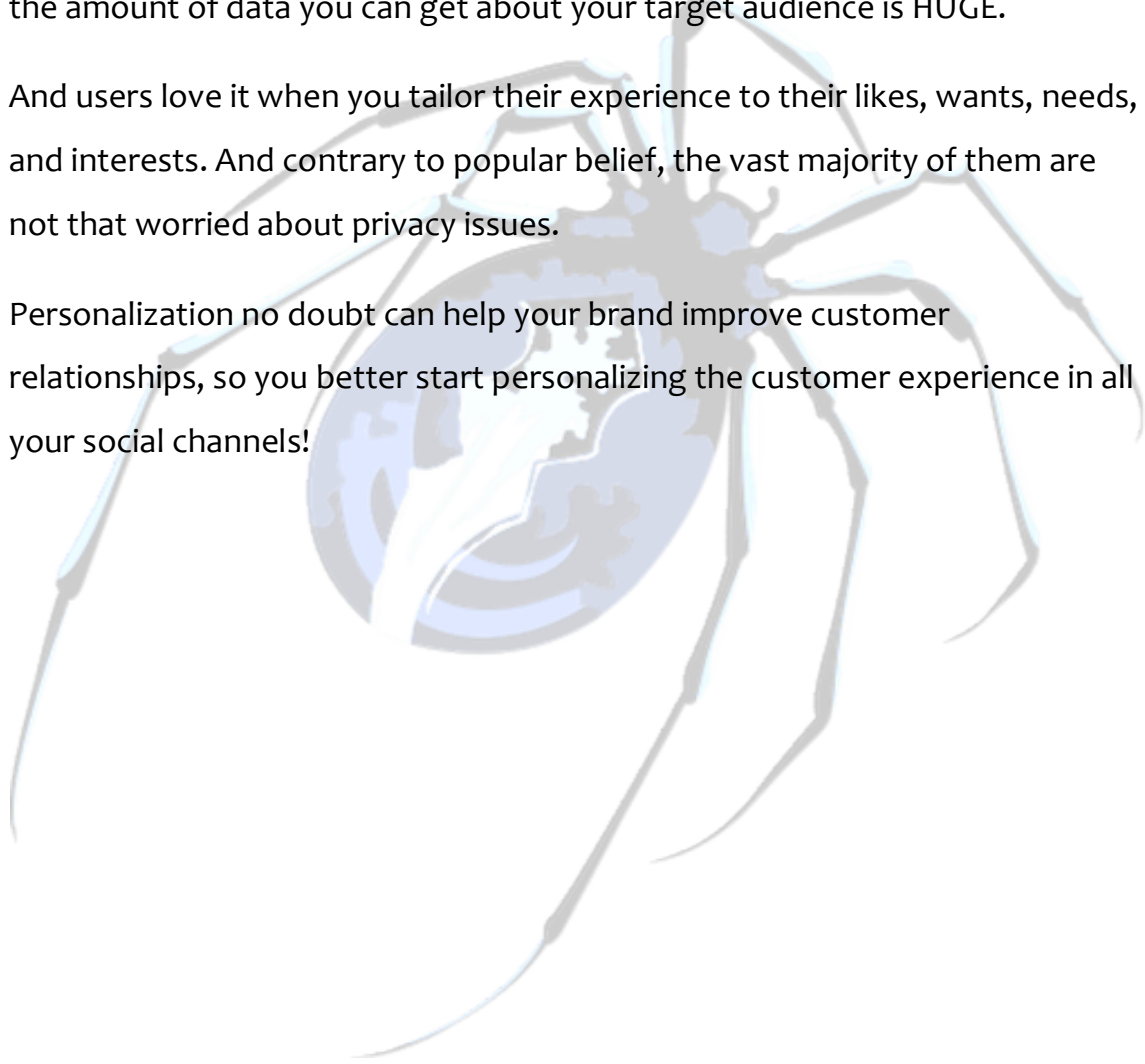


Now personalization is creeping into social media, and marketers are learning to personalize customer experiences on their social channels.

Social media marketing personalization is possible because of the large amount of user data that you can get simply by spying on a social media user profile. And if you run a lead generation campaign on Facebook, for example, the amount of data you can get about your target audience is HUGE.

And users love it when you tailor their experience to their likes, wants, needs, and interests. And contrary to popular belief, the vast majority of them are not that worried about privacy issues.

Personalization no doubt can help your brand improve customer relationships, so you better start personalizing the customer experience in all your social channels!





# Chapter 15: Social Media Marketing

## Best Practices In 2019-20

### Define Your Theme

Make sure to create a specific theme that your brand can stick to. More specifically, you need to develop a “look and feel” that is unique to your brand and that can help users know what to expect from your brand on social media.

Developing a theme includes picking a typeface that you’ll use on all your media, a combination of colors, developing a set of digital assets such as logo watermarks, and creating props such as a mascot.



### Avoid Unnecessary Trends

Marketers love to leverage trending topics or viral stories under the false impression that it will generate exposure, but taking part in a viral challenge or sharing a viral image that has no relation to your business

can hurt your brand, badly.

You should also avoid using internet slang or terms unless it makes sense in the context of your brand. You risk looking out of touch with your target audience, and you also risk getting unfollowed.





## **Research Your Target Niche Or Industry**

You already know that knowing your audience is crucial, but so is knowing your target niche or industry. By closely monitoring your target niche or industry, you will know what type of content you can feed your social followers, what keywords you can target, and what type of customer decisions are taking the industry forward.

You can monitor your target niche or industry by following news sites, niche influencers, and industry leaders.



## **Follow Your Competitors**

Your competitors can be a better source of information about your audience than you can imagine. Also, by following them, you can contribute to conversations in their

social channels, boosting your presence.





## Use Technology

Technology can make it easier to manage your social media marketing efforts. There are several platforms that offer social media marketing solutions that include multiple account management, social monitoring, automated post scheduling, A/B testing, and analytics.

By implementing these solutions into your overall social media marketing plan, you'll free up time that you can dedicate to growing your business.



## Advertise

Marketers have learned to think about advertising as cheating, but nothing could be further from the truth.

It used to be easy to build an organic reach on social networks, but market saturation, privacy concerns and technological changes have made it difficult.

Most social media sites offer affordable built-in advertising solutions. For less than a dollar, you can generate a qualified click on Facebook, and so on.

If you want your social media marketing efforts to provide you with faster results, then don't be afraid to advertise content from your social channels.



# Chapter 16: Advanced Social Media Marketing Tips and Tricks That Work In 2019-20

## Post At Strategic Times

People on different social media platforms are most active at different times of the day, so the best you can do is to adapt your content calendar to publish your most engaging content at optimal times on each social network.

According to social media marketing studies, the best times to post on social media are:

- ✓ The best times to post on Instagram are at 8 Am, at 1 PM, and at 9 PM on Fridays.
- ✓ The best times to post on Facebook are at 9 AM to 10 Am, at 12 Pm to 1 Pm, and at 4 PM to 5 PM on Thursdays, Fridays, Saturdays, and Sundays.
- ✓ The best times to post on Twitter are at 8 Am to 10 Am, at 12 PM, and at 7 PM to 9 PM on Saturdays and Sundays.
- ✓ The best times to post on LinkedIn is at 12 PM on Wednesdays.





## **Curate User Generated Content**

Encourage users to post pictures or videos of them using your products. Then ask them for permission to post those pictures and videos on your own

account.

You can also interview satisfied customers and share their positive stories on your social channels.

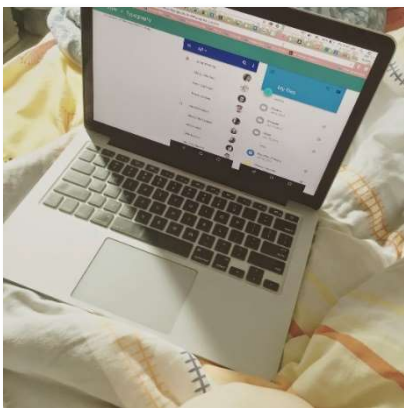
These two strategies will help you build solid social proof, which will increase trust and loyalty around your brand.

## **Hold Contests And Offer Incentives**

You can hold contests and offer incentives and ask for interactions such as shares in exchange for entries for free stuff. This would motivate users to further spread word about your brand.







## Create Communities For Your Audience

Users like to feel part of a big family of like-minded individuals sharing the love for a brand or product.

You can build a stronger community of users that can attract more customers by creating groups on social media, or by sending out personalized invites to join your live streams, your newsletters, and your private chat rooms.

## Build A Presence On Smaller Niche Social Networks

If you're just getting started with social media marketing, you would be surprised to find out that there are lots of smaller social media sites for every possible niche audience.



These focused social networks are created by niche audiences that want a separate ecosystem where to share their love for something. There are social networks for cat lovers, for dog lovers, for local bar lovers, for book lovers, for film lovers, and even for zombie lovers!

As a business, the advantages of building a presence on a social network focused in your niche are plenty.





# Chapter 17: Social Media Marketing

## Do's And Don'ts in 2019-20

### Do's



#### **Get To Know Your Audience**

It is crucial that you learn all about your target audience, including all about their interests, their buying habits, their online behaviors, and their demographic information. This will improve your reach and your relevance.



#### **Engage**

Participate in conversations started by followers, reply to comments, like and share stuff that followers share with you when appropriate, and reply to direct messages to keep your audience happy and loyal.



#### **Be Active**

Keep all your social accounts active to stay top-of-mind. Posting at least once a day, curating content, and interacting with other accounts in your niche are great ways to stay active and relevant on social networks.



#### **Pay Attention To Your Analytics**

Always check your performance. The number of engaged followers you keep and the quality of your interactions will always tell you more about how good your social media marketing strategy is than any industry benchmark would.





### **Use A Consistent Voice**

Make sure to use a unique “voice”, or in other words, to keep a consistent message across all your social channels and on your website.



### **Proofread All Your Posts**

Take care of the grammar, punctuation, and tone of each one of your social posts by proofreading everything before sharing to avoid sending the wrong message or looking spammy.



### **Be Original**

On social media, your business is more than a brand, it is a presence, a friend that people can trust, so don't be afraid to break free from corporate etiquette. Just be original, cool, and different.



### **Provide Great Customer Service**

Some people will contact you through your social channels to get customer service. So instead of forwarding them to your customer service channels, provide them with support right away.



### **Listen To Your Followers**

Track the conversations that your most fervent followers are having online. Check mentions of your brands, and listen to feedback. That is the best way to implement changes that will help you improve your brand's image.





### **Adjust**

Keep an eye on newer trends and adopt formats if your audience finds them engaging. For example, if your audience starts favoring podcasts, then start creating and promoting podcasts on your social channels.

### **Don'ts**



#### **Don't Spam**

Don't spam the newsfeeds and timelines of your followers with recurrent promotions and direct sales posts.



#### **Don't Post Too Much**

Limit the number of posts you publish per day. Posting too many times a day, every day, will only make your followers consider disliking or unfollowing your social account.



#### **Don't Be Irrelevant**

Don't post content that is not relevant to your audience or content that doesn't represent your brand. That can only damage your account's reputation and authority.



#### **Don't Beg For Interactions**

Don't ask users to like or share your content. This is an outdated strategy that can lower your brand's authority.



#### **Don't Post On Every Social Network**

Creating a social profile on every possible social media site doesn't improve your reach. For example, if your products are targeted at young adults with kids, then you don't have to create a Snapchat account. Just



focus on social networks where it makes sense to build a presence for your business.



### **Don't Push Controversial Issues**

It is ok to leverage memes or trending topics from time to time to increase conversations around your brand. What is not ok is pushing controversial topics such as political issues or tragic events to express your worldview through your brand. This is not professional.



### **Don't Mislead Users**

Avoid practices such as using click-bait headlines to get people to check content that they might not be interested in, or masking web addresses with fake URLs.



### **Don't Publish Text-Only Posts All The Time**

Text-only posts get stale quick, so make sure to always include images, infographics, short videos, GIFs, and link previews with the majority of your posts.



### **Don't Argue**

Never get into confrontations with users, either on public comments or private messages. Instead, answer professionally, be assertive, nice, and humorous.



### **Don't Buy Engagement**

It might be tempting to pay for artificial engagements, but know that this strategy doesn't build a social account's relevance.







# Chapter 18: Social Media Marketing

## Premium Tools And Services To Consider in 2019-20

### [Hootsuite](#)

Hootsuite is a social media marketing tool that will allow you to manage all your social media accounts from a single dashboard.

With Hootsuite you'll be able to find, compose, schedule, post, manage and monitor social media content more easily.

Besides letting you schedule and publish hundreds of social media posts at once, it also secures all your social media account login information and saves all your content on the cloud.

### [PromoRepublic](#)

PromoRepublic is a social media management tool that allows small businesses and marketers to automate their social media marketing efforts.

With PromoRepublic you'll be able to get more followers, post more awesome content, and to promote and boost sales on autopilot with features such as smart posting, social monitoring, editable content bundles, content calendars, and much more.



### Sentione

Sentione is a social monitoring tool that will allow you to explore the web to collect online opinions and get a clear vision of how your brand is perceived online.

With Sentione you will be able to monitor billions of discussions and brand mentions on sources such as blogs, forums, and social media, to analyze unlimited keywords, to get instant access to real-time and historical data, and to track word-of-mouth spreading around your brand.

### Awario

Awario is a social listening tool that allows you to monitor the entire web to help you track and join online conversations about your business.

Awario crawls over 13 billion web pages daily and you can use it to research your target industry, to get important customer insights, to discover opportunities to engage leads, to identify top influencers, and to manage your brand's reputation.

### Mention

Mention is a real-time media monitoring tool that monitors over 1 billion sources that includes top social media sites as well as blogs and forums to track mentions of your brand name, the name of your competitors, and any keywords you need to monitor.

It allows you to respond to mentions directly through a mentions dashboard, to get insights about your searches, and to generate reports.



## Brandwatch

Brandwatch is a social monitoring tool designed to inform marketing, brand, and business decisions.

It allows you to set up complex monitoring searches, provides you with in-depth analytics for any searches, helps you research specific industries in great detail, and to get better customer insights about specific audiences.

## Synthesio

Synthesio is a social media intelligence tool designed for enterprise-level users.

It is AI-oriented and provides you with social monitoring and audience insight features that allows you to measure social media marketing campaign performance, to measure your brand's health, and to create in-depth analysis about your target audience.

## Idomoo

Idomoo is a programmatic video ad tool that allows you to create dynamic video ads at scale.

It integrates with Facebook and lets you create tailor-made video ads that appeal to each unique user on a personal level.

In other words, it helps you create personalized experiences to help you to convert your targets more easily.

## Smarp

Smarp is a workforce tool that will help you to implement employee engagement programs to turn your employees into brand ambassadors.



With Smarp you will be able to motivate your team to actively participate in your social media marketing efforts because it lets you create an internal content hub where your employees can find all the information they need to share about your brand on social media.

### Drift

Drift is a conversational marketing platform that allows you to drive more human conversations and to improve customer relationships across all your social media channels.

With Drift you'll be able to nurture audiences with on-site and in-app chats and automated personal assistants that are ready to convert leads into customers in real time.







# Chapter 19: Social Media Marketing

## Shocking Case Studies in 2019-20

### Peel

Peel is a company that sells super thin and stylish cell phone cases for Apple and Android devices.

**Objective:** The company's objective was to stand out in the over-crowded cellphone case market.

**Strategy:** The company ran Video Ad campaigns on Facebook to reach a very targeted audience. The company also built a very attractive Instagram feed, where it showcases its products.

**Results:** The company's various social media marketing campaigns have been very successful, increasing its revenue by 16 times and its return-on-investment by 3 times!

### Wayfair

Wayfair is an online retailer that sells affordable furniture and home products.

**Objective:** The retailer's objective was to encourage users to go to its website and make a purchase after seeing a post on their Instagram account.

**Strategy:** The retailer started implementing "shopping" features into its posts, adding a buy button into its product showcases.



**Results:** The retailer announced a 32% increase in sales after implementing shopping features on its Instagram posts!

### Wholesome Culture

Wholesome Culture is an ecommerce retailer that sells clothes for people who live a vegan and plant-based lifestyle.

**Objective:** The retailer's objective was to draw attention to their Instagram profile and attract like-minded customers.

**Strategy:** The retailer started curating user-generated viral content that was popular among audiences in similar industries.

**Results:** The retailer was able to grow its Instagram account to 150,000 followers in little time!

### Casper

Casper is a company that sells affordable, direct-to-consumer mattresses.

**Objective:** The company wanted to increase awareness about its innovative mattresses.

**Strategy:** The company created a series of humorous posts across social media to catch the attention of social media users.

**Results:** The company has built a 1 million people customer base, and is now valued at over \$750 million!

### ASOS

ASOS is a popular fashion brand and one of the world's most popular online retailers.



**Objective:** The brand wanted to increase awareness and engagement among its 20 something audience.

**Strategy:** The brand ran a 15 second video ad on Facebook that was optimized to look like it was shot on a mobile device, and it celebrated individual lifestyles.

**Results:** The brand generated a 14 point uplift in ad recall, reached more than 3 million users, and generated a 3 point uplift in brand awareness.

### Blenders Eyewear

Blenders Eyewear is a sunglass company from San Diego, California.

**Objective:** The company wanted to increase sales by building solid social proof around its brand of sunglasses.

**Strategy:** The company created Facebook ads that highlighted customer comments and reviews about its products. The company also filled its Instagram feed with people wearing its sunglasses.

**Results:** The company was able to increase return on ad spend by a whopping 62%, doubled its click-through rate, and decreased its cost per click by 40%!

### Lyfe Marketing

Lyfe Marketing is a social media marketing and social media management agency from Atlanta, Georgia.

**Objective:** The agency was looking to boost brand awareness for a brand of all-natural products.



**Strategy:** The agency created a customer persona to target based on audiences targeted by competitors. Then it ran a series of brand awareness and engagement campaigns on Facebook.

**Results:** The agency was able to generate over 25,000 new Facebook fans, over 20,000 new Instagram followers, and over 3,000 new Twitter followers for the brand!

### Mercedes Benz

Mercedes Benz is a German automobile manufacturer that is mostly known for its lines of luxury cars.

**Objective:** The manufacturer wanted to reach potential customers among a younger audience.

**Strategy:** The manufacturer hired five top Instagram photographers. The company instructed these photographers to take the wheel of one of its new cars, to get on the road, take pictures, and post them on Instagram. Whoever got the most likes got to keep the car!

**Results:** The manufacturer generated 87,000,000 organic Instagram impressions, 2,000,000 Instagram likes, and 150 stunning product photos to showcase on its Instagram account!

### Dove

Dove is a personal care brand from the United Kingdom.

**Objective:** The company wanted to boost brand recall by eliciting positive feelings in its female audience.





**Strategy:** The company teamed up with a Twitter marketing team to launch the #SpeakBeautiful campaign, which tracked the most used body-related keywords.

**Results:** The #SpeakBeautiful hashtag was used over 168,000 times and generated over 800 million impressions for the campaign!

### Harris Teeter

Harris Teeter is an American supermarket chain from North Carolina.

**Objective:** The supermarket chain wanted to boost its brand visibility across social media.

**Strategy:** The agency managing the chain's social marketing strategy ran Facebook ad campaigns and implemented geographical targeting as well as lookalike audiences to reach people close to each store. The agency also set optimized cost-per-mile ads to stretch its marketing budget.

**Results:** The agency drove more than 15,000 new customers to Harris Teeter stores with a single campaign. It also drove more than 25,000 conversions during the holiday season and boosted social engagement by 400%!



# Chapter 20: Social Media

## Marketing Frequently Asked Questions in 2019-20

### Does Social Media Marketing Help Your Business Make Money?

Yes, social media marketing will help your business make money, just don't expect to see big financial results after only a few days of running social media marketing campaigns.



Your business will make money off social media marketing down the line because it helps you grow your business through exposure. When you get the right message in front of the right audience, your audience grows. And the bigger your audience, the more customers you get, and the more your business grows. If your business grows, then you will make money.



## **What If You Don't Implement Social Media Marketing To Grow Your Business?**

While it is true that social media marketing works better for some businesses in certain niches, not using social media marketing can actually hurt your business.

This is because building a social media presence is CRUCIAL. When you have an optimized social media presence and you interact with that audience, you build social proof that keeps your brand relevant.

On the other hand, a business that doesn't have an active social media presence is at best perceived as unsuccessful and out of business, and at worst it is considered suspicious.

## **What's The Best Way To Measure The Success Of Your Social Media Marketing Plan?**

Common metrics that will tell you how successful your social media marketing plan is doing are traffic, click-through rates, and the number of followers and interactions your business gets on social media networks, all compared to updated industry benchmarks.

Now, what determines how well social media marketing is influencing your bottom line is how many people are actually becoming repeat website visitors, how many of them become qualified leads, and how many of them end up becoming repeat customers.



## **If Your Business Is Active On Social Media, Can You Skip Maintaining A Blog?**

Absolutely not! Maintaining a blog where you publish relevant content, content that is original, helps your business stay at the top of search engine results pages, builds your site's authority, and improves your organic reach.

You will actually benefit by maintaining a blog if your business is active on social media because you can use your social media reach to create more backlinks for your content. It is all part of the same content marketing strategy!

## **Is Social Media Marketing Better For Business-To-Consumer Companies, Or For Business-To-Business Companies?**

Both business models benefit from social media marketing in different ways. If you run a b2c company, your social media strategy has to focus on the customer experience, which means that you have to create fun, entertaining, user-oriented posts that are meant to fill the emotional needs of your target audience. The benefit is that you can find your audience on basically all social media sites.

If you run a b2b company, however, you have to focus on providing value to other companies by sharing industry-oriented content. The benefit is that your audience is so narrow and specific that you will find it on a handful of social networks, the most popular of which is LinkedIn.





## **Does Social Media Marketing Change The Way Brands Influence Potential Customers?**

Yes, definitely. It used to be that brands could influence people into making purchases by showcasing an offer and tell them to buy.

On social media, the way to influence a potential customer base is by engaging them, not by talking about your products or services, but simply by starting and joining conversations with your audience.

By simply interacting with them on a level that feels personal, you will be influencing potential customers into trusting your brand and into liking what you sell, which will influence them into accelerating purchasing decisions down the line, favoring your business over others.

## **What Type Of Content Converts More Easily On Social Media?**

That largely depends on what your audience is looking for. Ready-to-buy audiences convert as easily with a long-form video as with a simple tweet promoting an affiliate product.

But the majority of audiences convert after learning what your product or service is all about. Our recommendation is to try several types of content formats, especially videos and infographics, to discuss your audience's pain points.

## **How Much Time Should You Dedicate To Social Media Marketing On Average?**

This is a matter of debate while it would be ideal to dedicate as much time as possible to engaging your audience and keeping your social media presence relevant and active, but this is simply not possible.



If you can afford a community manager that can take care of your social media accounts while you focus on your business, then go for it, because it humanizes your interactions, which is a big disadvantage of letting social media automation tools take charge of your account.

If you can't afford a community manager, then take note of which times of the day and on which days your audience interacts the most with your accounts. Then dedicate a solid hour, three to four times a day, to engage with your audience.

### **What Is The Worst Social Media Marketing Mistake You Can Make?**

The worst possible mistake you can make running social media is inconsistency. It means not being consistent with content updates, not interacting with followers, leaving large windows of time without publishing a post, and so on.

It is so bad that it is on par with not having a social media presence. An inactive, inconsistent social media account looks out of business, and doesn't generate traffic or leads.

### **Do The Same Social Media Marketing Strategies Work The Same On Different Social Networks?**

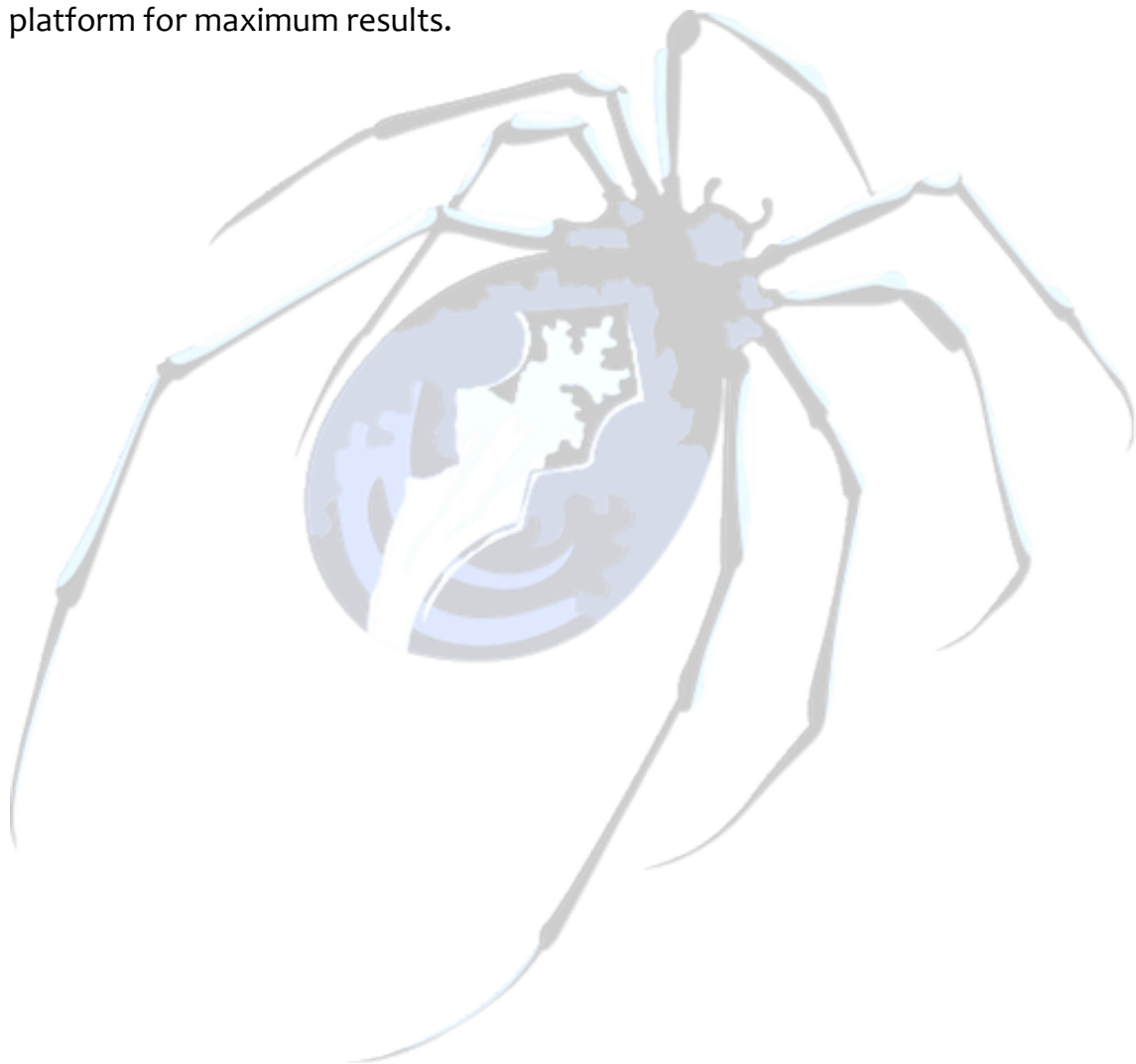
Basic rules of engagement work the same on almost all social media networks, yet each social network requires a different approach and different strategies.

This is because the behavior of users varies from one social network to another. For example, Facebook users can spend hours at a time scrolling



through the newsfeed, while Twitter users are more likely to comb their timelines for minutes at a time.

That means that factors such as timing and personal preferences influence what type of social media marketing strategy you should use on each social network, and on this training you'll find the ones that best fit each social platform for maximum results.





## Conclusion:

We're thrilled that you have chosen to take advantage of our Training Guide, and we wish you amazing success.



And in order to take your Social Media Marketing Efforts even farther, we invite you to consider leveraging the resources and proven expertise of Katipo Digital. We deliver customers and traffic not excuses. Contact us to see if there is a fit.

Thanks so much for the time you have dedicated to learning how to get the most advantages from Social Media Marketing.

Social Media Marketing have come to stay in the market forever.

To Your Success,

**John C. Woolston**





# Top Resources



## Videos

<https://www.youtube.com/watch?v=94K-CxKNVko>  
<https://www.youtube.com/watch?v=w-b6ZNkdvmc>

## Tools & Services

<https://optinmonster.com/23-tools-that-will-take-your-social-media-marketing-to-the-next-level/>  
<https://www.jeffbullas.com/10-social-media-marketing-tools-will-make-competitors-weep/>

## Training Courses

<https://digitalmarketinginstitute.com/students/courses/professional-diploma-in-social-media-marketing>  
<https://www.udemy.com/social-media-marketing-masterclass/>

## Blogs

<https://blog.hubspot.com/blog/tabid/6307/bid/5977/36-awesome-social-media-blogs-everyone-should-read.aspx>  
<https://socialnicole.com/2018-10-must-read-social-media-marketing-blogs/>

## Forums

<https://www.warriorforum.com/social-media/>  
<https://www.go4expert.com/forums/social-media-marketing-forum/>

## Affiliate Programs

<https://commun.it/blog/affiliate-marketing-programs/>  
<https://highpayingaffiliateprograms.com/social-media-affiliate-programs/>

## Webinars

<https://www.youtube.com/watch?v=65nOoBW7vNY>  
<https://www.youtube.com/watch?v=BOWldksysrw>

## Infographics

<https://www.dreamgrow.com/9-social-media-infographics-you-must-see/>  
<https://www.jeffbullas.com/7-social-media-infographics-will-blow-mind/>

## Case Studies

<https://www.simplemarketingnow.com/content-talks-business-blog/bid/134174/200-case-studies-social-media-and-content-marketing-examples>  
<https://www.socialmediaexaminer.com/7-creative-social-media-marketing-mini-case-studies/>

## Facts

<https://www.brandwatch.com/blog/amazing-social-media-statistics-and-facts/>  
<https://seoexpertbrad.com/social-media-marketing-statistics/>