

Introduction to Social Media for Business

BY PLR-MRR-Products.com



Why Social Media



Existing
Audience of
Millions

Brand
Awareness

Reputation
Management

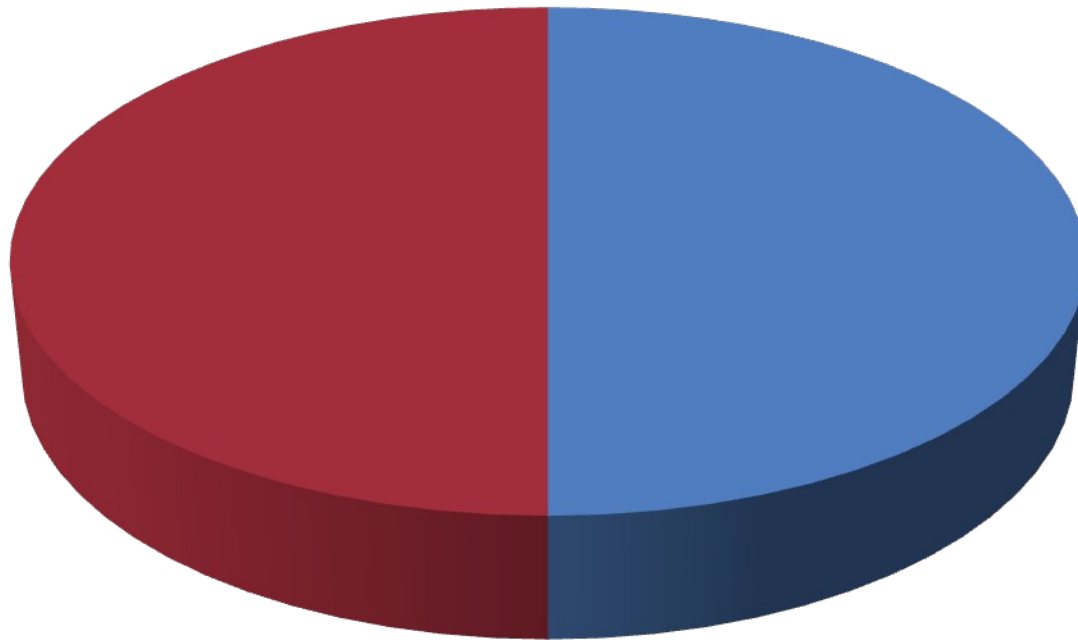
Target Market
Research

Increased
Traffic

More
Meaningful
Connections



Is Social Media Right for Your business?



- Is Your Target Market on Social Media?
- Do You Have the Time and Resources?

“Just remember, social media is a complement to your marketing. It doesn’t replace it.”

Why acebook

○

1

845 Million Active Users

2

Available in 70 Languages

3


Wide Demographic, with ages
20–29 best represented


Facebook Approach



Facebook
Page


Interact &
Share

 **Jennifer Smith** and 38 others like this.

 View all 4 comments



Stacy Johson This is awesome!

10 hours ago · Like ·  2

Drive
Traffic

Facebook
Advertising

Why witter

○

1

300 Million Users

2

Very Open Platform

3

Wide Demographic, with ages
25-44 best represented

Twitter Approach



Twitter
Profile

Interact &
Share



Stacy Jones
@stacyjones

Your brilliant Tweet goes here.

Follow &
Connect

Drive Traffic

Why Linked



1

150 Million Users

2

Professional Network

3

Wide Adult Demographic, with
ages 25–54 best represented

Linked Approach

○

LinkedIn
Profile

Share &
Connect

Recruitment

Events

Advertise

Ads by LinkedIn Members



Female Business Owners

Apply now to see if you're eligible to be included

[Learn More »](#)



Can't Make Display Work?

Multi-Click Attribution Shifts Credit to Top of Funnel Sources Like Display

[Learn More »](#)

Why oogle+

○

1

90 Million Users

2

Search Engine Traffic
Implications

3

Largely Male Demographic
(71%), aged 25–34



oogle+ Approach



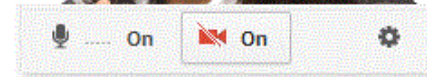
Google+
Brand Page

Interact &
Share

Drive
Traffic

Hangouts

Check your hair and make sure your mic works!



Who do you want to hang out with?

Your circles x + Add more people

Hang out

Try Hangouts with extras to preview new features.

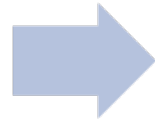
Where to Start



Where is
your
target
market?

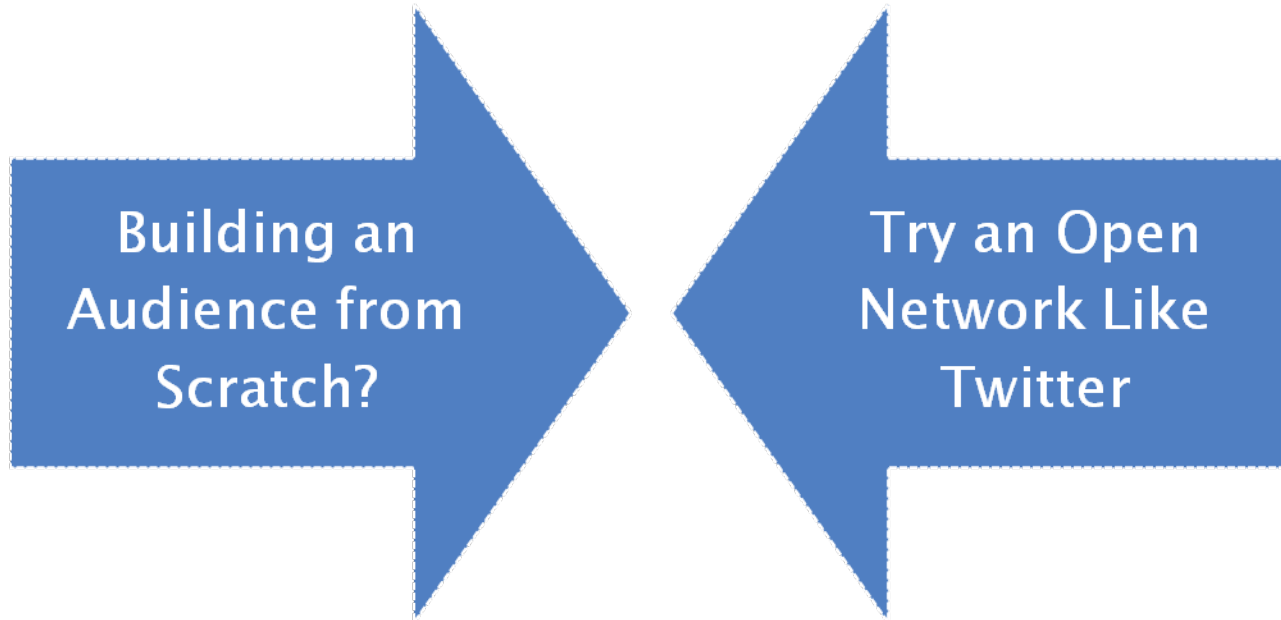


Where is
your
existing
audience?

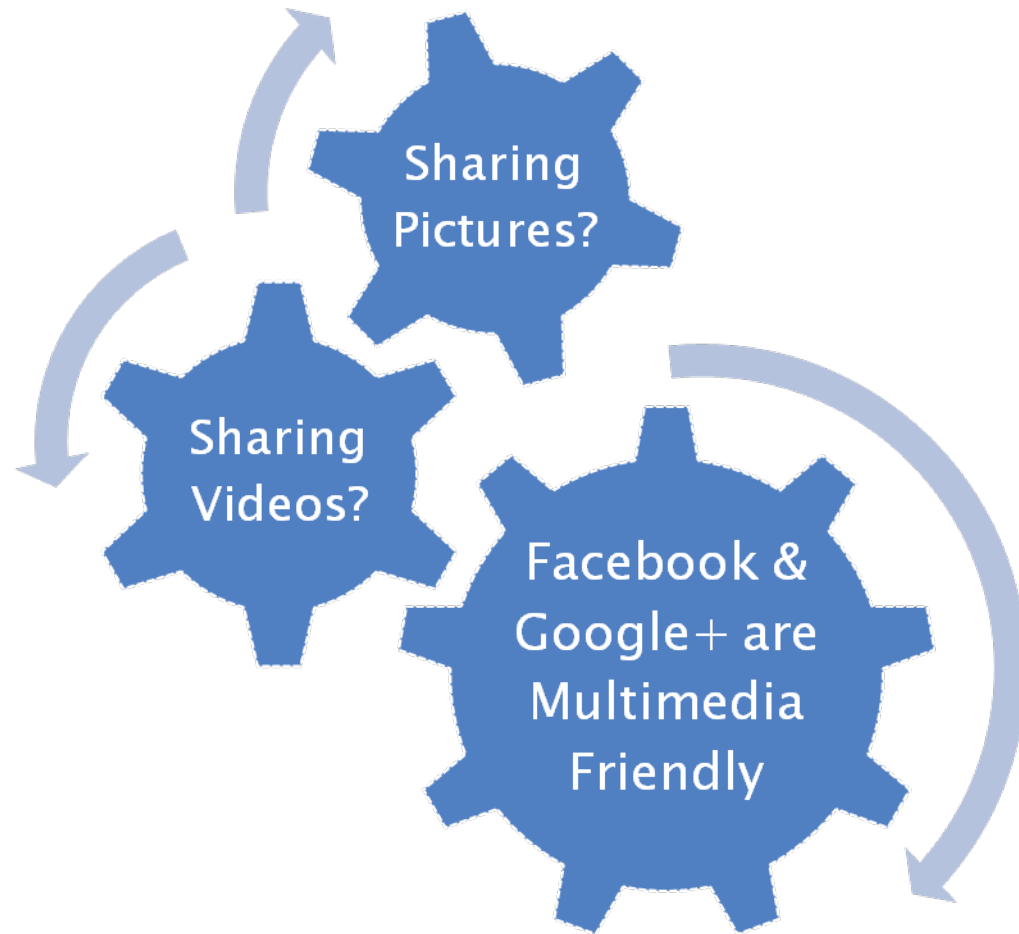


Follow
Them!

Where to Start



Where to Start



Where to Start



Need
More
Business
Contacts?



LinkedIn
is Your
Best Bet

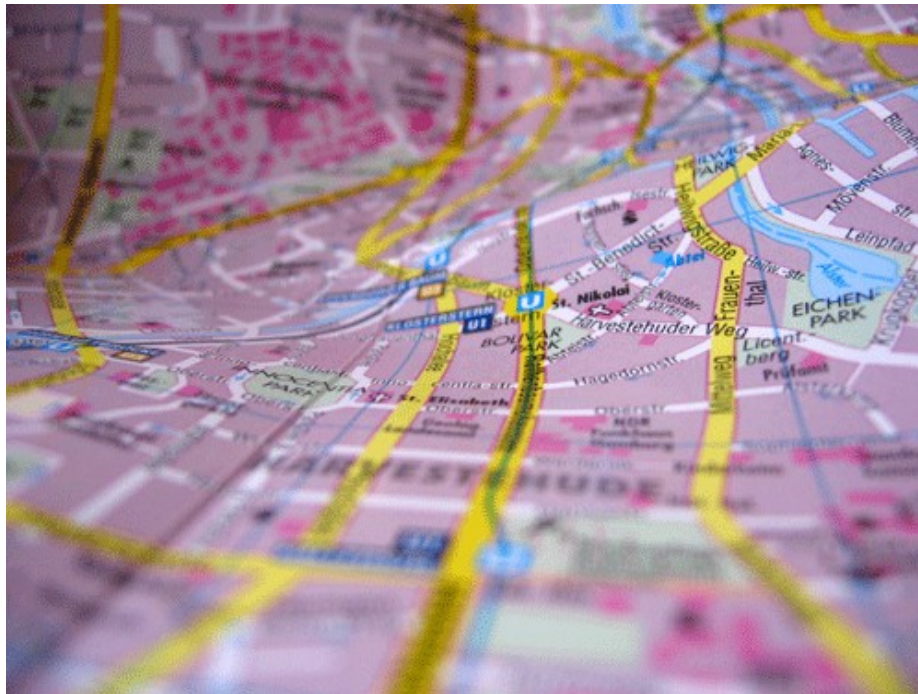
Remember This...



“You can’t be everywhere all the time. Grow your social media efforts slowly and strategically.”



Tips for Getting Started



Have a Plan. Know why your participating and make a plan to get there.

Tips for Getting Started



Realize that it can take time to produce results.

Tips for Getting Started



Analyze the competition.
What are they doing
successfully?



Tips for Getting Started



Consider working with a team, but make sure you're all on the same page.

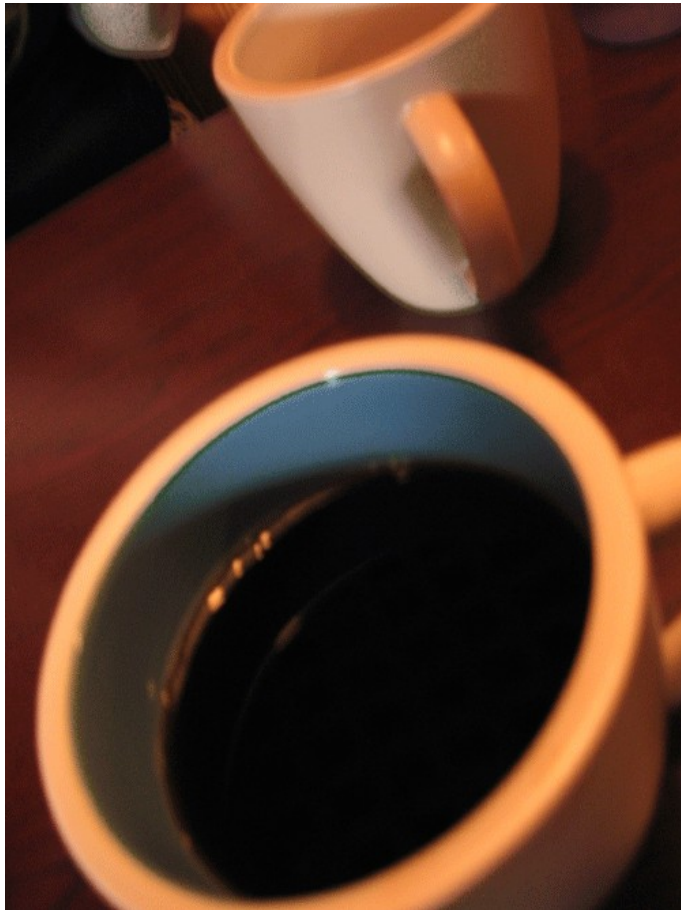
Tips for Getting Started



Profiles are important. They're how people find you and decide if they want to follow you. Make sure they can do that.



Tips for Getting Started



Social media is social, so be social. Blatant self-promotion rarely get followed for long.

Interact with your followers...don't just broadcast.

Tips for Getting Started



Advertising on social networks can produce quick results, is measurable and easy to improve upon.

Sponsored

[Create an Ad](#)

Advertise on Facebook



Promote your business to 750M+ active and engaged users on Facebook. Develop your brand online by connecting with your audience.

Learn More & Get Started



PLR-MRR-Products.com Membership
\$10.29 / Month

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