



150 Social Media Quick Tips

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Grow Your Following Tips

1. Target FB ads and posts to smartphone users. 66% of all social sharing originates from the Facebook iPhone App.
2. Post as your Facebook page at least once a day – and remember that one unique, focused post is worth 10 mediocre, generic ones.
3. Before you post a tip on social media, say it aloud and imagine a specific person. Do you sound natural or “canned”?
4. Install the Facebook “Like” widget on your blog:
<http://wordpress.org/plugins/facebook-like-box-widget/>
5. Use QR codes on your Facebook Page – in your cover photo, a tab or even your profile photo or logo: <http://goqr.me/>
6. If your ads target people whose salary is \$75,000+, use Facebook since 73% spend their longest social networking time there.
7. According to Jeff Bullas, “YouTube mobile gets over 600 million views a day”. What are you doing to pre-qualify viewers?
8. If your social network follower is all about enjoying an interest rather than mastering it, help him enjoy it more with your posts.
9. Make sure people can find you organically on Facebook by including your niche keyword in your URL (e.g. “pizza”).
10. 71-82% access social media from mobiles so take that into account and make your FB posts short and sweet.
11. Use photos of single objects with strong contrast in your social media posts, to make sure they catch the eye on mobiles.
12. Nurturing relationships=growth: To achieve that on social networks, focus on 4 networks maximum (your highest-response ones.)
13. How to make posts shareable: Remember “People don’t share facts. They share emotions” – Oxford University Research
14. Which social network grew the fastest last year? Twitter, with a growth of 44% - so keep on tweeting – and retweeting!
15. Want to grow your fans? Comment on top industry leaders’ social pages with

really helpful information.

16. 72% of internet users increasingly engage with social media in the 18-30-year-old bracket. What will this mean to you?
17. Combine social media and email campaigns with strong follow-up to become the go-to in your niche. (That's when fans recommend you!)
18. Want natural-sounding calls to action? Study six top industry leaders' social media pages and see how they do it. (Make notes!)
19. Want more local customers? Use your phone number when you customize your Facebook Page URL.
20. Actively write posts or provide links that solve your target follower's problems – then ask her to share your tip.
21. Make social contacts feel happy, good or important, and they won't forget you. How did you do this today?
22. Consider using Facebook ads – growth is up from 55% in 2012 to 75% in 2013 – and 88% in the first quarter of 2014. Ask yourself “why”.
23. In order to grow on social networks, you need to post shareable posts: It's that simple!
24. Create a catchword-of-the-day that triggers happy anticipation. Start your best social posts with it.
25. If you want to grow your following on social networks, put thought into what unique benefit of that network you can maximize.
26. 70% of all online marketers generated leads with Facebook last year (34% on Twitter) so keep your social networking consistent.
27. There are 8 types of Facebook ads to cater to 8 separate advertiser needs: Make sure you choose the right one.
28. Don't just spend regular time on social media: Blog regularly too, if you want to grow your following in both areas.
29. Plan regular guest blogging into your life – then be sure to share news of your guest spots on social media.
30. Some experts prefer social media buttons at the top of each post. (Which placement works best for you?)



Engage Your Audience Tips

1. #1 Rule of engaging your audience on social media: visit daily and consistently.
2. To avoid the dreaded "goofy look" syndrome in YouTube thumbnails, begin each video with a great, branded opening screen.
3. "Engage" is just another word for "interact". Talk to individuals on social media. Have a conversation!
4. Find out what learning style your target audience possesses, and cater to it in your social post content types.
5. Test each media content type you use on social networks to see if one type brings strong interaction.
6. "The audience dictates what you do or don't change" – Harvey Fierstein. Do you think this true for social networks?
7. Keep it positive and resist the urge to vent. People want to know YOU on Facebook: Not your problems.
8. What do you think is more important in social posting: Media type or content?
9. On any social network, keep it short. ("If you can't say your message in a sentence, you can't say it in an hour" – Diana Booher)
10. Promoting posts gives you strong ROI, greatly increasing your chances that your important posts will be seen.
11. The more money you want to make from your social networking, the more you should invest in advertising and promoting.

12. Don't just send people from your social networks to your blog: For higher subscribe rates, send them to a tailored landing page.
13. Keep your social network friends interests foremost in your promotion and you'll keep them engaged.
14. "How much love inside a friend? Depends how much you give 'em" – Shel Silverstein
15. The less you pay to promote on social networks, the more actively and widely you'll need to share.
16. "Social networks aren't about Web sites. They're about experiences" - Mike DiLorenzo. (What do you do to create experiences?)
17. Show your social network audience tangible benefits of following your page: Sneak peeks, advance news and tips, gifts and info.
18. Are you acting on the fact that visual posts consistently out-perform text posts on almost every social network?
19. According to Reachcast, links posted between 8pm and 8am get the least clicks – but that also depends on fan time zones.
20. Creating successful social network engagement consists of making your fans feel like you're feeding them chocolate.
21. If you want to build active engagement, it's better to cultivate fewer social networks than spread yourself too thin.
22. Study Facebook, Google and LinkedIn Pages to see exactly how your most successful competitors create engagement.
23. Use incentives such as contests and giveaways to help increase social media engagement – but target these to your niche.
24. "Tis the privilege of friendship to talk nonsense, and to have her nonsense respected"– Charles Lamb. (Listen to and answer your fans!)
25. Try informal Facebook contests, like best photo-of-an-orange or favorite quote.
26. Be real on social networks – but that doesn't mean "be stupid": Don't share stuff that your ideal fan doesn't care about.
27. Short posts see 25% more engagement and photos 39% more than text. Why? They present better on mobiles.
28. According to Reachcast, 92% of industry professionals have acquired customers or clients through Facebook. (Interaction is the key.)

29. When posting on your company Page, don't focus on your company's achievements unless your fan can really relate to this.
30. When posting on your company Page, makes sure your follower can relate to your company's "story".



Driving Traffic from Social Media Tips

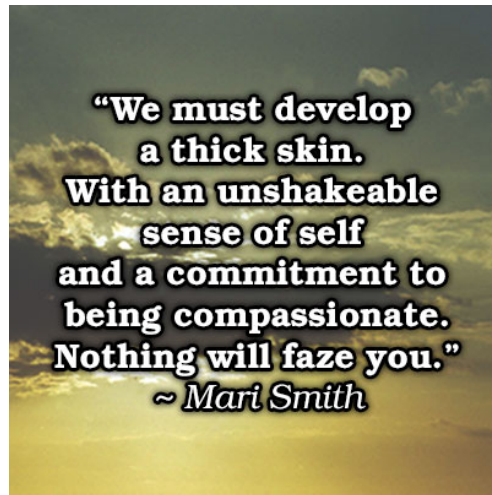
1. To avoid the dreaded "goofy look" syndrome in YouTube thumbnails, begin each video with a great, branded opening screen.
2. Try out actiontags (hashtags that open pages to rewards you set) from Chirpify.com. (Remember to track their performance.)
3. Use YouTube annotations right within your videos to drive traffic to your landing pages (and put your URL at the start and end too.)
4. Ask your social media followers what they want you to blog about – then do so quickly, and share the link.
5. When social media fans suggest topics, you have a better chance of using these topics to create strong signup gifts to place in tabs
6. If you really want to drive traffic to your landing pages from social media, don't become a link machine. Vary your post content.
7. Use Twitter Advanced Search to monitor your keywords for more targeted traffic.
8. Pay more attention to your social media keywords, if you want to attract the maximum amount of traffic.
9. Don't "hard sell" from Facebook: Make your choices appealing and irresistible in a social way (contests, tab gifts, etc.)
10. Make sure all your profile bios show what you can do for the person reading it –

and include an optimized landing page link

11. If your business is B2B, become active in relevant LinkedIn groups. Be useful there: Give feedback, share resources – daily.
12. If you've been getting little traffic from Vine, it may be your link shortener. Bit.ly and Ow.ly will not work with Vine - use TinyUrl.
13. If you use your personal profile for business, clean up your social media feeds by removing friends who spam.
14. Hold a contest on your blog and promote it in your social networks. Then hold one on FB using an app. Compare results.
15. When tracking your social media with Google Analytics, be sure to check mobile traffic behavior.
16. "25% of consumers who complain about products on Facebook or Twitter expect a response within 1 hour" – Openforum.com
17. If you want to know how to drive traffic from social networks to your website, listen to the conversations and act on what you learn.
18. Identify buying keywords in your social media and monitor them. (Social media native metrics can help you do this, along with apps.)
19. Understand that keyword searches on each social media platform can differ. Ask yourself for each: "How does my audience search?"
20. To drive traffic from your social networks to your blog, let them know you can answer the questions they are really asking.
21. Make sure your strongest call to action and most important links are in your social media "About" sections and bios.
22. When creating social media profiles and Pages, ask yourself: "What do I want them to do?"
23. 99% of U.S. retailers upload videos to YouTube. What does that tell you – and how do you make sure yours will be seen?
24. Experiment with interactive media to drive traffic to your website. Check to see if time of day or week affects response.
25. Try SurveyMonkey or PollDaddy for polls; Vine or Instagram for videos.
26. Pay attention to annual contests for things like social media apps, to see what your competitors(and customers) are using.
27. Set up a profile on Google+ if you haven't already done so – and get into the

habit of updating social profiles regularly.

28. When posting to social media to drive traffic to landing pages, always check to see if you can kick your post up a notch.
29. Analyze your social media to website traffic. Which platform gives you the best response? Advertise on the winner.
30. To increase traffic, make sure your email marketing complements your social media posting and ads – and vice versa.

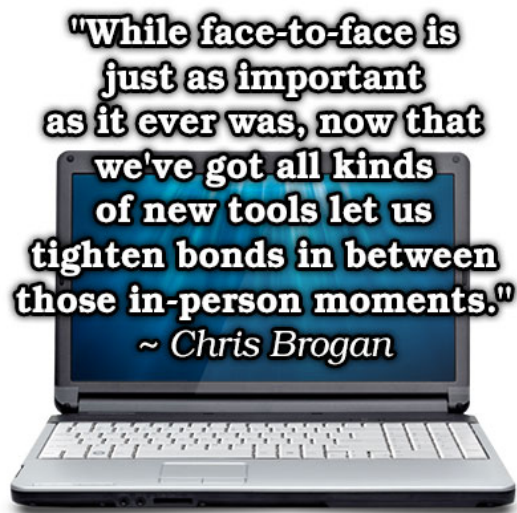


Social Media Ad Tips

1. FB Sponsored Stories used to be the same as "Page Post ads" but are now different. Make sure you choose the right type.
2. Before you advertise on LinkedIn, make sure your Company Page is thoroughly optimized and filled in.
3. FB Sponsored Stories are displayed to your connections: Page Post ads display on all Facebook.
4. Twitter advertising is geared for larger companies. For the best self-serve options, try Facebook.
5. LinkedIn ads appear twice – with text only and with text, photo and graphic (sidebar). How can you make the most of this?
6. Google+ is planning to launch "+Post" ads in 2014. Keep your eye on <http://googleblog.blogspot.com/> for more.
7. Enrich targeted user experience with Twitter lead generation cards: <https://dev.twitter.com/docs/cards>

8. Be sure you clearly identify your advertising goals: Visibility, brand awareness, lead generation or sales?
9. Twitter advertising allows you to either choose the posts you want to promote – or let them pick your top five.
10. FB Page Post ads can include text, video, graphics, events and links – choose from feed or sidebar display.
11. LinkedIn now allows advertising for small companies as well as large (starting at \$10 per day): <http://www.linkedin.com/advertising>
12. Expect Twitter ads to blossom in 2014 – better “broad match” targeting, lead generation cards and functionality.
13. Watch especially diligently for fee creep on LinkedIn self-serve advertising. Take the time to read all conditions.
14. Did you know that you can create a maximum of 15 ads per LinkedIn campaign for split-testing purposes?
15. Tag and track promoted social media to landing page URLs in Google Analytics: <https://support.google.com/analytics/answer/1033867>
16. Test each ad type you select on Facebook and compare the results. Which ad type performs best for you?
17. Try Twitter ads for targeting specific keywords: <https://ads.twitter.com/login>
18. Advertising on Facebook can increase your organic reach too (your feeds or page presented to more posts?)
19. Click on the Conversion Tracking link in your Twitter advertising dashboard menu to track ROI (real-time!)
20. LinkedIn ads perform well for service-based B2B companies: Twitter and FB have unique features for retail.
21. FB Promoted Posts are simply posts whose reach you pay to increase. (Choose your most successful posts.)
22. Did you know you pay per click for Sponsored Stories and Page Post ads – but pay a flat rate per number of users for Promoted Posts?
23. Twitter ads allow you to target by keyword, gender, location or user device – be sure to choose the best one for your goal.
24. The real key to Facebook advertising is choosing the right type of ad for the right job. Educated yourself on the differences.

25. Create video ads on YouTube (you need an AdWords account):
<http://www.youtube.com/yt/advertise/get-started.html>
26. When using LinkedIn ads, it's important to know when your audience is present. (Costs vary at differing times of day.)
27. If you want more people to find you on Twitter, use Promoted Accounts in your advertising: Not Promoted Tweets.
28. Did you know that Facebook Paid Promotion ads don't allow for cost-per-click (CPC)?
29. You can advertise to people holding specific qualifications or positions with LinkedIn (e.g. to dentists or CEOs only).
30. With all social media ads, remember the basics: A strong call-to-action and an urgent reason to click.



Big Social Site Tips

1. Google is the number one search engine on the web – but did you know that YouTube is # 2? (And Google inflates its own numbers.)
2. Vine 6-second looping videos share to Twitter (who owns Vine). Instagram videos are 15 seconds with more share options.
3. Do you know the top three countries using Facebook? The U.S., Australia and the U.K. top the list. (Retweet.)
4. Developers, did you know that Google+ does not offer an API for posting? (Twitter and Facebook do.)
5. Firefox users, install the Twitter Search plugin to beef up your search:

<https://addons.mozilla.org/en-US/firefox/addon/twitter-search/>

6. Vine videos share to Twitter – but you can simply copy your link and share to Facebook too.
7. Where do your YouTube video links convert better – Google+, Twitter, Facebook or LinkedIn? Ask yourself why.
8. LinkedIn allows you to add 3 URLs to your profile: Twitter only 1 – but you can manually add another within your bio space.
9. If your business involves design, you need to know that Google+ and Twitter allow you to post HD images. Facebook does not.
10. When comparing social networks using Alexa or Quantcast, remember that Google+ results combine ALL Google platform results.
11. Google+, Facebook, Twitter and LinkedIn allow you to filter and customize feeds. Many other currently trending networks do not.
12. Google+ and Facebook allow you to filter status updates. Twitter and LinkedIn do not, so you need to be selective in adding friends.
13. For B2B services, you may find LinkedIn more successful at converting than Facebook (which remains predominantly social).
14. Got an image to promote that is tall rather than wide? Use Google+ or Twitter – you'll be penalized with FB's algorithms.
15. Twitter stock "plummeted" 24% in Feb 2014, Facebook soared by 63%. What does that say/mean to you?
16. 1 million advertisers; 25 million Facebook business pages= "a lot of untapped potential ad revenue", according to Mashable.
17. Facebook is meant for socializing and hanging out; Twitter and Vine for fast, raw updates. Which do you find most useful?
18. Did you know Facebook allows you to set 5 admin roles? Manager, Content Creator, Moderator, Advertiser and Insights Analyst.
19. Facebook users average 6.5 hours per month via desktop – twice the rate of Google+ users. How can you use this info?
20. Google+, Facebook and Twitter all allow you to customize your profile – but only Google+ allows animation within it.
21. Instagram is the perfect vehicle for brand storytelling: Vine for capturing moments; YouTube for developing your authority.

22. Only Facebook allows true private messaging: Google+, Twitter and LinkedIn all have restrictions based on connection.
23. While FourSquare far outnumbers Facebook in location metrics, Facebook allows you to target who you share your check-ins with.
24. Measure your Promoted Account response easily on Twitter with a chart-style graph of your growth, over time.
25. SproutSocial.com allows you to compare different networks instantly from one dashboard. There's a free trial so check it out.
26. Facebook Groups can be compared to Google+ Circles in that these features ensure members only see posts. Which do you prefer?
27. 3 reasons to go pro with LinkedIn: Who's Viewed Your Profile, Advanced Search and InMail.
28. While social media tools like SproutSocial provide stats, Crowdbooster shows who your most active fans are (and starts at \$9 monthly).
29. Edit the Settings in your Facebook Page Admin Panel to limit "posting ability" to admins only, if you want to super-control your feed.
30. Did you know Scoop.it and SlideShare are integrated, for easy content curation?



Social Media Resources

[Linkedinfluence](#) - The Ultimate LinkedIn Training Course

[Magic Submitter](#) - Power To Dominate Social Media And All Search Engines

[**Social Business Accelerator**](#) - Social Media Training & Software

[**Social Marketing Tribe**](#) - #1 Resource For Ongoing Social Media Training. 100+ Hours Of Training On Topics Like: Facebook, LinkedIn, Twitter, Youtube, Email / Digital Marketing

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