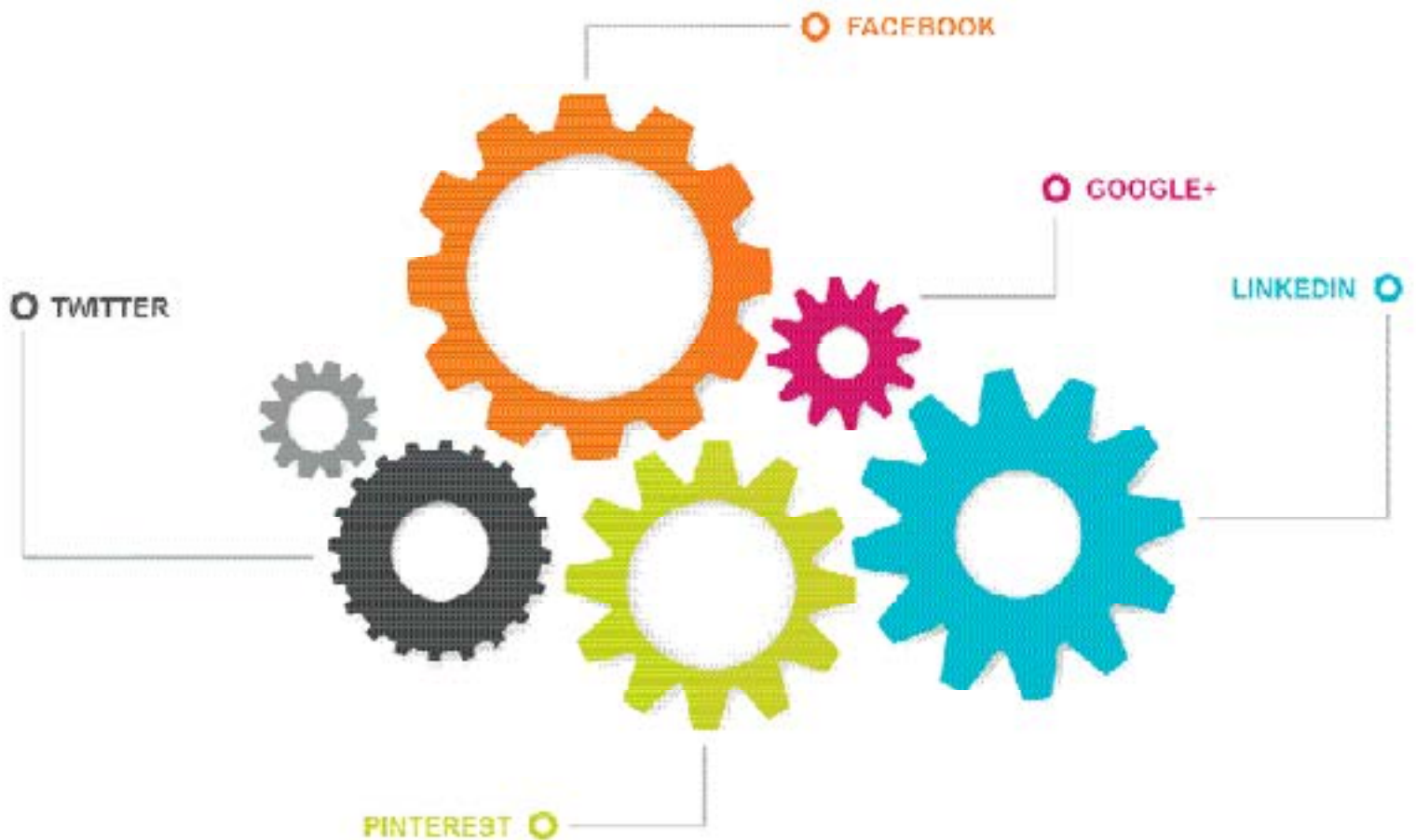


Social Media Excellence

Tips for using all channels



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AUDIENCES EVERYWHERE ARE TOUGH. THEY DON'T HAVE TIME TO BE BORED OR BROW BEATEN BY ORTHODOX, OLD-FASHIONED ADVERTISING. WE NEED TO STOP INTERRUPTING WHAT PEOPLE ARE INTERESTED IN & BE WHAT PEOPLE ARE INTERESTED IN.

- CRAIG DAVIS, CHIEF CREATIVE OFFICER
J. WALTER THOMPSON (WORLD'S 4TH LARGEST AD AGENCY)

PINTEREST

PIN YOUR WAY TO THE TOP

Pinterest, a site that allows you to upload, save, sort, and manage images (known as “pins”). It’s popularity has really taken off in the past few years, so it’s not a bad idea to incorporate it into your business’ marketing strategy.

Tip #1: Post Original Content

By original, we don’t mean to only post content that you have created. That definitely helps, but what we’re referring to is posting content that a million other people aren’t posting at the same time. Pinterest is full of already-existing content and it works.

Tip #2: Post Regularly

Yes, it’s this tip again. Pinterest is just like an other social media website. If you want to attract followers and gain exposure, you must post new content on a regular basis. Don’t go overboard, but at least one or twice a week would be perfect.

Tip #3: Follow Others

Popularity begets popularity, so to speak. Like other popular social media outlets, the more people you follow, the more likely it will be that others will follow you. Use that to your advantage.

Tip #4: Use the Pinterest Follow Button

Pinterest makes it easy for others to follow you by providing a button for use on your own website. This can be especially useful if you happen to have a high-traffic site, but it will help no matter amount you receive.

Tip #5: Link from Other Media Sites

Your marketing strategy should always include other popular media sites like Facebook and Twitter. Using them all in conjunction with each other is the best way to improve your exposure. That means you should post about your Pinterest content on other sites as you create them.

Tip #6: Re-pin Popular Posts

Re-pinning is akin to a sport on Pinterest. The site even has a “Popular section” which allows you to find solid posts that you can re-pin, this can save you a lot of time. Sharing the pins of others is an effective way to attract more followers.

Tip #7: Comment on Popular Pins

Being a part of the community will increase your chances of someone checking out your own stuff. One way to do this is by commenting on popular pins. If people like what they see in your comments, they may just decide to give you a try as well.

Tip #8: Don't Forget Keywords

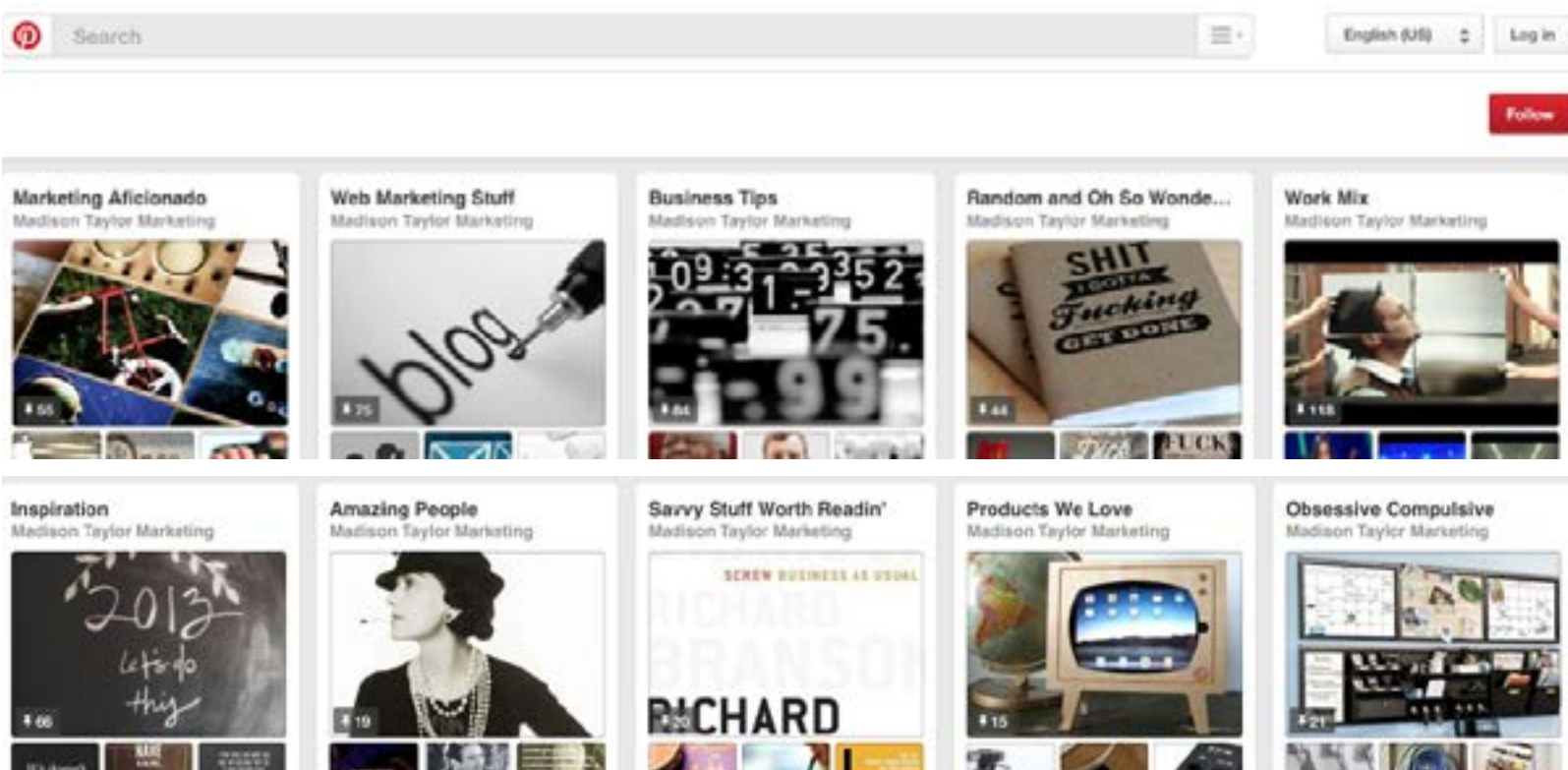
Your descriptions should include relevant keywords to draw in as many people as possible. The words you choose should be relatively common, but also specific and accurate for what you're posting. Don't try to fool visitors with non-relevant keywords or you'll get burned.

Tip #9: Contribute to Group Boards

Group boards are full of potential followers. Seek out some of these boards and provide quality pins. If you establish a relationship on the boards, your "follow-ship" could very well see a healthy uptick.

Tip #10: Use Holidays to Your Advantage

Everyone loves a celebration! The use of holidays has always been an effective marketing component. There's nothing wrong with posting holiday-themed content to bring more people to your business.



FACT:

83% OF ACTIVE PINTEREST USERS PREFER TO FOLLOW A BRAND THAN A NOTABLE CELEBRITY

YOUTUBE

THE WORLD'S SECOND LARGEST SEARCH ENGINE

Wait ... what? So, YouTube has more than just cat videos? Yes, of course it does. In fact, savvy business owners have learned how the low-cost production of YouTube videos can help get their brand out there and keep customers engaged.

Tip #1: Make Your Channel a Destination

The first thing that you'll do on YouTube, if you haven't already done it, is create a channel. Many businesses just throw something together, thinking that the videos are all they need. But if you can make your channel a little fancy, customers are more likely to see it as a regular destination.

Tip #2: Create Compelling Videos

No matter what type of videos you decide to produce, make sure that the content is compelling. If you're not the best speaker, then either get someone else in your office to do the speaking for you or spice it up with a dog or something compelling. More than anything, though, the content needs to be interesting.

Tip #3: Link Back to Your Website

This goes for every type of media you produce, whether it's for YouTube or another social media outlet. Your website is the glue that ties it all together, so make sure that viewers can easily learn about your website and get to it.

Tip #4: Provide a Thorough and Enticing Description

A few words will typically not suffice. Your description of the video's contents should be thorough and enticing, because your goal is to give viewers a reason to watch it. The same is true with the title — a really good title can elicit a look without even looking at the description.

Tip #5: Address Customer Inquiries

If your customers have certain questions about your product or service, creating a video is the perfect way to address those inquiries. You can even create a how-to video as a way to walk them through a certain process.

Tip #6: Become a Storyteller

The best videos tell a story. While this is not always possible with every single product or service that you're discussing, if your video can have a very clear beginning, middle, and end, then you'll be ahead of your competition.

Tip #7: Ask for Viewers to Subscribe

You may be annoyed by the requests to subscribe to a channel every time you watch a YouTube video, but this technique has proven to work. When a YouTuber actively asks viewers to subscribe, these viewers will often believe that there's a benefit such as being alerted to future videos.

Tip #8: Use Other Calls-to-Action

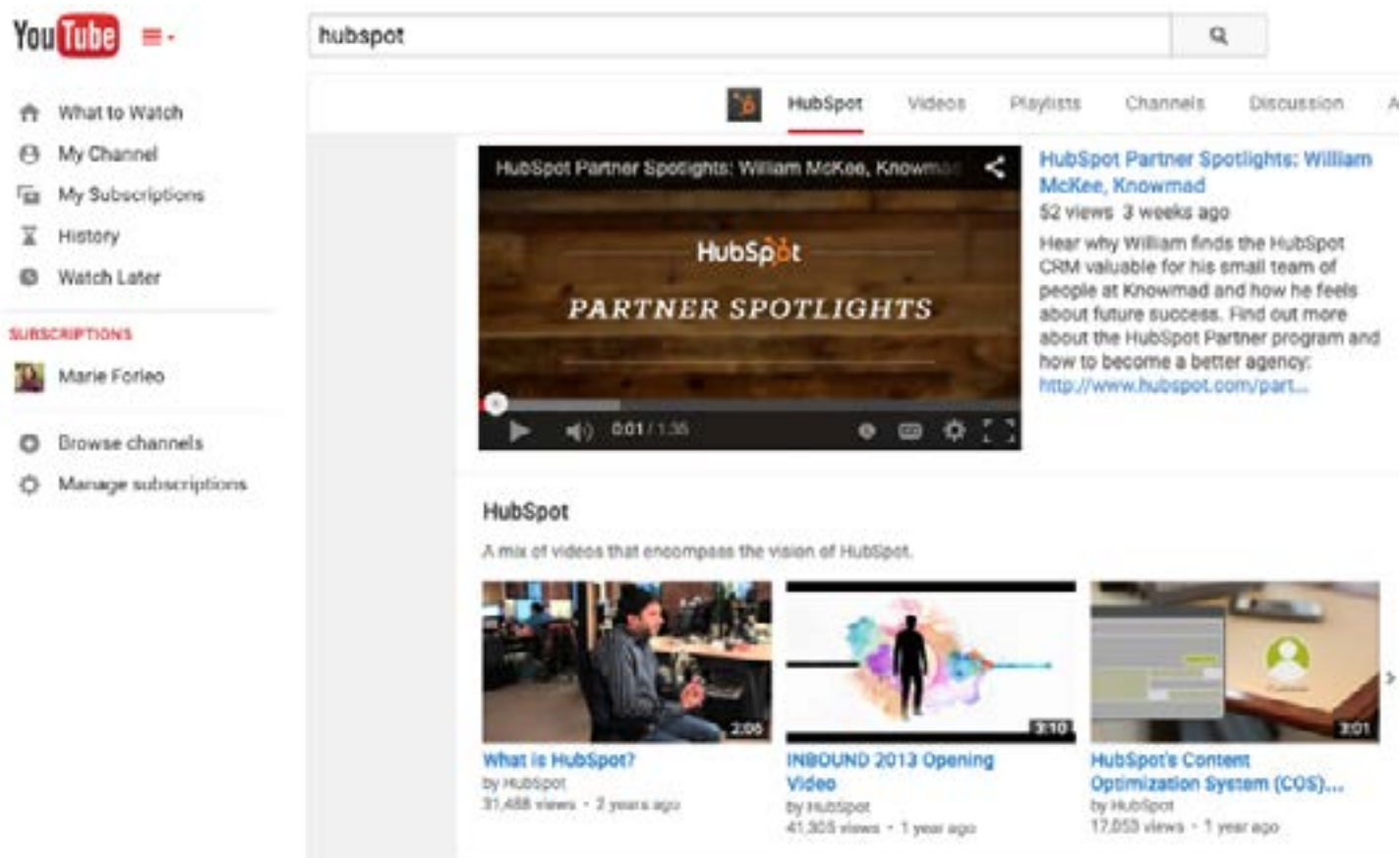
In addition to asking potential customers to subscribe, you should be focusing on other CTAs as well. This can include sharing the video with their friends, rating the video, following you on Facebook or Twitter, posting comments, etc.

Tip #9: Post a Link to Your Other Social Media Accounts

Don't forget all those other social media accounts that you're using for your business' marketing. They need love, too. In the description, post all relevant links to your various social media outlets. It will help you improve your exposure and make your business appear more well-rounded.

Tip #10: Track the Analytics

YouTube provides some pretty darn good analytics. You can find out a bunch of data about a specific video and your channel as a whole. You can also see how long each video is being viewed, then use that information to improve your content so that people will stick around longer. They'll ask for too much information from the visitor up front and all sense of seduction suddenly ends as the visitor leaves the website entirely, never to return. If you insist on collecting information right away, limit it to name, e-mail address, and company name, if applicable. You can get more information later, once they've gone further down the sales funnel.



FACT:

OVER 1 BILLION PEOPLE USE YOUTUBE, WITH AN AVERAGE OF 4 BILLION VIDEOS PLAYED PER DAY TOTALING 6 MILLION HOURS OF VIDEO WATCHED PER DAY. YET, ONLY 9% OF SMALL BUSINESSES ARE USING THE CHANNEL.

(SOURCE: DMR)

GOOGLE+

THE NEXT FRONTIER IN THE GOOGLE GAME

Given Google's invasion of all things internet, it stands to reason that creating a powerful social media tool makes perfect sense. Although it has been shunned in the past due to some of the decisions made surrounding it, Google+ is now a tool that you shouldn't do without. It's not as popular as some of the others, but you definitely want to have it in your corner.

Tip #1: Use Your About Page Wisely

First and foremost, you want to explain to your viewers how awesome your business is by providing a positive overview. Also include keywords and relevant links in the About Us section that will draw in potential customers and direct them to the most important pages on your site.

Tip #2: Post ... a Lot

We don't mean that you should inundate your potential audience with thirty posts a day. You simply want to be consistent. Whether you post three times a week or once a day, make sure you don't deviate too much.

Tip #3: Optimize for the Best Search Results

Posting on a continuous basis, as noted above, will serve you a lot better if you optimize your posts for the best search results. Since Google's search algorithm pulls results from your Google+ activity, the use of relevant keywords will do wonders.

Tip #4: Utilize Google+ Events

The Google Events feature allows you to send out customized invitations to other Google+ users and non-users. When used wisely, this can bring in more potential customers.

Tip #5: Engage Your Audience

Like other social media sites, one of the best ways to keep interest piqued is to engage with your audience. If you're so inclined, you can even close a comment section and use that as an opportunity to explain why you're closing the discussion and invite the users to follow you for additional interaction.

Tip #6: Build a Relevant Community

Connecting with others won't do you a lot of good if you're not finding the right people. Google+ allows you to find comments where your business is mentioned whether or not you were tagged in the post. Simply use the search bar and hunt those suckers down!

Tip #7: Steal from Your Competition

There's nothing wrong with trying to sway users over to your business. That's the nature of the beast. You can do this by using the search technique mentioned above and connecting with fans of competing products or services.

Tip #8: Put Hashtags to Good Use

Love 'em or hate 'em, hashtags are here to stay ... at least until something else comes along. You can put them to good use by searching Google+ for hashtags that are relevant to your business. This will give you broad results, but by connecting with people who receive the highest level of interaction, you'll expand your exposure.

Tip #9: Use Google Circles

Google Circles allows you to divide the people you follow into different lists. This can help you focus on certain buyer personas during a marketing campaign, and the same person can be placed into multiple lists.

Tip #10: Don't Forget Google Hangouts

This free video chat feature can help you connect with potential customers with the use of Q&A sessions, webinars, customer support, instructional support, etc. Just make sure your hair looks good.



FACT:

THERE ARE ABOUT 2.2 BILLION GOOGLE PLUS PROFILES ONLINE. ALL IN ALL, THE WEBSITE CLAIMS TO HAVE 300 MILLION IN-STREAM ACTIVE USERS. ALSO, RESEARCHES HAVE SHOWN THAT ONLY 22 PERCENT OF THE INTERVIEWED AMERICAN ADULTS WERE VISITING THE SITE MONTHLY.

(SOURCE: BUSINESS INSIDER)

LINKEDIN

YOUR PROFESSIONAL PROFILE

Think of LinkedIn as the “business Facebook,” but without pesky memes and public arguments between couples (what’s up with that ... am I right?) LinkedIn allows businesses and individuals to network with other professionals while also connecting to potential customers looking for a reliable and reputable business. It enables you to recommend a person or business as an “expert” in their field, which can provide validity to their profile. When used wisely, LinkedIn can be the building block upon which a marketing strategy is constructed.

Tip #1: Complete Your Profile

Your LinkedIn profile is the first chance you get to tell the world and other professionals about yourself and your business. This is definitely where you want to start, so make sure that you’re writing up a bio, posting your logo, and all that jazz.

Tip #2: Use Visuals to Garner Attention

Like every other social media outlet in existence, the use of visual content to spruce up your LinkedIn postings will be more likely to draw the attention of both professionals and customers. Add photos, videos, linked articles with images -- go wild and make it attractive!

Tip #3: Connect, Connect, and ... Oh Yeah, Connect!

Social media sites are built around making connections with people, and the same is true with LinkedIn. At its core, the site is a fantastic way to make professional connections that could lead to new customers or business relationships. But the trick is that you need to make the connections if you hope for the site to have an impact on your business.

Tip #4: Stay Active

People have short attention spans and they tend to forget about businesses (and sometimes people) very quickly when contact isn’t made on a regular basis. You don’t want to spam, of course, but you should be posting updates, links to articles, and links to your own blog at least a few times each week.

Tip #5: Suggest an Expertise for Others

Very often, when you do something nice for someone, they’ll want to return the favor. If you verify an expertise on an individual’s profile, you may just find that they’ve done the same for you in return.

Tip #6: Join a Group or Two ... or Ten

One of the best features of LinkedIn is the inclusion of groups. Joining a group will give you exposure to professionals who share the same interests and expertise as you do, along with potential customers who might just want the kind of stuff that your business sells.

Tip #7: Create a Group

Even though there are many groups to choose from, it’s possible that you’ll want to create your own specialized one. You’ll need to spread the word about the group, of course, and it’s going to take some time to build a sizable following -- but the rewards can be plentiful as you draw in LinkedIn users.

Tip #8: Don't Just Use LinkedIn as a Resume

When LinkedIn first started, many individuals used it as a sort of online resume opportunity. These days, that's the wrong attitude to take. Instead, you should be looking at it as a representation of your online reputation.

Tip #9: Write Engaging Content

Yes, it always goes back to writing solid, interesting content. Try to make your updates as engaging as possible, and when you post links to your blog, use catchy titles coupled with a picture that grabs the viewer's attention.

Tip #10: Use Advanced Applications

The beauty of social media is that sites often work in conjunction with each other. That's why you'll find a number of social media applications that can be used as part of your LinkedIn profile, in addition to other functional applications like reading lists from Amazon, calendars, and Wordpress connections.

FACT:

35% OF USERS ACCESS LINKEDIN EVERY DAY WITH OVER 25 MILLION PROFILES VIEWED ON LINKEDIN DAILY. THEN ADD TO THAT 200 CONVERSIONS PER MINUTE OCCURING WITHIN LINKEDIN GROUPS, AND YOU HAVE ONE POWERFUL SOCIAL MEDIA CHANNEL.

(SOURCE: WERSM)

Aimee Meester
Marketing Aficionado | Business & Marketing Strategy Guru | Marketing Direction Devotee | Inbound Marketing Enthusiast
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Current: Madison Taylor Marketing, LLC
Previous: Tucker Advisory Group, TAG Creative, CSS Trading Co., Bank of the West
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Business Lessons From My Kids: Ciera 2015
February 28, 2015

Is a Brand That Important?
December 18, 2014

What You're Losing by Not Being Mobile Ready
August 5, 2014

Experience

Founder & Chief Marketing Aficionado
Madison Taylor Marketing, LLC
August 2008 – Present (7 years) | Denver, CO

We have a saying at Madison Taylor Marketing - things that work together, work better. And that is true of all of our marketing services, and why we're all things marketing. We aim to become a strategic partner with our clients to take the place or supplement a marketing department. From strategy to the execution, we've got it covered with our fantastic team based out of Denver, Colorado.

Working within all areas of marketing, including development of marketing strategies, advertising campaigns, lead cultivating and nurturing, public relations, media, promotions, customer retention, advertising, marketing infrastructure, branding, social media marketing, content marketing, corporate events, collateral, copy writing, inbound marketing and anything else on the web.

Looking at things holistically, from both a business and marketing perspective, then contribute to the company's overall strategy and implementing initiatives operationally. One example is increasing web traffic by 580% and leads by 700% working with SEO, social media, blogs, offers and lead nurturing - all through a holistic inbound marketing strategy.

3 recommendations, including:

Justin Lee Holderness
CEO - Founding Partner at The Studio Firm, INC.
Aimee and I have collaborated on projects together. She is fantastic when it comes to the creative and strategy. Her... View

Kelly Weaver
Founder & Chief Photographer at Kelly Weaver Photography
Aimee recently helped me increase my company's presence through website changes and social media updates. She has a way... View

1 more recommendation

Lead Generation Through Inbound...
All Things Marketing

TWITTER

THE 140 CHARACTERS COULD CHANGE YOUR BUSINESS

Who would have thought that limiting the number of characters in a social media application would actually work? Apparently, the creators of Twitter did, and it didn't take long before its 140-character limitation became a powerhouse in the field of marketing. If you don't already have a Twitter account, get one. And if you want to improve your exposure with your new or existing account, try these 10 tips:

Tip #1: Tweet on a Regular Basis

Like all things in the marketing biz, consistency is the key to success. If you only tweet once every few weeks, you're not likely to gain new followers or keep the current ones engaged. You don't want to go too crazy with it, but if you can tweet once a day or even two or three times each week, you'll be doing well.

Tip #2: Keep It Even Shorter

Although Twitter's 140-character limitation is already short, tweets that are under 100 characters have been shown to garner more attention. Get creative and come up with a tweet that's low on space and high on impact.

Tip #3: Stick in a Hashtag or Two

We're not saying to run out and name your baby after the social media trend (like this couple did), but the use of hashtags should be a normal part of your Twitter strategy. Hashtags will give each tweet the opportunity to be seen by those outside of Twitter while improving its exposure within the site. Also, if you're posting a link or blog, make the hashtag relevant to the information.

Tip #4: Improve Your Bio

You might be surprised to learn that people actually pay attention to those bios. Your bio should tell people what your company is all about, and should definitely include a link to your website. You don't want to get too longwinded, so keep it short (just not "140-character short").

Tip #5: Images, Images, Images

In the real world, it's all about location. In the online world, it's often about the choice of images. You want images to have two attributes -- visual appeal and relevance to the content you're posting.

Tip #6: Try Some Videos

Not a lot of businesses create videos on a regular basis, but if yours does, make sure you're tweeting about them. An easier technique, of course, is to use videos that others have created. You can keep them relatable to your business, of course, but posting links to popular music videos or comedic videos is sure to get you some attention, too.

Tip #7: Follow the Trends

If you can make a trending topic relatable to your business, you're more likely to be seen by others. The same goes for hashtags. When a hashtag is popular, there's nothing wrong with jumping on the bandwagon. Just make sure that you're not stretching things too much to make it fit your business when it really doesn't. Your followers won't like that.

Tip #8: Ask for Retweets

Think of retweets as sharing. If you can get your tweets to be shared by your followers, your exposure will obviously increase. One way to do this is very simple -- ask. Requesting a retweet (RT) from your followers isn't rude or intrusive, and has proven to be highly effective.

Tip #9: Retweet When Appropriate

If your blog content is thoughtful or interesting, you just may find that it's been mentioned by your followers. When this occurs, retweet the tweet to keep the momentum going.

Tip #10: Run a Twitter Contest

A fantastic way to get attention is to run a contest for retweeting a post, such as "The first 100 people to retweet this post will receive a 25 percent discount voucher for their next order." Another great idea is to have people post pictures of themselves using your product or visiting your store, then have a random drawing for a free gift.



FACT:

IN 2013, TWITTER GENERATED \$716 MILLION IN AUTO SALES. THE BEST RETURNS WERE ON LUXURY MODEL CARS. FOR EVERY \$1 INVESTED IN TWITTER MARKETING, LUXURY CAR BRANDS SAW A RETURN OF \$17.80. THAT'S A RETURN OF 1,780%.

(SOURCE: SOCIAL MEDIA TODAY)

FACEBOOK

THE ORIGINAL SOCIAL MEDIA GAME CHANGER

The power of Facebook simply cannot be denied. Although it may have begun as a way for college students to stay connected in a somewhat exclusive club, it has evolved into something that has proven itself to be a powerhouse of social media connectivity. In fact, successful businesses now understand the effectiveness of Facebook, which is why we've compiled 10 tips that will allow you to use the site effectively in your marketing efforts:

Tip #1: Improve Your Page

This is the best place to start. If your Facebook page is bland, few people will care one iota about what you're saying or offering. Make sure that your page is optimized to attract fans. Include your company's logo, choose a good cover photo, and for god's sake, make sure that your contact info is up-to-date.

Tip #2: Post on a Regular Basis

Show me a failing Facebook page and I'll show you one that hasn't been updated since 2012. Sadly, this is a common occurrence. You may start out strong, but after a while, you run out of steam and post less frequently. Without regular postings, your audience -- both current and future -- won't be interested.

Tip #3: Create Attractive Content

The content that you post should be attractive and compelling. First, you want to repost articles that your intended audience will want to read about. Second, you want to create original content that serves the same purpose. Your best choice in this regard is to outsource your writing to ensure consistent, well-written content.

Tip #4: Connect with the Right People

All your efforts on Facebook will be for naught if you aren't connecting with the right people. Facebook allows you to filter contacts by location, age, and other factors. You don't want to narrow down your parameters too much, but if you can focus in on people who would most likely be interested in your product or service, you'll be doing yourself a favor.

Tip #5: Make Facebook Your Business' Hub

Your website is the place that will provide potential customers with a thorough view of your entire business. However, Facebook allows for a more interactive experience, which is why users are drawn to it. An effective Facebook page can immediately reach out to thousands upon thousands of potential customers at once, so it should be treated as a primary component of your marketing strategy.

Tip #6: Use Pictures and Videos

People just love to see pictures and videos. Posting statements is okay, but they don't get nearly as much attention as something a person can see or watch. In addition to creating your own content, posting articles with pictures or even videos of some type can gain you fans and regular visitors.

Tip #7: Celebrate Your Milestones

If you've reached a hundred fans or a thousand likes, mention that. Or if your business achieves a professional milestone, announce that as well. The more successful and professional you come across, the more likely people may check out what you have to offer as they realize you're "legit".

Tip #8: Interact Whenever Possible

Initiating discussions with current and potential fans is a great way to stay connected to those who matter most. Post articles that deal with both your business and current events, which may spark a discussion between yourself and fans, or amongst fans themselves. That is likely to attract more people, and then it becomes a snowball effect.

Tip #9: Ask Interesting Questions

This is a specialized form of interaction. Instead of simply posting a message or video, you may want to engage your potential audience with a question. This question should be interesting and encourage them to respond with something that's a little more involved than "yes" or "no".

Tip #10: Measure and Adjust Your Marketing

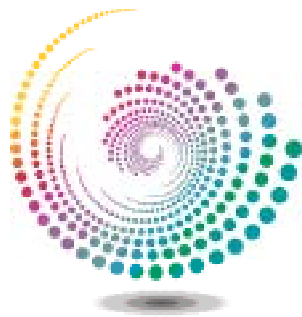
You always want to know how effective your Facebook page is when it comes to your marketing efforts. Check to see if you're gaining the number of fans or likes that you feel is appropriate, and analyze your number of unique users, conversions, clicks, activity, etc. Then make adjustments accordingly.

FACT:

THERE ARE OVER 1.44 BILLION FACEBOOK MONTHLY ACTIVE USERS, WITH SOME OF THE BROADEST DEMOGRAPHICS OUT THERE. WITH 42% OF MARKETERS CITING FACEBOOK AS ESSENTIAL TO THEIR EFFORTS, IT'S TIME TO START FINDING YOUR AUDIENCE.

(SOURCE: DMR)





Madison
Taylor
Marketing

READY TO GET STARTED?

WE CAN HELP YOU EACH AND EVERY STEP ON OF THE WAY.
CONTACT US FOR PRICING AND HOW TO GET STARTED.

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