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# SMM Panorama



Social media marketing tricks & hacks!

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# New Warning Alerts on Facebook for Fake News



Social media networks are second to none when it comes to spreading around information, both positive and negative. You must have noticed in newspapers how authorities clamp down on the internet and social media sites when they want to control a civil situation. The sharing of fake news on Facebook has touched astronomical proportions! The menace is such that the people at Facebook have come up with a counter-measure.

The new fake news alert on Facebook is the answer, as of now, to fraudulent news items that dupe people into actually believing in them. When such a news story is shared, you will get an option to tag it as 'disputed' news item. **A red warning sign below the shared link of the post will give away that the story is fake, or 'disputed' in the words of Facebook.** The validation of whether a story is fake news or not comes from sites like PolitiFact and Snopes.com. The message tells you: "Sometimes people share fake news without knowing it.

When independent fact-checkers dispute this content, you may be able to visit their websites to find out why.

Only fact-checkers signed up to [Poynter's non-partisan code of principles](#) are shown."

What it means that you have the option to tag your own shared story as 'disputed', if it is so. Otherwise, Facebook will check the story's factuality on these two sites and figure out if the story is fake or genuine. If you click on the warning sign, it will direct you to the sites mentioned above to provide an explanation of why the story is fake. Similarly, if you try to share a fake story, you will get a reminder that you are sharing a fake story! The message on your screen will be: **"Before you share this content, you might want to know that the fact-checking sites, Snopes.com and PolitiFact disputed its accuracy."**

# Social Media Lessons to Learn from BuzzFeed



Anyone who spends some time on any leading [social media network](#) will come across the name of BuzzFeed. There are numerous friends on your social contact list who share and post content bearing the name of BuzzFeed. Its omnipresence on social networks is so powerful that it is quite a matter of envy how they manage to generate that kind of social media clout.

Trailing the footprints of this social media phenomenon, I found several similarities with their method of working with other social media campaigns, along with many differences. The most obvious of these is how they articulate the regular social media lessons into their work. They don't do anything different, most of the time! Rather they do the usual tricks in the right way.

For example, we have all known and learnt all along that the content you put out should vary according to the social network you're promoting it on. But there are a precious few who do that! Most are lazy enough to syndicate their content across the channels in a desperate hit or miss attempt to grab attention. On the other hand, if you follow the footprints of BuzzFeed, you will find some regular patterns.

# Social Media Lessons learnt from BuzzFeed

Here are some lessons to learn from how BuzzFeed handles the different social media channels:

For Facebook, they create videos that are embedded in square boxes. This ensures that these videos are easy to view, no matter what kind of device you're viewing it on. There are no aspect ratio issues to write home about. Additionally, these videos almost never have any sound on them. You don't need headphones to watch them. Without the sound as well, these videos can be viewed and understood.

For [Twitter](#), BuzzFeed comes up with content having listed title-names. Like, Top 10 Ways to Do Something, or, 5 Things to do Today. These titles clearly tell the viewer that it won't take much time to go through the content. Because they are written in bullet points, the takeaway is so much more for a casual reader. These are ideal headlines for content posted on Twitter.

Instagram posts with little link-back to BuzzFeed pages are a master-stroke of an idea. These appear like the pages of Reddit. The content is viewer-friendly. As there are no link-backs to BuzzFeed pages, it doesn't appear to be link-plugs for the unsuspecting viewer. It adds a lot of credibility, and click-ability, to the post. There is the BuzzFeed brand name on the posts anyway. With shares going up higher, more people see content having the byline of BuzzFeed. That is more than enough and certainly better than link-backs but little click-through rate.

For SnapChat, BuzzFeed encourages users to document their own stories in their own way. This creates user-generated content with a very high acceptability among other users. You may have someone documenting the experience of watching an El Classico match while another trying out Japanese food for the first time! All of them come exclusively through BuzzFeed channels.

The cardinal difference in how BuzzFeed approach social media as opposed to the others is that they are more interested in using them for branding. They are seldom trying to use the networks as conversion channels where they want to direct users to their home or services page. It is rarely about BuzzFeed. It is about the network they are working on. As a result, they are better suited to utilize the network in promoting their brand name.

There is another difference in approach that you should notice. BuzzFeed is not devising social media strategies to suit their content. They are working it

backwards. They are creating content suited for social media. They realize that the social network is quite variable and sometimes, volatile. You cannot tame or control how thousands of users behave socially. What you can do is attune your content to suit their behaviour and traits. It is quite a significant and smart departure from the conventional social media thinking.

The crux of these lessons is that you have to use social media for branding rather than for [generating traffic to your website](#). Let your brand name soar. The result will ride piggyback!

# Social Influence Network: Do You Need It?



How often have you heard it being said: Work smart rather than work hard!

That is truly the mantra of the modern corporate culture. You can put in those extra hours at work, taking on more tasks than you are expected to, sometimes going well beyond your pay grade to get something done. You do all of that in the hope that your efforts will be acknowledged and appreciated in the form of perks, promotions or raises in the pay packet.

Does it actually happen so? You can find out the answer for yourself in a jiffy. Ask your colleagues around you. How many of them feel that they are not getting their worth in terms of monetary compensation or otherwise from the company? There are an outstanding number of them grudgingly doing what they do because they are scared of being booted out. They know that they should make more money or occupy a more important seat in the corporate hierarchy but they do not know how to make their presence felt in the company, without drawing the unnecessary attention that comes with it.

Enter social influence networks like [jarios.com](http://jarios.com).

A social influence network builds up a consensus among employees of a corporate setup. You meet like-minded people on these networks. You discuss your office with them, you hear about their experience and together you make a

formidable team.

You are no more a simply cog in the wheel of the corporate machinery. You are so much more than that. You have people on your network who sympathize with you because they are in the same predicament. Together, you are more armed to deal with the negativity that is part of every office. For example, there is office gossip and politics for power and prestige. These are part of every working setup and you need to be able to deal with them. Without a strategy in place, you will fall a victim to the combined strike of these elements.

What immediately come into the firing line is your professional opportunities. You want to grow as a professional. You do not want to be limited to a particular position. You want to explore and learn new things, even in your own domain of work. How do you get to do that? You need the chance to prove to your company that you can be more valuable to it. Social influence networks help you find that confidence in yourself and stride forward.

Other than extraneous factors, you need to build up a personality that is suited for corporate life. In the cutthroat competitive world today, you need to make some changes in how you approach your work. You need some patience, some tact and a lot of alertness and acumen. You cannot barge ahead of the curve anymore with brute strength. You have to play safe as well as fair. People can only align with you when your goal is aligned with their interests. A social influence network like jaros.com help you build up that personality and corporate acumen.

The third wall of the corporate structure, other than the company and you, is the ambience around you, comprising of your colleagues and coworkers. They can be supportive and otherwise. You need to work on how you interact and behave with them. Ignoring them or focusing solely on your work will not take you places. You have to be one of them in order to get their cooperation. At the same time, you cannot be lost in them. The upper crust of the company must know you as different from the herd. Change what people do! You can figure all out all of this on social influence networks.

Do not feel lost in the tumultuous waters of corporate existence. Instead, work towards turning opportunities in your favor. You have the ability in you. All you need is a guide, a motivating force to propel you forward. You need more value for your effort and once you start believing that you are making waves, you will feel better enough to make more of them!



From a personal point of view, I have picked up some very important lessons about corporate life through my association with social influence networks.

Are you a part of it? You can share your experience here.

# Your New Online Reputation Management Buddy: Facebook



Facebook is growing bigger with each passing day. More subscribers, more activities and more marketing opportunities. In this mix, most online brands miss out on a very important function that this social networking giant can do for you. It can help you in managing your **online reputation**. True, this is no bolt from the blue idea that you have never heard before! I do not claim credit for being the first one to bring it up.

However, in my experience of managing the reputation of established online brands, I have noticed that most go wrong in their handling of this platform. This is where I would like to throw some ideas into the ring. These ideas have worked for me and I am more than hopeful that you will find them quite useful.

## *Idea 1: Use of Check-ins:*

Facebook has a function called check-in. It allows a page owner to find out the location of a user when they check into your page. This is a rather dormant function available on this network. But it is there. You have to do some back-end

coding to get it to work for you by picking up location information through GPS. The coding is not something extensive, so it will not be a problem in the least. All you have to do is add some information about your business. By following the instructions, you can activate the check-in function.

## ***Idea 2: Use Check-in Info:***

Once you have activated the check-in function, the job becomes a tad easier. You need to check the information of users checking into your page. With this information, you can tap them to ask for feedback. Their feedback is essential, especially the negative ones. When you approach them for their opinion, you are already taking steps in the right direction. You are showing interest in these users. They will appreciate this effort you are making. When you fix the **negative feedback**, you will be in a much better shape as a brand.

## ***Idea 3: Use Negative Feedback:***

Just as it is important to fix negative and loose ends, you need to learn your lessons as well. Customers do not complain out of the blue! There must be some issue, either with the service you are providing or with some other matter. Sometimes, an ambiguous way of presenting content to users can mislead them inadvertently. You may not have any idea of the misinformation you are generating in the process, leading to several users feeling shortchanged. With the use of negative feedback, you will be in a better position as a brand. You get a different and inclusive perception about your brand from these users.

## ***Idea 4: Be Empathetic to Users:***

In this competitive world, customer relationships can make or break a brand. If you do it well, you will earn some loyal customers. Similarly, you may repel people away with a high-handed attitude. Empathy is what you need. Imagine yourself in the shoes of the users. Imagine yourself calling a customer service team for a complaint. How would you feel if the attending executive is empathetic to your problem? You would feel good about being associated with such a brand, even ignore some bloopers here or there. That is the kind of perception about your brand that you want people to have.

## ***The Final Word***

Online reputation management is hard work. You need to touch base with your customers to look at their side of the problem. Facebook offers that platform for

all. You can use it for customer engagement and retention. Because this is an informal platform, you must treat it likewise. Customers have complaints. Check any page of a reputed brand like Amazon or ebay and you will find hordes of complaints with order numbers, etc. Does that make these brands any less popular or do they lose customers? A few, yes, but mostly they are able to hold because of sharp online responses. They are quick to jump into the problem, diagnose it and fix it. Facebook has tools to help you do that. You simply need to use them judiciously.

Write in with your ideas on how to mobilize Facebook for maintaining online reputation.

# Monetize Fan Frenzy on Facebook: Doing it Differently



Let us start today with a damp squib: everyone on Facebook knows that there are online marketers trying to monetize users. What it means is that you cannot do something on the sly. It will require some special thought and care on your part as a social media marketer to get people interested. It becomes tougher because these very people already know that you are out to engage their interest. They make it difficult and sometimes impossible to tap. You need some ideas that are different and breaks through the clutter. In this post, I have outlined some methods of engaging and monetizing fan frenzy on Facebook.

## ***Make them Curious. Actually!***

The way to capture or stoke fan frenzy that has really caught my attention and given me some degree of success is the element of curiosity. We all know that we are expected to make the Facebook user curious enough to click on our published links. However, as I mentioned earlier, since the user already knows that they are being made to click on it, they are wary of doing so. How do you wrap your head around it? Here's a trick: write something and attach it to the link that you publish. This something cannot be the usual, generic lines like 'Here's what you can know about elephants!' etc. Instead, write something like 'The

second point about elephants applies to humans, too!" People will be immediately hooked to find out what that second point about elephants is. It will ensure, to some extent, that the post is read.

## *Mix them Up*

No one likes to read content when all they are looking for is infotainment. People, especially those on Facebook, are sold on infographics, memes and videos. They are not comfortable with a text-heavy diatribe on whatever you are writing about! When they visit your web page or blog and find simple text (a copious amount of it at that!), they are immediately repelled. They want something of more value in their little time. They are not interested in reading, they are all about browsing or simply glancing through. If your content does not pass this litmus test, you need to do a rethink. Mix up your content, alternating between videos, images, **infographics**, contests, opinion polls and several other options that you have on the table. When users find something different each time, they are game for more.

## *Revive Golden Oldies*

Do you want to continue spellbinding Facebook fans even through your content writer is out on a holiday or writer's block? I have the perfect remedy to do that, not that my writer is frequently ditching my ship! The way out to continue publishing is to revive the golden oldies! That is, republish links of content pieces that have made their mark in the past and will find resonance among new users who have joined your arena. Tested success stories will appeal to new readers as well, provided they are still relevant. After all, a brilliant article on using MySpace or Orkut will not work today, will it? If the relevancy is there, you can replug old posts and make sure that your Facebook page is not running dry of content or ideas.

## *Insights on Preference*

With Facebook insights, you can find out which posts published on your page drew in the fans. Was it a video or an infographic? Was the material about user experience or product features? Studying preferences will give you a glimpse of what will work for your Facebook audience. I have learnt from experience that it is more viable to model your content strategy on the preference of end users rather than expecting them to evolve their taste to enjoy what you publish. Your brand is about them; they are not about your brand.

## *The Final Word*

Despite these ideas, I have to admit that handling Facebook engagement or monetizing it is definitely one of the most challenging jobs in the **digital marketing** field. There is rarely any blanket solution to common problems. Try these out for your brand and let me know if it works.

# The Rules of Getting Retweets on Twitter



What is the ideal situation for a social media post that you make? On Facebook, it is hitting a high number of 'Like's or 'Share's. On Twitter, it is the number of retweets that you get for your post. More **retweets** mean your post is visible on Twitter timelines that is beyond your own circle. It does a world of good to get retweets on your posts. It opens up new territories and therefore, the potential to expand exposure of your brand name. However, it is easier said than done, as we all who have worked on Twitter know!

The most basic challenge to getting retweets is that your post has to be really good to be likeable enough for a person to share it in a personal capacity. These Twitter users are under no compulsion to retweet and they gain nothing out of doing so. Their only takeaway is that their retweet is liked or appreciated by people on their timelines. Your post has to fulfill this vital condition. To borrow a trendy lingo, your post has to be 'cool' enough! Now, the catch is that when internet marketers use tweets, they often make a marketing pitch out of it! It is the surest way not to get retweeted!



Here are some of the rules of getting retweets on Twitter that I have observed in the course of time through Twitter analytics.

**Rule 1: Use more color.** Tweets that are eye-catching and eye-pleasing are more likely to get retweeted. In fact, a simple stat shows that it has 150% more chance of being retweeted! Tweets with colorful, vibrant images have all it takes to hit a high click-through rate as well, of about 80%! This clearly shows that color grabs the attention and you get what you want, with little or less importance to your actual text copy. Images matter on social media, be it Facebook or Twitter.

**Rule 2: Use more humor.** Instead of boring business talk that makes sense to you and not others, how about using some humor in your tweets. No matter who your target audience is, it pays off to use some fun elements in the tweets. For example, why drag your numbers on Twitter when you know pretty well that it will cut no ice with your followers? Interpret those numbers with a funny tagline or image. Then watch the result! When the funny tweet is shared around, it is not just the humor that is passed over. It is also the hardcore marketing fact that you wanted to share anyway!

**Rule 3: Use infographics.** These are the new must-haves for retweets or social media shares. Infographics are images captioned with relevant text lines, charts or statistics. [Infographics](#) can summarize a point way quicker than an article or a blog post. And in the fast lanes of the internet, infographics get the message across without seeming to take a toll on the user's time. Infographics also have the quality of simplifying and decoding material for the easy consumption of time and attention starved Twitter users. In other words, more retweets and more eyeballs for your tweets!

**Rule 4: Be useful.** Value addition is one of the most important criteria for getting retweets on Twitter. Your tweet must have some useful or valuable information that the users want to share with others in their circle. Contrary to what many believe, the internet is not simply about recycling meaningless content! For example, if your tweet contains the link to a free tutorial to learn Photoshop, the user might feel that there must be someone who needs to know about it. So they retweet. The value of your tweet has to be of general matters that appeals to a majority of people, rather than niche concerns. Even when you are tweeting about hardcore business matters, you can draw up general conclusions for users to feel the need to retweet.

## The Final Word

A retweet is like a recommendation. When I recommend someone or something, I put my own name and credibility on the line. I feel prepared to take the credit. If the flak comes my way because of a silly recommendation, I feel let down and scalded never to do that again with that particular set of components. This is exactly what happens when someone thinks of retweeting. Your tweet must be doubly good for them to share it on their Twitter wall. When you have this thumb rule in mind, you are less likely to go wrong.

Have any other Twitter retweet rules to share? Write in!

# Driving Facebook Traffic to your Website: Some Path-breaking Ways



The internet is always abuzz with reports, news and articles on how Facebook is productive for internet marketers. There are dime a dozen blog posts telling you, or anyone who cares to listen, about optimizing Facebook for brand building, product promotion and selling. However, none of these posts has completely captured the essence of [marketing on Facebook](#). Keeping this glaring omission in mind, we have decided to compile a list of our own! Here are some path-breaking ways of driving traffic from Facebook to your website.

**Way 1:** Pundits advise you to add content to the Facebook chatter about topics that you deal in. But how do you know what to add? If you don't know what has already been said or written about, you cannot add something new or fresh! In walks BuzzSumo! This online tool will give you a clear indication of content that has been written or talked about in the last 6 months. It pans out for all the major social networks. Since we are talking about Facebook here, you can filter the results by specifying it in your search. Use these results to know what to talk about.

**Way 2:** This is a rather simple trick in the book, but no less effective. It is the age-old saying, a picture conveys way more than mere words! This saying is even

truer for capturing the attention of the viewers. Statistics support this view for Facebook. For every written word shared, there are about 2 pictures or Infographics shared! This is a factor significant enough for every internet marketer to be concerned about, especially in the day and times when there can be nothing better than content going viral online!

**Way 3:** Look at your products or services carefully. Is it really saleable on a social networking site like Facebook? For example, if you are selling engineering machine parts, Facebook is not really your cup of tea! Instead, if you have a self-help e-book to sell, you can quickly take to Facebook and even get results in quick time. Facebook is a clear-cut demographic that it caters to and you cannot push it without making it look impossible economically.

**Way 4:** Timing matters, but not as much as it used to even some time back. You could always hear someone say that your posts are likely to receive more 'share's or 'like's if you post at a particular time of the day instead of some graveyard hours. That line of thinking is not really obsolete anymore and posts do get more leverage when they are published at certain times, but the edge has lost out a little in the recent times. A better idea is to check Facebook Insights and find out if things are according to your liking before you hit 'Post'.

**Way 5:** It is not always important that viewers on Facebook actually click on your link to validate their engagement with your content. It is good enough when a viewer spends time with your content displayed on their screen. They are not idle viewers. They are constantly observing and taking things in and that will help your brand register its presence in their minds. Facebook measures and uses this metric alright! Why don't you do the same and work towards better **brand engagement** with your viewers?

**Way 6:** Brand pages on Facebook are passé! There is a serious limit to how much content you can put up on such pages and even then, the volume of content is enormous. You are much better off to use personal Facebook profiles for quality and long-lasting audience engagement. In fact, experts will tell you that if the important profiles in your company, like the CFO or the CEO, have Facebook pages, they are more likely to grab eyeballs than just a Customer Service page or worst, fake profiles with generic names like Dave and Stella! Convince the brand's movers and shakers to build up Facebook profiles and cultivate them through social media experts. Your audience on Facebook must know that they are talking to people in the brand who can solve problems and actually make a difference.

We are not claiming that you have not heard about some of these ways, or even all of them! What matters is not who got these ideas in your mind first. What matters is the execution on the ground. We have tried them with varying degrees of success. How about you? Share your thoughts of working on Facebook here so we can all learn from our mutual experiences.

# Hashtags: What to Do with Them



Hashtags are marketed and promoted actively across all platforms of media. No matter where you set eyes on, you will find a [hashtag](#) being used for one purpose or the other. Even on news channels, you will find hashtags being generated for every breaking news story around and those hashtags are used by viewers to put up their opinions on the matter. What this trend of using hashtags proves beyond doubt is that digital marketers cannot ignore them anymore.

What's more, thanks to the popularity of the hashtags, they are not limited to Twitter alone. Almost all the social media channels, including Facebook and Instagram, are using hashtags. This makes the case stronger for internet marketers to leverage more value out of their hashtags. With the smart and judicious use of hashtags, they can organize social media chatter about their brand and even drum up more noise on those particular hashtags.

In this post, we will individually look at different social media platforms and how you can use hashtags in those channels.

## Twitter

This microblogging site is the mother of the hashtag phenomenon. To help users tweeting on a single topic, hashtags were first used to bring them all under a single umbrella. This helped users in taking the discussion and chatter forward. These days, the popularity of hashtags has spilled it over to other social channels as well. On Twitter, the hashtag can be as long and short as you want, provided your entire tweet stays within 140 characters. The key to use Twitter hashtags for branding is to ensure that you promote it actively and encourage followers to participate in discussions with these hashtags. If you feel that your hashtags are not grabbing enough eyeballs, you can try out event hashtags because they are always popular. Like #Christmas or #NewYear.

## Facebook

Definitely the most popular among the social networking channels, the use of hashtags on Facebook is a bit of a mixed bag. On the positive side is the fact that you can use as many hashtags for a particular post as you want. On the negative side, the technology on Facebook in utilizing hashtags is a confusing proposition. For example, if you conduct a search based on a hashtag, you will end up with a Facebook page on that particular topic! It is must easier to use the hashtag in the form of a URL, like [facebook.com/hashtag/corals](https://facebook.com/hashtag/corals) to look for #corals. However, with the popularity of Instagram hashtags picking up a storm, Facebook is fine-tuning its own backyard.

## Instagram

The rule here is that you cannot use any special symbols in the hashtag except the underscore (\_). You can, of course, use numbers here. In fact, while posting a single photo, you can use 30 hashtags at max! If you have already posted the photo, you can publish the hashtags in the Comments section. The key to effectively use Instagram hashtags is to find out the trending ones and using them according to relevance. For brands looking at Instagram hashtags to reach out to newer audiences, take the path of hashtag games. They are always useful, just like using location-based hashtags. Location names can be in full, like #NewYork or an abbreviation like #NY.

## Google Plus

Another biggie in the pond, Google Plus does not allow for spaces in the hashtag, just like everyone else. You can use any kind of character, except that there will be no linking to the hashtag if you do not use only numbers, letters and

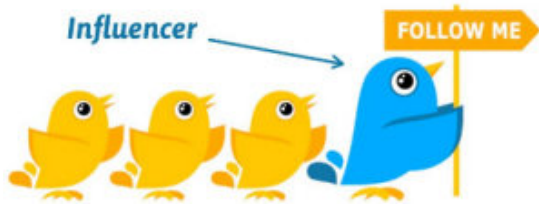
the ubiquitous underscore. So, you are better off using these only! There is a difference between how Google Plus looks at hashtags as opposed to the other social media channels on this list. It is not about assimilating all the hashtag posts in one banner alone. Google Plus tries to make way for more searches by users. In fact, research has shown that descriptive hashtags work better on [Google Plus](#) than event or even location-based ones.

## The Final Word

As evident, each social media network comes with its own share of positives and requisites. The idea is to tune your hashtag accordingly. Since the hashtag is definitely here to stay, you will do well to embrace it in all its diverse avatars.



# Picking Influencers for Your Content



Why do you think brands spend millions to get celebrities and famous personalities on board to promote and sell their products or services? Surely, with their fat fee, these personalities only add to the cost of promotion and marketing! So how are they adding value to the brand? They are the influencers, as we call them. The term refers to people who have the power and ability to influence the opinion of others. With a superstar actor endorsing a brand of cola, the legions of fans will flock to buy it from the local stores. Sales jump up for the brand.

In the online context, the influencers are those who are experts in a particular field or domain. They can be writers, bloggers, reviewers or simply technical persons who are suited to comment authoritatively on a matter that they have expertise in. For example, an activist of PETA who also writes a blog on animal rights is supposed to have a sizeable number of animal lovers tuning in to the blog and latching on to every word written on it. If such a personality speaks well of a brand of animal food, pet keepers will feel that this endorsement is a studied one and not a gimmick. The brand will receive a boost because the influencer, in this case the activist, will bring a number of people on board with your brand of animal food.

## How to Track them Down

You don't find an influencer worth your time and effort simply by logging into the internet and taking the first pick available! Make use of the analytics provided by **Twitalyzer**. It will give you the information you need, like the number of retweets

or mentions that this influencer has received on the microblogging site. It is not enough to check the extent of the influencer's influence on the online community. You have to check how the influencer became a mover and shaker. It is because of some brilliant ideas or unparalleled experience in the field of your interest? This is will be crucial to you because when you approach these influencers with your content for a favorable nod, you will know what their expectations might be. Dishing out the wrong content to an influencer will prove dangerous!

## What you Share is Important

For the influencer to put in a good word for your content, you need to figure out what you want to share through your website or blog and who the intended audience is. You must know the target audience because that will help you incorporate their tastes and preferences into your content pages. That, in turn, will help you to get influencers on your side because they will be keen to share your **content** as well. They will also appreciate your work. When an influencer introduces your blog or website to a circle of netizens it is not just your work that is on the line here. The influencer is taking a bet, too! Your work must respect both.

## Tracking down Influencers

The time is now ripe to pick the influencers who, you feel, can make a difference to the sales graph and add leverage to your brand. There are different types of influencers online. You need tools that will get you what you want.

For example, **ClearVoice** is an excellent tool to find out writers with a considerable chunk of online readers. ClearVoice gives you an idea of their work, their areas of interest and what they bring to the table. You can then approach a writer who specializes in your area of work.

Another example would be **Buzzsumo**. The influencers you find here are ideal for **content amplification** or taking your blog or website to a larger group of online users. The influencers here can make your content the next buzzword on the internet and make it quite share-worthy.

You can also use tools like Followewonk which allows you to browse and sift through Twitter biographies to find the influencer that you are looking for.

### The Hardcore Strategy

Roll out the influencer model of your content marketing in three phases:

1. **Enlist:** Draft the list of influencers that you have on your side of the table and what each of them can potentially contribute to your brand value
2. **Execute:** Include the influencer in the execution of your content marketing plan. That will mean allowing the influencer to make suggestions and offer opinions. If handled properly, you will learn about your field as well in the process
3. **Evaluate:** Now is the time to figure out how the influencer has helped your **content marketing** drive. Evaluate the contribution of each influencer that you have enlisted

If you can pull it off, the influencer will stop being a third party in the whole scheme of things and contribute organically for the benefit and development of your brand value. It has worked well for many brands, including ours!

Why don't you give it a try?

# Facebook Engagement: How to Do it Best



Every internet marketer uses Facebook these days for brand building exercises. The success of such exercises, or the lack of it, depends entirely on the way an internet marketer mobilizes Facebook. It is like a potent tool for those who know how to wield it. For others, it becomes a liability that incurs cost but returns little. The key to success for internet marketers on Facebook is to engage users into the brand fabric.

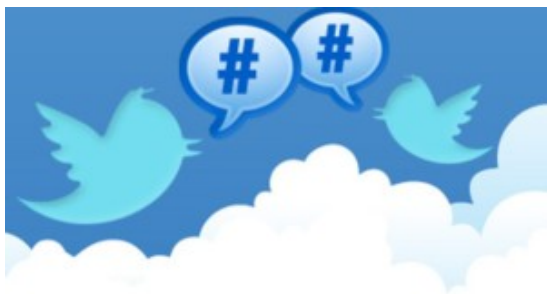
Gone are the days when you sent out friend requests or pushed web links indiscriminately on Facebook! In this new era of [social media marketing](#), you have to be smart in utilizing Facebook. There are some old ways of engaging other users. These have not died down despite undergoing some modifications. For example, if you have a cause that requires social media support from the big brothers in that same arena, you can write to them in order to engage them.

You could do that even a couple of years back. What has changed is that you cannot shoot a message to a brand page without hitting the 'Like' button on it. As soon as you do that, the option to write a personal message gets activated. Some brands, of course, polish off the message button altogether! In such cases, you need to find a different way of engaging attention. A good way to do that is to write comments on their Facebook wall. Leave a link to your website after a well-thought-out message. Do not use the stance taken by serial blog

commentators where they copy-paste the same text on all blogs! That shoddy work must never see the light on social media networks.

There is another tested method of better social media engagements, especially on Facebook. That is the use of [Infographics](#). Among all the forms of written content, Infographics attract the best kind of attention. These posts are easy to share and sums up your ideas in a good, clutter-free nutshell. Instead of sticking to the articles and blog posts you have written, why don't you convert some of these into Infographics? It will lead to better content dissemination and with their uncanny ability to go viral, who knows how many Facebook users you will be able to engage!

# Trivia to Make More from Twitter



There are so many opinions flying around about the latest trends on Twitter. Some trends die a premature death while some may rise up from their graves and stamp their presence in a fresh, new way. To help you milk more mileage out of Twitter, we have compiled some facts pulled out by research teams. These Twitter facts will help you understand what works on this micro-blogging site and how you can optimize your brand value on Twitter.

**The first trivia on Twitter is that you get 2% new followers to read your tweets when you use hashtags.** Using a [hashtag](#) means you help your tweets to be compiled under one head: that of the hashtag you are using. For example, if you tweeting about city life, you use the hashtag #citylife. Now, when your followers and their followers use #citylife, all the posts come under one umbrella. In other words, your tweets with hashtags, which happen to be more than 45% of tweets globally, you reach out to Twitter users who are beyond your online circle. That gives you so much more of exposure!

**Retweets can reach out to 4% new followers!** That is definitely more than what hashtags can do for your tweets. Your aim on Twitter is to write about topics that interest people. When you do that, your followers retweets your tweets. That way, followers on their Twitter profiles can read your tweets. If it works for them, they will give you a follow! If you want to pull up this 4% to 10% new followers, you can respond personally to tweets and retweets. When you engage with your new followers on a one-to-one basis as opposed to simply broadcasting your views, you will get 10% more followers to be your fans on Twitter.

Now, let us talk about what does not work on Twitter. **You will not get value for your tweets on weekends.** In fact, you may end up with 23% lesser number of new followers on Twitter over the weekend! In the same vein, **using URLs on your tweets put off new followers as well as old ones.** They stink of spam. Get rid of them as far as practicable. Finally, the golden rule: upload quality content for more followers!

Can you add to this list? Join in!

# Use Facebook Wisely for Content Marketing



By now, we all know how important social media platforms are in the domain of [content marketing](#). We use a healthy dose of Facebook and Twitter to get more online visitors to our websites. The question we are asking here: are we making optimum use of platforms like Facebook to push content? We have noted in our work in the field of social media that more often than not, online marketers do not target audiences on Facebook.

As a result of this scatter-gun approach, they receive substantial number of visitors, but a fraction of them actually stick. The rest bounce out, primarily because they are the wrong kind of online visitors. You will be surprised to know how you can make more out of your content on Facebook because user profiling on this social media giant is in fact better than on Google! With Facebook recording various information about every single user you can target your audiences much better and more effectively.

When you customize your content message to suit only your targeted readers, you save so much time and effort. You serve only those who are interested in your party, rather than everyone out there! You are not just writing for people associated with your brand in some way, but also engaging those who are interested in your kind of products and services and fit the bill of potential customers. The Data File Custom Audience option will help you upload



information about customers or online users that you want to target. Facebook will help you out in matching this information against users who fit the profile and voila, your content profiling is done!

The use of customized messages will surely cost you but it is worth the money you spend. You will be able to reach users interested in your brand and other Facebook users who are 'lookalike'. This option gives you access to people who fit your target consumer profile but are not really part of your circle. Yet! You can engage them into reading your content and feel part of your group. This will also ensure that you are getting people to read your content in a very select process as opposed to a generalized approach. Facebook content customization is surely worth your time.

Try it and tell us about your experience!

# Worry Less about Customers Engagement in Facebook



It's important to know how you will develop your business strategy in a platform when its technology is beyond your control. Not all **Facebook** changes are meaningful in this case. Some of ideas are successfully implemented by popular **Social Media Agencies** though.

- More integrated approach, more **engagement**! Use your integrated approach in all **Digital Media Channels**. You will be able to understand easily if something catches the attention of a viewer. Instantly share it on Facebook then. You will see the miracle soon.
- Whatever is the algorithm, great **content** always rise to the top. You always have to keep your content interesting for better engagement. It's better if those content provide some information which your fan can use easily.

- Working more on **Facebook ads** can hit the target. These are some ads which don't miss out easily. As Facebook won't be able to hide personal updates, so you can develop more staff engagement by sharing those updates as well.
- Smart work is always appreciable. More channels, more content, more posts. If your numbers are heavy on Facebook and lesser on **Twitter, LinkedIn, Instagram, Pinterest** and **You Tube**- start to do **cross promotion** through exclusive content, interactive updates, contests and discounts to get more fan followers.
- Currently Autonomic Tools have been used for big data and **big brands** to find out the right people with right messages at the right time via **programmatic marketing**. These tools are really hitting the market and maintaining strong **marketing** effort on this **social platform**.
- It's really hard to believe that time can maintain user engagement. Right post at the right time can do this miracle without any second thought. You will be able to see the improvement of your **Facebook interactions**.
- Be more flexible with other social channels such as **Google+**, LinkedIn and Pinterest to get more dynamic and playful responses from people.

Improving customer's engagement is the primary thing a client wants first. Hence, keep their expectations on the top of the list by using these small, tricky changes which can make the platform more social, playful and active.

# Thinking about B2B Social Media Strategy? Follow these 4 steps



It's taken a while, but the business-to-business community is finally jumping onto the social media mode. Many companies plan to upgrade both their time committed to social networking and the money they invest in it during upcoming year, recognizing the importance of connecting with potential clients on these platforms.

A productive B2B [social media marketing](#) strategy is very different than business-to-consumer companies. These businesses want to connect with a much targeted one, instead of trying to reach a mass audience. Here are these steps that every B2B company is trying to implement on Digital Media Platform.

## 1. One Person in Charge

One of the biggest mistakes many B2B companies do that, they never put one person in charge of their social media strategy. Instead, they share the tasks around so that everyone takes part actively. It's always best to have a stable and consistent voice, however they can keep others involved but not in charge directly.

## 2. Find the Right Outlet

Pinterest is a wonderful platform for reaching out to fitness fanatics and people who are obsessed with random quotes and images, but when you're trying to achieve other businesses, it may not be the ideal channel to concentrate. Instead, you can go for LinkedIn, which has a huge base of business users. Need to explore specialized social media sites that might be focused on your industry also.

### **3. Importance of YouTube Account**

Set up at least one YouTube account so that you can have a single place to store all your videos, which you can promote across all social media later also. Video is an exceptionally popular tool for B2B companies because it permits you to get into the technical aspects of your business. After posting video on your social media sites, you need to link with YouTube page and you may attract people to watch more videos after they've finished the first.

### **4. More Than One Twitter Feed is not that bad**

By making more than one Twitter feed, you'll keep the different kind of streams relative to a smaller audience and improve the chance that people are really reading what you put out there, because it's more meaningful to them.

Just because you're not a direct-to-consumer company doesn't mean you can't have a little personality. When it comes to Digital Marketing Strategy, B2B companies should use little loosening up. A reasonable amount of fun and enjoy making connections will increase your business exponentially.

# Orange is the New Black: Social Media Lessons



In the world of entertainment, Orange is the New Black is a show that has captured attention across the globe. We are not going into the content of the show in this post, though! Here we will discuss how the social media promotions of this show have captured our attention, forcing us to learn some lessons from it. Orange is the New Black has certainly opened up some wide avenues for discussion and needs careful study to check if they can be incorporated in our own social media promotions. Check these out!

First, the [hash-tag](#) of the show Orange is the New Black is #OITNB. This official hash-tag enjoys the status of being a branded entity. As a result, it also enjoys the benefit of being used, tweeted and circulated by millions of watchers spread out all over. Everyone who falls in love with Orange is the New Black tweets or updates social media platforms with the hash-tag #OITNB, ensuring its popularity in the process and enabling the social media handlers of this hash-tag to assimilate posts and go through them quickly.

Second, use arresting visuals to tell your story. Orange is the New Black makes use of pictures and visuals to give audiences a feel of what is going on and what is coming up real soon. These visuals vet the appetite of the show's watchers. They are immediately lapping up these visuals, sharing them, talking about possible meanings, even fanning out storylines of their own – all on social media platforms. They are inviting discussions and starting out threads. In short, they

are taking these visuals viral, the nirvana of every social media campaign.

Third, the cast and crew of Orange is the New Black update their own profiles and web pages with news items and gossip material about the show and associated matters. As a result, the web grows wider, and so does the #OITNB brand. You can replicate this success by asking your own employees, even fictional characters, and business associates to talk about your company or brand online, using your official hash-tag. The more people at your end talk online, the more leverage your brand will get. Employees can tap into network circles that are beyond the reach of your official social media team. It also brings a whole lot of credibility because the tweets and updates are from a real person.

# Social Proofs: Why Have them and How



To state it in a matter of fact manner, social proofs are a label that testify how many shares and likes your post or web page has got on social media networks. Social proofs are simply buttons with the social media logo and the number of shares or likes that online readers have hit on that particular post. In other words, if a post has 100 shares, it means it has been shared a hundred times on Facebook or Twitter, as the case is.

Now the question begging to be asked is why bother mentioning how many people have read that post. The answer lies in the simple advertising philosophy: a large number of people bring in more people! To explain it, consider a restaurant that you find crowded every time you walk down that part of the town. You will conclude, more often than not, that the food served at the restaurant is of good quality, otherwise so many people would not have queued up. The next time you eat out, you will prefer this particular restaurant!

In the same way, when online readers find that a particular web page or blog post has been shared on social media platforms extensively, they are more inclined to read the entire page with greater focus and attention. It also attunes them to appreciate the page as opposed to reading it with an open mind. After all, when so many people have liked that page, it must be something good! Who knows, the reader might hit a share or like after reading it, just to be part of a group of like-minded individuals!



Make use of this consumer psychology: get the social proof indicator right on the top of the page. That is where it is most effective. You must keep in mind that if the number of shares or like is below 100, do not bother with the social proof tag: the inverse is true as well! If people find a post with low shares, they automatically conclude that the content on it is not worth their time. To add to the social proof factor, you can get real people to talk about your brand in the form of text or videos. This will make your page more credible and believable to online users.

# Facebook Lessons to Learn from Big Brands



Let's face it: the popularity of a brand will definitely have an effect on its fan following on Facebook, or Twitter for that matter. There are brands that are so immensely popular offline that their online social media pages get appreciative nods from consumers all the time. Their social media work is easier than hitting the online zone with a fresh, new brand. That does not mean that you will rule out the lessons that you can pick up from these big brands and how they handle their online social media affairs. Here are some important takeaways for you:

- **Brand is a Lifestyle:** If you are interested in merely selling a product or service, you will be in for a rude shock on the social media scene, especially Facebook. Who wants to buy a particular brand of chewing gum where there are so many other alternatives for them to pick from? The aim must be to 'sell' the unique, awesome feeling one gets when chewing on your brand of gum! Make the Facebook users feel that their life's troubles will be washed away and replaced by a cool swagger, you will find your chewing gum flying off the shelves.
- **Something for Nothing:** This one advertising mantra is age-old but retains its

original verve. No consumer can resist getting something out of nothing. In the social media context, where your aim is to infiltrate into every possible small network of Facebook users, you need personal recommendation. You also need your trusted followers and brand users to double up as your brand ambassadors. They will only do that for you when you offer something in return. Prepare a bouquet of giveaways for small services rendered to bolster your brand name: encourage people to follow your page, participate in discussions or take part in online polls.

- **Events are Everything:** Events encourage participation and that, in turn, brings more people into your Facebook arena. Brands have to organize events and occasions where fans and followers come together to do something cool and worth their time. You need to blow up these events on Facebook. Non-participants must feel that they missed out on a life-changing event by not signing up for your event! This will push them into signing up the next time around and also bring their own coterie to the ring.

# Social Media Methods You Should Never Apply



Every internet marketer and their mother are actively into social media! In fact, social media is like a fad these days, with every online marketer in the book claiming to be experts in [social media marketing](#). However, the going is not so easy on the social media circuit. That is primarily because the social media users are very wary and intolerant about internet marketers hijacking their personal space. But, if you can manage your social media profiles well, it can be a very handy tool in your internet marketing oeuvre.

Let us now look at some social media methods that you should never apply for your internet marketing promotions. *The first basic mistake that internet marketers do is going all out on Facebook.* There is no denying that Facebook is very popular among online users, with more than 70% of them having Facebook profiles. The key is to understand that Facebook is not everything in the world of social media networking. For professionals, LinkedIn is a bigger deal and for the cool kids on the block, Vine is their poison. **So, you have to decide on your social media platform depending upon your target audience.**

*Another major mistake that online marketers commit on the social media scene is to branch out on all the major networks at the same time.* When you end up having profiles on Twitter, Google Plus, Facebook and all the other variants of social media, you end up diluting your effort to engage users. It is a tough ask anyway to keep people hooked to discussions, threads and conversations. If

there are so many profiles to handle, your team will be up against a tough ask to cover such a large territory every single day.

*The third big mistake on social media is being anything but social!* Yes, there are a ton of internet marketers out there who are simply interested in showcasing their products and services. They have scant regard for online users and their preferences. No one wants to be at the receiving end of a marketing blitz that they did not ask for. That is exactly what social media marketers end up doing! Let the engagement bit be about the users and less about your brand, products and services. Generate the interest about your brand first, then suggest links to your web pages. That is the way to do it right!

# 7 Tips to use social media in selling process



Social Media is a term which easily gets associated with any individual these days. These days, life is fast paced, we lack the required time & energy to indulge ourselves in every single detail be it in the domain of day to day activities, establishing connections with our peer groups and in various others ways.

Companies tend to suffer in a number of ways as customers tend to move away from traditional ways of marketing to more newer modes of marketing due to the “over evolution” of internet in every hook & nook of the globe. Hence almost every company is establishing a connection with the masses through the utilization of “social media” as a platform to showcase their product, break the established clutter, and ultimately sell the product to consumers.

Companies are formulating newer strategies to overcome the threat of stagnating sale, to become a company with thumping sale figures. Now we will talk about the 7 different uses of social media in successfully selling a product.

## 7 tips to use social media in selling products or services

1. **Detail Description** – **Social media** is the apt answer to the difficult problem of getting the required customers attention to tell “who am I” or “what am I”?.

One can easily give a detailed comprehensive description of a product on the social media that the customers want to know. One should use the creative tactics to lure the customer to stay on the page for the required time to transform that into a sale. Most big online retail giant uses this strategy (like flipkart, yepme , etc) to increase their reach to a wider mass.

2. **Create a platform** – Customers are always in need for newer or modified products & companies are willing to know those needs/ideas. Social media easily creates a platform where customers can share their thought as to what they think should be a more “desired product”. Companies can use this raw data to brainstorm & search for new product ideas, and ultimately sell the right product to the customers.
3. **Integration** – A proper social media campaign properly integrates a number of media vehicles in the best possible ways to give the desired result. Hence a proper integration among all media in a most comprehensive way leads the product through the right channel where it has a number of prospective buyers.
4. **Following the trends** – Customers have a lot more to say about what they think about the product which could be both negative & positive feedback. Companies should follow this trend, they should try to resolve the negative talks and established the positive feedback with proper testimonials and highlight them to get more customers attention.
5. **Vibrant Presence** – Companies should have a vibrant presence with optimum amount of videos, photos, PDF flies etc to give the customers a in-depth idea about the products or services in the best possible creative ways.
6. **Learn & Improve** – The above points if followed properly help the company to learn authentically as to how resolve customer's complains & to improve their process. Unless & until the company can improve itself, it will become

difficult to stand the test of the competition.

7. **Deals , Discounts & more** – As the number of people reading the social media keeps on increasing every day, so this creates the right platform to announce the deals & discounts which could be read by a number of people. This will in turn increase the traffic on the company's website & increase the sales simultaneously. In gist, you need some simple, straight forward, trustworthy but tricky ideas to promote your company through social media.



# Make Use of Twitter Trends



Relevance is the name of the game when it comes to digital marketing. You have to be relevant in your promotional campaigns and messages. They also have to be as close to real time updates as possible. In the age of the dinosaurs, you had to be vigilant and alert for those trends to show up on the horizon and then figure out your strategies accordingly. On the internet, you have tools to do that job for you! The most potent of these tools is Twitter Trends.

The [Twitter Trends](#) are an ever-changing list of topics that people are actively talking about on this micro blogging site. If you keep up with the Twitter Trends, you will find yourself always up to date about what interests the Twitter family across the globe. Your task as a digital marketer is to attune these trends and see if you can marry them to your domain of business. You have to do is quite skillfully and not in a forced kind of way. If there is something that the Twitterati hates, it's to be taken for a ride!

An important part of making use of Twitter Trends is to keep up with the flow of conversation on Twitter. There is no room for delay on this platform. Trends and conversations are always morphing into something different and new. You have to ensure that you are talking on the same page as the others. At the same time, you need to build up your database about Twitter folks who show an interest in your threads and conversations. These are your potential online leads that you

need to nurture into sales.

The important part about using Twitter Trends is that you must never make the advertising or promotional bit too obvious. Online users are bombarded constantly with website links to click here or there. That is a pet peeve for most. You do not want to add to that noise! At the same time, not advertising at all will not make the process of digital marketing a viable option. It is best to strike a middle path. Make the advertising bit very subtle and contextual. Buying ad space on Twitter is also an option for teams with more funds at their disposal.

# Coming Up: New Video Metrics on Facebook



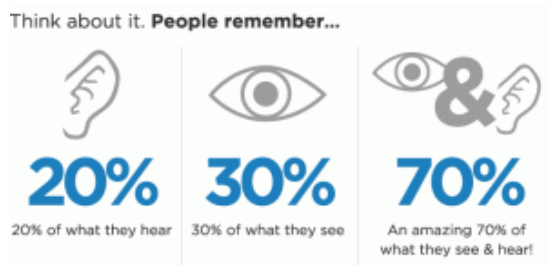
With Google making life simpler for online marketers with every single initiative, you don't expect Facebook to sit tight, do you? Google has offered so much for online marketers using video content through [YouTube](#) and other platforms. Now it's the turn of Facebook. In the coming days, Facebook will offer some unique video metrics that will make it easier for internet marketers to gather data about the videos that they are posting online. Here is a rundown of what you can expect from the new video metrics on Facebook:

- **Audience Reaction:** The new video metrics will help you realize which videos are able to capture the attention of the viewers and which ones are simply draining their interest. With data like percentage of views on videos, you will be able to quickly figure out if the video has repeat watchers or people are simply not interested in watching the entire video. You can get something similar to page view time on [Google Analytics](#). This will help you understand what kind of video content Facebook users want from you and attune your videos to that effect.
- **Number of Views:** Videos, like online content of other genres, are as good as the number of people who view them. In this regard, it is imperative for online

marketers to find out how many online users are checking out a particular video. The new video metric of Facebook will offer you that advantage. If a user watches a video for 3 seconds or more, it will register as a video view. This will include videos that automatically appear on News Feed. When a user clicks on such News Feed videos, it will be registered as clicks to play video.

- **Demographic Data:** Finally, this is one aspect of the new Facebook video metric that will be very useful for online marketers targeting local areas and specific consumer groups. By using the user information uploaded on Facebook profile, the demographic data metric will offer you statistics about viewer location, age and other pointers. Online marketers can unveil a wealth of analytical data with the use of demographic data on Facebook video watchers.

# Video Marketing: Why to Bother; How to Prosper



Video marketing is the 'in' thing today in the internet-marketing domain. Just a couple of years ago, videos were still not very popular because it took time to upload and consumed expensive internet bandwidth. In the times of better internet connectivity and less stiff bills, **videos** are on view instantly now. That is the main reason why internet-marketing companies are making a beeline for videos to display products and services. Are you thinking on the same lines? Here are some pointers to get you thinking:

- Videos featuring products and services will comprise 67% of internet traffic in 2017, according to Cisco. It is 57% now!
- The most popular video site online, YouTube, gets the insider's benefit being part of the Google stable. The algorithms of Google are, of course, stacked in favor of YouTube videos.
- YouTube is second to Facebook only in terms of unique views per month. Got the hint?

You cannot pounce into the world of internet videos simply because you have got some statistics rolled up in your favor. Other than doing it, you also have to do it right. Here's what you need to do:

- **Fix a goal that the video will try to achieve.** Generalized goals are not very

convincing, either to your online marketing team, or to consumers to view your video. Your focus can be products and services or simply, brand building. Go for specifics in order to make the impact of the video stronger and more effective.

- **Target your videos well.** As an online marketer, you must know your consumer's demographic details. Channelize your videos in those platforms for the right people to view them.
- **Never leave videos ending on a flat note.** Videos must incite and excite people. There has to be a strong call for action. You have to urge people into a certain territory. The language of motion pictures is more than that of words. Make that advantage count.
- **Do not leave the relationship open.** Close it by inviting people to your Facebook page or subscribing to your brand's newsletter. Online leads count for much in the long haul. You can utilize videos to generate those precious leads.

# A Few Social Media Mistakes that Can Cost Your Marketing Dear



Social media is the new in thing about marketing. All the marketing experts have understood how important it is to rely on social media for making their product or service visible to a large group of visitors and increasing the products' shelf life. There are probably millions of suggestions on social media posting that you come across everyday in different SEO blogs. However, there is no "one tip fits all" suggestion for marketing on social media. You can get umpteen numbers of suggestions. The trickiest part is to apply the right tip that fits your product. We have focused on a few very crucial of them.

**A Twitter Mistake to do away with:** People often make the mistake of starting a tweet with a username syntax. Many of the marketers also have taken the plunge without thinking twice. Nonetheless, this practice becomes a major hindrance in exposing your product to the largest group of visitors. Using a username in the beginning allows only the person who tweeted, the person mentioned in the tweet and their followers to see it. On addition, you should keep following people, favouriting and retweeting for building and maintaining a relationship with the target users.

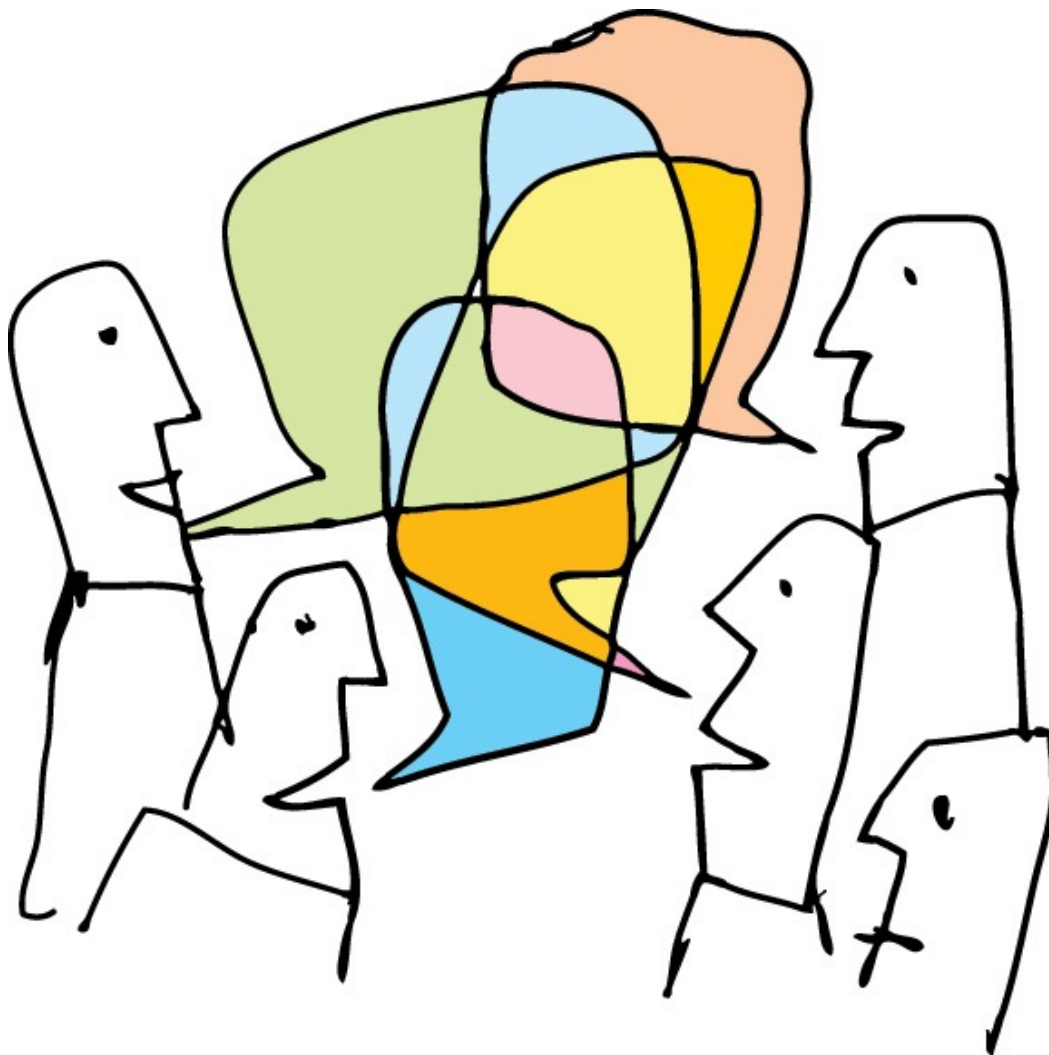
**Hook on YouTube:** If you depend a lot on [YouTube](#) for the marketing of your product, there can be several ways to hook the visitors to the intended video. One of such methods is a tiny pop-up box that carries a message insisting the visitors on subscribing.

**Local Businesses, Give Complete Address:** If your business wants to make a mark on the [Facebook](#), enlisting to the local business category is necessary. This works well for most of the local businesses. Moreover, do not forget to mention your complete address in the business page's settings that any visitor can contact you whenever he feels like and the process can be done with minimum effort.

So, now probably you understand that no matter how smart your [social media](#) skills are, there is room for mistakes if not all the steps taken carefully. Marketers often spoil their million dollar marketing ventures by making tiny (sometimes big) mistakes while promoting the product to the social media users. Try to stay away from them by being a little careful.



# Measuring Social Engagement Responsible for The Company's Growth



It is never a very easy task to measure the impact of the social efforts on your company. All the metrics offering you loads of data and charts cannot explain clearly what amount of benefit such data are doing to your organization. Webmasters and several other people involved in the business are so engrossed in proving their mettle that they often forget to measure why they took the pain to increase the numbers and figures on the charts explaining, traffic, visits,

growth rate, **conversion rate** etc of the site.

A walk through the roads of measuring all the social efforts that go in the process of making a website a success will make you understand why such efforts are worth toiling for. Such metrics for measuring your social efforts are not procedures that are done on one moment and forgotten on the next. You need to chalk out plans for constant efforts that can keep the results of such efforts buoy for a long period.

It is important to have similar metrics throughout the organization to achieving the key results and objective of the company. Social media remains almost at the top level of **SEO**. Therefore, the goal for such efforts remains increasing the number of visitors to the site and engagement or improving the quality of customer service. The number of sales or subscribers is not the biggest concern of the group involved in the **social media marketing** process for the site.

### **Goals for Social Media Efforts:**

Work should go on the basis of an 'Objectives and Key Results (OKR)' procedure where the objectives are engagement, increasing traffic flow to the site and amount of customers flowing through the user engagement and marketing tunnel. The key results should be at least 25% non-paid traffic at the end of the 2<sup>nd</sup> Quarter. The basic roadmap has a goal of 5% increase in engagement with community and a 15% growth in the traffic from social.

### **Effective Engagement Metrics:**

The main aim behind all social media efforts is engagement. However, engagement is not an exact figure like followers or buyers. The amount denotes a sketchy figure of interaction of social media users with the brand. All the social channels are different from one another and the process of engagement is different for each. Still most of them have the same metrics viz. Amplification, Conversation, Economic value and Applause.

**# Conversation\_** The statistics is measured by the number of conversations for each post. In case of Pinterest, the reply is received through a pin. Similarly, replies come as a comment to a Facebook post, photo to Instagram and reply to a tweet.

**#Amplification\_** Amplification comes through sharing, resharing, reposts and retweets.

**#Applause\_** Social media encourages special expressions of applause. Users hit the 'favorites' button on Twitter, likes on Facebook, plusses on Google+ and thumbs up on most of the blogs. The number of thumbs up hits measures the amount of applause a post has received.

**#Economic Value\_** This is the collective cost savings from the long and short term cost savings by the organization.

**Calculate the Uncountable Figures: TruSocialMetrics** has made the task easier for webmasters as they have their own methods structured for easing out your troubles. You just need to sign in for taking its help in measuring all such uncountable figures as mentioned above. The free version offers data history of a month and measuring data related to 12 social networks. The paid versions offer you even more.

It is good to have metrics on a weekly basis, maintaining monthly reports and sending it to all the staff for tracking the progress of the metrics in the previous month. You can maintain spreadsheets containing all the data and numbers related to the replies, reposts, repins, posts, shares, RTs, Conversation rates or amplification rates and can share them with your clients as and when needed.

Social media is not always an easy nut to crack. It is not easy to explain the ascent of your organization through the ladders of conversation, amplification or applause. However, an honest attempt to do so can help in the complete marketing process for the company.

# How to Use Google+ for Business



Google+ entered into the fray when Facebook and YouTube had already made their mark in Social Networking domain. Yet, it has already taken giant steps to catch up with the likes of Twitter, LinkedIn, Yahoo Answers and Pinterest. Though it will take some time for Google to pose a direct threat to Facebook, the Mountain View giant is aggressively promoting its services and all of which are somewhat connected and converging today (remember YouTube is also a Google service!). With estimated 400 million users already on board, according to statistics Google+ is poised to surpass Facebook by early 2016.

Google+ is rapidly becoming popular, especially among business establishments, because it seamlessly integrates with other Google services. That helps from SEO point of view as stated by Google's Matt Cutts that 10 years from now things would be more social. Google is working towards fusing all its services with a common social layer, thus indicating that Social Signals will have a major role to play in the future of search. This is already evident in searches on Google. The use of HTML tagging for structured data, microformats, microdata, appearance of rich snippets give more exposure and credibility to the authors, publishers or online businesses. The businesses can then take mileage from this to direct visitors to their content with other Google services.

Despite all these buzz and ever-increasing popularity, many small businesses are still apprehensive to test the waters and are struggling to figure out what it might

take to use the unique features of Google+ for increasing their brands visibility.

To help small businesses, we at 7Boats have documented the following tips to grow your brands,

- **Give an Identity to Your Brand:**

With Google+, businesses get an opportunity to give face to their content and showcase their offerings. Thus, develop identity of the brand. Apply creativity while adding photos and graphics to your content. Mix your content well while posting. Link your website or other services from some of your content and leave some content with no links.

- **Add Your Google+ Local Page:**

Adding your business in Google+ local page helps your information to show up in local search results. Businesses with Google+ local listing and good reviews stand better chance to appear on the highly effective first page of Google search.

- **Explore the Video Opportunity:**

This one is the killer application which separates Google+ from other Social Networking sites. Businesses like yours can exploit this opportunity to engage customers in visual walkthrough of their products, invite clients for video conferences, webinars or meetings. This single feature entices businesses to apply their creativity and if used in an effective way, your business will make a mark for itself.

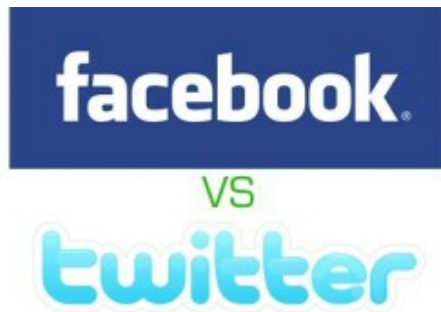
- **Give Equal Exposure to Your Content:**

Give equal opportunity to all aspects of your business content. Mix, rotate and expose content in a balanced way to give your users a unique experience.

- **Reward Your Followers:**

Give your followers a little something extra to make them feel that their association with your business is valued. Some freebies, free valuable content or merely a simple game may do the trick!

# Facebook or Twitter: More Value for your Ads



There is no denying the simple fact that when it comes to advertising returns on investment, there is no one that comes closer to Google. However, that is strictly in the domain of [SEO](#). If you are looking for ad options in the social media circuit, the two bigger players are definitely Facebook and Twitter. A comparative study between these two heavyweights of social media networking will give you a clear idea of which one is more suited to return more money for your investments in ads.

To start off our study, we will take a look at the metrics that we are using to compare [Facebook](#) and [Twitter](#): social media popularity, the performance of ads and the applicability of ads in the mobile domain. **In terms of reach** among a global user base, Facebook beats Twitter hands down. Compared to a staggering 1.15 billion users sharing and using Facebook, the number of Twitter users comes up to about 232 million. So, this places the onus firmly in the course of Facebook. If you buy ad slots here, more people get to see your brand name on their computer or mobile screens.

**In terms of ad performance**, Twitter wins the game. On Twitter, people are more 'engaged' than they are on Facebook. Moreover, the ad system of Twitter allows better targeting of user bases and that is why you can make more out of Twitter ads. The ads on Twitter are packed in with the usual content and that makes it easier for online brands to make inroads without disturbing the user experience of those on Twitter. This also translates into the fact that more people

get to see Twitter ads as compared to that of Facebook, even though the latter's reach is more in number of users.

Finally, **in the mobile ad segment** as well, Twitter takes away the trophy. Twitter is definitely much easier to use on a mobile device than Facebook. You can try it for yourself! You will find it so convenient to check or update tweets and a tad difficult to surf profile pages of Facebook. As a result, more people use mobile devices to tap into Twitter, a fact that helps advertisers in a large way.

# Want to Pull Up Twitter Popularity? Top 5 Tips to Do It!



There are lots of people around who tell you to make your brand popular on Twitter. The words of advice extend to remaining active on Twitter so that you can quickly spread the word around when you need some promotional activity to be done. But how do you do so without coming across like a spammer? To begin with, you need to know the platform of Twitter inside out. You have to know the tool so that you can use it for maximum effect. Here are the top 5 tips to be popular on Twitter:

1. **Tweet for Maximum Effect:** A wise idea to get maximum leverage from your tweets is to update them when most of your followers are online. You can make use of tools like Followerwonk to find out when your followers are online and from what locations. Tweet accordingly.
2. **Start Talking:** It is easier said than done. You might start talking but you have to be interesting at the same time! There is no point in talking about nothing in particular. Be precise and relevant. You have to initiate the conversation so that you can control the topic of discussion.
3. **Promote User Tweets:** People like to see their tweets getting some attention from a brand, like yours. Filter out tweets that speak well of your brand and highlight them in your blog and associated content. This will act as an incentive for other users to tweet about your brand, if simply to see their



tweets under the limelight.

4. **Follow Up:** Being a nice guy on Twitter demands more time and effort than you initially bargain for! Following up on conversations is important to leave a stronger impact on your Twitter followers. It will mark you out as someone who is genuinely interested in the conversation.
5. **Universal Tweets:** Your tweets have a larger audience than you think if you can make them universal in theme. Look for issues and topics that appeal to a wider network. You will make your brand more popular on the global scale if you do not limit your tweets to geographic and demographic proportions.

# Top Three Twitter Trackers



You've been tweeting lately, right? For teens and students, [tweeting](#) may be just a passing activity that they indulge in to fill leisure time. But for online companies into serious selling, tweeting holds more meaning than only updates. There is no point in having a website if you are not tracking the traffic that comes in. That is why [Google Analytics](#) was built. Don't you look for something similar on Twitter, to help you identify how many followers are 'actual' people and how many mentions that your brand finds in a day? The top 3 Twitter trackers are here for you:

**Twitter Analytics:** A chip off the old block! Twitter Analytics is to your Twitter account what Google Analytics is to your website. You will get all the information about your [Twitter profile](#) that will help you identify areas of improvement and those that warrant a pat on the back. You can find out geographic locations of tweets coming in, the number of mentions you get and detailed account of followers who are active and also about those passive 'dead' ones.

**Klout:** This is a have-one-have-all kind of social media tool! You can integrate your [Twitter account](#) on Klout along with other platforms like [Google+](#), [Facebook](#), [LinkedIn](#) and Instagram, to mention a few. Klout helps you not just as

a handy Twitter tracker tool, but also records 'influential' moments in your tweeting career. For example, if a celebrity or influential Twitter profile mentions you or retweets your update, it is considered as one such moment. It also shows an account of the trending topics on Twitter-land.

**Bitly:** This is the most simplified Twitter tracker among the three mentioned in this list. Bitly keeps a track of the number of times your link brings in traffic. In other words, it helps you know how many times your Twitter was clicked upon. When your link is shared by others, Bitly gives a record of the clicks coming from your page as opposed to those coming from the shared pages. This helps you identify the influence of your Twitter updates and how many people are seriously interested in clicking or sharing your tweets in their personal circles.

# Social Media Metrics: What to Measure



You must have heard it being said in meetings and webinar introductions that there is a need to measure performances. That sounds very professional and business-like, not to mention goal-oriented and focused. But what to do you do when it comes to [social media](#)? You end up relying on the number of 'friends' and 'followers' that you have added during a period of time, like you used to do in 2009? Well, that doesn't work anymore, not even for [start-ups](#) with little or no idea about [social media marketing](#), let alone metrics.

To begin measuring your performance on social media networks, the first step you need to take is outline a goal or objective. What are you hoping to achieve through [Facebook](#) or [Twitter](#)? Adding random friends and [followers](#) cannot be a valid metric. The reason is simple: most of the people you add up are actually online marketers like you or simply [spam](#) profiles! You get nowhere by having those people on your social media profile. Instead, think in terms of 'Share's or 'Like's and also the number of online visits you get to your page. Track how many of them are coming to your website or clicking on the web links you have provided on your profile page.

The next metric to measure social media performance is to figure out if you are reaching out to your target consumer group. Conduct a profile check on people who are on your social media page. Do they fit the consumer group that you are targeting? If they fit in, you can engage them in fruitful social media chatter and

get them to add more people like themselves to your network. That can happen only if the people you have on your page are actually interested in your product or service. That, in turn, depends on what kind of consumer groups you have added to your page! So, this circle of engagement is very essential.

There are tons of social media tools to help you measure these statistics. They are mostly free or charge a nominal sum. Get them onboard and look at this money-spinning platform of [social media](#) with fresh eyes. You have to unlearn many of the bad or obsolete habits you have carried as baggage so far! But it's worth doing so than being swamped away by emerging trends!

# Facebook PR Secrets You Should Know



Everyone wants a throbbing [Facebook page](#) with zillions of 'Like's and 'Share's! But few know how to make that happen! For surely, you have to 'make it happen' rather than sit around idly waiting for a viral blitzkrieg to strike up. There are some [Facebook PR](#) secrets that can do the job for you and make you a livewire on the world's most favourite social networking circuit. These secrets are derived from statistical data and trends and not parsed from the diary of a social network doodler!

**Trick One:** The first and the most critical trick of [Facebook PR](#) is to add the right amount of news, cool quotient and your marketing message. This perfect blend of coffee, with the exact spoonful of sugar, milk and coffee powder, is what social networkers on your profile will sip up with vigour. And just like the coffee analogy, you need all three of them if you don't want the coffee to be served bland. The news and updates grab the attention of the user, the cool quotient packed in acts as the element that people want to identify themselves with and finally, the marketing message served your purpose.

**Trick Two:** Facebook PR is not just about updating the coolest lines as explained in Trick One. You have to find the optimum number of updates that work for you.

Too many updates within a short period of time dilutes the effect of every update while too long a gap will fade you out of users' memory. So, strike a balance and check how much of shelf life you want to give every update. And every update that you put up must have a positive message. There is a lot of negativity anyway in people's lives! You don't need to add to it with your updates.

**Trick Three:** There is a debate as to whether your aim must be to get more 'Like's or 'Share's. The opinion of the experts is to go for 'Share's. That way your [content](#) can be viewed by people beyond your social networking circle. Encourage people to share your web pages and [web links](#) and provide them with easy and convenient sharing options. Sharing on Facebook is similar to word of mouth publicity. You can get a much better response from Facebook PR if you get more number of 'Share's.

# YouTube Rolls Out New Features



What do you do when you are the number one video uploading and sharing website on the internet? You keep pace with the times and make the user experience better with each passing day. That's what YouTube seems to be doing! The world's most favourite video site has come up with two new features that will help users and video uploads across the globe. Both of these features have a common goal: providing more power to the user. Here are the two changes:

- **Notification Email:** In the traditional way of uploading videos on YouTube, you had to spend some pensive and tense moments wondering if your video is done uploading! Those were the days of not being sure when a video is getting posted on YouTube. That is all set to change next week on! YouTube will provide you with an email notification that your video is being processed for uploading. You need not keep refreshing your web browser to check if your video is posted live on YouTube. The email notification will give you the update.
- **More Time for Users:** When you upload a YouTube video, you make it live instantly. There are times when you want to wait and fine-tune things a little, like adding a suitable title, description, keywords, etc. With this new feature, you will be able to keep your YouTube video private until you decide to throw it open to the public. In this interim period, you can bolster the back-end of the video and also look into the SEO aspects of the YouTube video. You can also add a customized message for your YouTube video subscribers.



# Need Content Ideas? Try Twitter!



For web content writers, the desire to get **prolific** and crank out content by the dozens falls woefully short of expectations. Reason: the need to get hold of topics and raw material to write on! Ideas don't drop down from the sky! You have to come up with ideas while you are on the job. That is easier said than done. What can you do when you have to publish content but have a blank document staring back at you? You try to surf through **Twitter** to avoid the obvious. Why not take ideas from Twitter?

Yes, this is no dream of the dolphin! You can actually do so! Just follow these tips of parsing **content ideas** from Twitter:

- **Observe:** Twitter is a simmering, and sometimes boiling and spilling over, cauldron of ideas, news, alerts, updates and everything in between! Why not dip your empty cup into this cauldron of ideas? Follow and observe the talking points on **Twitter**. What are people talking about and tweeting about? What are the burning issues that people of the world are concerned about? If they are in your alley, fire away! Come up with an interesting post and share it among these Twitter circles. Your post will get immediate attention!
- **Trends:** If you are too concerned about time spent in surfing and observing Twitter profiles, the next best solution is Twitter Trends. This is a list of trending topics that are being tweeted about. Study the trends and write on those issues.
- **Retweets:** Twitter has this great weapon to endorse the views of others: retweet. These hold special value for you as a writer as well. Retweets are the

hallmarks of topics that have interested more users of Twitter. You can check out the retweets in your domain of interest and chalk out content ideas from them.

- **Ask:** What does it take to step into a discussion and ask questions? After all, **social media** is all about engaging in debates, discussions and interactions. Talk to people on Twitter and find out what interests them. Take part in discussions and share your views. The more you reach out and speak your voice, the more people are likely to air back their thoughts. That will be the perfect fodder for your content!

# Social Media Effects on SEO



The [internet marketing](#) world is broadly categorized into two hemispheres, the search engine optimization (SEO) part and the [social media marketing](#) (SMM) part. However, these two hemispheres are not mutually exclusive. They have a strong influence on each other. In this post, we shall look at the effects of social media networks on SEO and how search results are affected by your social presence. Here are some ways in which social media affects [SEO](#):

- **Personalized Results:** Google offers you a different set of search results when you are logged into any of the social media networks on the same browser, be it [Facebook](#), [Twitter](#) or [Google+](#). For example, if you are searching for chocolate biscuits and some of your friends on Google+ have endorsed a particular [brand](#) by visiting their page and establishing contact, that particular brand will come out on the top of your search results! It is referred to as personalized search where the search engines glean out data from your social presence to provide you with search results.
- **The Dominance of Google+:** It is true that the number of users on [Facebook](#) is far higher than Google+, but you cannot ignore the fact that Google+ gets the benefit of being part of the [Google search](#) engine family. The algorithms for the search engines of Google offer an advantage to Google+ that Facebook does not enjoy. So, if you are popular on Google+ as a brand, you are going to enjoy a definite advantage on the search results of Google! In other words, while your competitors slog away to grab top ranks of Google search results, you can take the shorter route of gaining popularity on

Google+ to be on the top of the search results of Google.

- **Social Searches:** Still think that online users use search engine boxes only for their searches? Think again! Every social media network provides users with a search box. Users key in what they want in these boxes and visit the websites that come up in the search results. The online traffic to your website, therefore, can come from social media networks as well. That is a game-changer in itself, if you compare it with the monopoly of confining online searches to **search engines** only. SEO executives have to take these social searches into their equation as well.

# Build Up Social Media Influence



Social media influence is not something that you can buy with money. It is also not something that is procured by taking some concrete steps in that direction. **Social media** influence has a lot to do with how people perceive your **brand**. You can only offer them pointers to the best face of your business and leave the rest to their conclusions. However, there are some ways that you can apply to step up the influence of your brand among your followers and friends on social media.

Before we outline some of those ways, you have to understand the difference between influence and **popularity**. You may be a popular brand on social media networks but that does not necessarily make you an influential one. You become an influential brand when people are willing to go that extra yard for you. It is when you ask them to participate in a discussion or debate and they do so. It is only by building up influence that you can promote and sell your products or services on social media networks.

To build up **influence**, you need to pull up the trust factor. Influence does not work in the absence of trust. People must grow to trust your brand and your **content marketing** machinery as the authentic source of information. It does not happen overnight but gradually with time. You have to be consistent not just with excellent content and prompt service, but also express a genuine concern for customers' problems and apprehensions. In the days of intense competition among websites battling it out in the same domain of work, trust and brand

loyalty is everything.

An excellent trick to shore up influence is to do something different and unique. You have to carve out an identity for yourself. That identity must be different from anything that the users have known before. You need to work with your **online brand** managers to figure out that one. Cutting out a new path would also mean embracing emerging technology and trends at all points. You have to evolve with time and also ensure that your brand is keeping up pace. Influence among your **social media** contacts is likely to come by if you don't know the tricks of modern online marketing.

# Facebook Improves Conversation with Innovation



Talking on Facebook and conversing with friends and contact is the main reason why so many users log in every single day. Facebook has freed users from the use of cell phones to call up pals. You can simply log in to Facebook and start talking to them through the use of typed texts. You can answer to updates and leave comments. Now, Facebook has launched an innovation in the commenting procedure. With the new innovative step, you can start a new discussion thread by commenting on a comment!

Let us make this simple: your friend (A) puts up an update. You (B) comment on that. A person reacting to B's comment has to write on A's discussion thread, though the comment is intended for the remarks made by B. With this new innovation, an user (C) can comment on B's remark and start off a discussion from that point, though the entire thread is unfolding on A's update. This innovation will ensure more depth and relevancy in what people are talking and responding to, and in turn, will improve the quality of conversation.

The discussion thread will throw up the positive comments on the top of the heap while spam or negative comments will take a nose dive to the bottom of the ladder. The number of Facebook users making a comment on a particular discussion thread will also have an impact on where that discussion thread is

placed. As of now, the new innovation is set up on 10,000 Facebook users. Official sources at Facebook tell us that this threaded commenting system will be applicable to all by the end of July, 2013.

For those who want to kick start the threaded commenting system now, you can alter your Settings and do that. Go the Manage Permissions section by clicking on the admin panel of your account. Facebook is sure that this new system will enable users to make only relevant comments and as a result, the most meaningful comments will push to the top. This innovation has been in the news for a couple of years now, but it is only now that this program has seen the light of day.



# LinkedIn Tips to Make You a Star!



LinkedIn is definitely where the professionals of the globe come to hang out. You will be surprised by the number of companies that recruit employees through LinkedIn contacts! Do you have a LinkedIn profile but yet to get any significant benefit out of it? Then it is probably time to look at what you are doing with your profile and how you have designed it up. Here are some killer tips to make a star out of you through your LinkedIn page:

- **Connect:** Do not sit idle with a LinkedIn profile! Connect with people around you. Start with your existing colleagues and then work your way through to ex-colleagues, peers and friends who are professionals in their own domains. Do not ignore connecting with a web designer just because you are into selling soaps. You never know which connection lands you up on that dream opportunity!
- **Share:** Be cooperative when it comes to networking with your LinkedIn contacts. Be proactive about sharing updates with others and helping your contacts find what they are looking. If you know a web designer in your contact list and meet someone looking for a web designer, help them connect and make something happen. The good deed will rub off on your side sooner rather than later.
- **Interact:** Talk to your LinkedIn contacts regularly, even when you don't have something to get out of them. Invest in that professional networking so that you are able to be in the loop always. Industry news filters down to you when you interact with professionals in your domain and also outside it. Another

advantage to this method is that you don't look like an opportunist when you actually need assistance!

- Strategize: Your LinkedIn profile is your online resume. Just like you put a lot of thought into what goes into your CV and what remains unwritten, your LinkedIn page must have that insight as well. Pack in effective keywords about your profession in the profile so that people who are searching for your domain come across your page. Be crisp about your bios and other details. Attach recommendations and also offer to recommend others.

# Top 5 Tools for Pinterest Analysis



Most online companies are opting to showoff their stuff on Pinterest. It is worth the time and effort to catch up on some amazing Pinterest analytics tools that will help you find out how you are doing on this social photo sharing website. Some of these tools were probably there for a long time now with no one really taking an active interest. But with Pinterest grabbing attention big time and slotted to hit pay dirt in the coming months, these Pinterest analytics tools are getting all the attention now. Here are the top 5 analytics tools:

- **Curalate:** This analytics tools helps you in better engagement with your users on Pinterest. It also helps you target different users and user groups. The core of Curalate is an advanced image analysis program. You can build up your entire Pinterest plan by data gleaned from Curalate. It is in a demo phase now.
- **Pinalyzer:** As the moniker suggests, Pinalyzer is excellent for analyzing and your role in it. With some changes in its design and working concept, Pinalyzer is now leaner and more accurate. The Smart Suggest option of Pinalyzer gets you a sneak peak into new pins. You can calculate the popularity of your photos and also gauge your influence on Pinterest.
- **Octopin:** Arguably the most depended-upon Pinterest analytics tool, Octopin is second to none when it comes to features and services on the menu. You

can use Octopin to deadly effect to improve your brand's visibility on Pinterest and also engage users of this photo sharing social network. Octopin also offers you consultancy about what you can do right for your brand.

- **Piqora:** Formerly Pinfluence, Piqora is excellent in assessing the influence of your Pinterest account. You can get ideas about launching or promoting your products and services. You can also track traffic circulating through Pinterest. For a quick glimpse of what to expect, check out their demo version.
- **Shopinterest:** This analytics tool provides the data you need to accomplish the difficult task of promoting shopping. With its metric-rich interface, Shopinterest has got everything you need to boost online sales through Pinterest. This tool makes monetizing easy on Pinterest.

# The Role of Social Media Reviews



The role of social media reviews is now more important to the seller or manufacturer than it is to the buyer. More consumers these days check up [social media](#) platforms to find out what friends and extended family members, even professional peers, think of a particular product or brand. They tap existing consumers of a product and find out about their experience and base their decision to purchase on the feedback that they get. It is because of consumers deciding on whether to buy or not through the use of social media reviews that they become so important in the context of the seller or manufacturer.

Taking this discussion deeper, there are ways in which you can influence the consumer by taking part in this decision making process. How can you make that happen? To begin with, you will need to be a part of the social media network in an active, almost an omnipresent kind of way! There are various tools of social media networks that allow you to be alerted each time your brand name is discussed in some forum, or discussion thread. You will have to actively come to the discussion and voice your opinions when people are talking about your [brand](#). Now, since you cannot do that on any random social profile, you will need to ensure that most (if not all!) such discussions take place on your own social media page.

Encourage your consumers, both existing and potential, to talk about your brand, products and services on your company page. Let them have a free-

wheeling chat where they can join in the discussion with their own friends and social contacts. You have to play the role of a mediator here. Do not draw conclusions or flush out the debate with a final word about any topic. Instead, let the debate simmer, boil and tipple over! That will get your eyeballs on social media networks and also give you a good opportunity to have potential customers coming to your company page. Such lively discussions, with the brand's voice playing moderator, will encourage people to share their appreciation and complaints on your page. You will, in turn, get a better understanding of what they are looking for from your brand. This kind of **social media** review churning works both for the seller as well as the buyer.

# Welcome the New Facebook Home



Till date, Facebook was eyeing but missing out on the pie of developing mobile phone software. Now, with the launch of the Facebook Home, the social networking giant is all set to grab its share! The new Facebook Home can be used on any Android or Smartphone. Facebook's CEO Mark Zuckerberg said, "Today we're finally going to talk about that Facebook phone or more accurately we're going to talk about how you can turn your Android phone into a great social device. We're not building a phone and we're not building an operating system, but we're also building something that's a whole lot deeper than an app."

With Facebook Home, the number one social network of the globe is hoping to bring in more users to Facebook through mobile devices. Home is built on the exclusive idea that a Facebook user checks into their profile on an average of 12 times per day. However, they look up their phones probably 100 times a day! If these users tune into Facebook every time they check their phone, it will mean some serious networking revenue for Facebook. And that is where Mark Zuckerberg is planning to go. And that is why Facebook Home will not be exclusive on any single Smartphone.

Mark Zuckerberg says, "We don't want to build some kind of phone or operating system that only some people are going to use. A great phone may sell 10 or 20 million units at best... Even if we built a really good phone, we'd only be serving 1 or 2 percent of our community." The USP of Facebook Home, other than the innovative use of technology and usability in the form of smart swipes, short

tapping and multiple-touch, is that it is the platform for millions of apps. You will not need another app platform when you start using Facebook Home. In fact, Facebook is so sure of the success of Facebook Home that it is already slated to come out with a tablet version of this software. Mark Zuckerberg sounded confident about Facebook Home when he said, "We think this is the best version of Facebook there is."



# Social Media Tip: Public Relations through Employees



Gone are the days when you could safely conclude that any publicity is good publicity! Nowadays, the social media phenomenon has changed the way consumers look at brands. Thanks to the unifying feature of social media platforms that give every user a voice, consumers are not nameless, faceless or divided groups anymore. They are very much a unified force, singing paeans to your brand or otherwise! So, to maintain effective public relations, you need the support of social media networks. And who better to do that on social media than your own employees!

You have to take into account that your employees have social media profiles too. They spend enough time hanging out on Facebook and tweeting on Twitter. Why not tap into this and glean out something productive out of it? Of course, because you will be engaging the employees in this partially personal endeavor, you need to motivate them into doing so. They are not going to be working at promoting a positive word about your brand unless you sweeten up the deal with some perks or incentives. But before you do that, you need to set them through a course in what's acceptable on social media and what's not when it comes to talking about your company or brand.

This course should include suggestions as to what kind of updates or shares you think should go out in the public domain. You wouldn't want them talking about

your company's internal policies or goof-ups that the public relation machinery wants to brush under the carpet! The focus should be on what is the right way to promote your marketing message and work culture without sounding pompous or synthetically motivated. Users of social media networks are easily repelled if you talk about yourself and nothing else. Your employees must have an inclusive approach when they are working at building up public opinion about your brand.

When you hand over a large chunk of the public relation duty to your employees, you need a stringent team to look after what they are doing for your brand. You need to control the slip-ups when they happen, as quickly as you possibly can. At the same time, it makes sense to reward employees who are better at this job than the others. Social media networking will be useful to your brand but if you are not careful about what's going online, it is going to be doubly as damaging.

# What Local Businesses Gain from Social Media



Local businesses have every reason to get excited about the rise of the social media phenomenon. All these months, social media found takers only among larger, more established brands. The reason is that social media users paid attention to brands online only if they have a strong presence offline. Now, that same line of thinking is going to help smaller businesses working only in local pockets. According to research, 63% of consumers in USA nodded in the affirmative about buying from local businesses if they found these companies on social media networks.

Why is that so? The presence of local businesses in the social media platforms like Twitter, particularly Facebook, established their credentials in a way. Consumers wary of buying something from an unknown brand or company found considerable solace in the fact that the company has a social media page. There are other consumers as well on the Facebook page in the form of friends and on Twitter as followers. They act as an added assurance for potential consumers! They feel safe that they are buying from an authentic seller.

Another reason why local businesses need social media presence is that these platforms help to tap into the local market. There is no better place to find what local consumers are looking for other than on social media networks. You can push your products and services on these networking sites by creating business

pages. Engage with the local buyers and you will be able to make better use of your online marketing resources. Because you have a social media page with tangible contacts and addresses, you will be able to make a better sales pitch than a business based thousands of miles away.

The presence of companies on social media is now an issue of trust as well. A couple of years back, you were not willing to buy anything from an online company that did not have a website. The same can be said about companies without social media networks. In the local domain, word of mouth publicity is another integral aspect of getting business. You can create that positive buzz about your brand or company on the local scene only if you have a social media presence. Mobilize your friends and followers and you will have people talking about your business in no time!

# Challenges to Facebook Graph Search



Facebook has come up with something called a Graph Search. With this new tool, you will be able to find people and activities of interest within your social pool. It is kind of a personalized search, but within the confines of your own domain and not spilling over the large ocean of the internet. Facebook believes that Graph Search will help you connect and coalesce with your friends and family, even strangers, who have similar tastes in food or music, to name a couple of aspects.

However, if you think that Graph Search of Facebook is a game-changer, experts advise a fair amount of caution. They point out to the fact that Twitter was also part of Google's search results till the microblogging website found this arrangement disturbed by the search engine giant back in 2011. The cause of this fallout: Google felt that search results gleaned from Twitter live feeds obstructed the organic SERPs. So, this theory of offering personalized searches within your own zone has already taken a beating.

More importantly, psychologists have repeatedly challenged the assumption made by Facebook. Facebook feels that users with the same kind of mindset engage in similar activities and share likes and dislikes. That is not the case in reality. People with similar tastes do not always look for the same things! It is true that peer pressure often dictates the choices that we make, but more often than not, people are willing to look beyond the curve at unexplored territories. For

such consumers, Graph Search will not be able to work wonders. That will be a serious challenge for advertisers who will pay for the ads related to Graph Search.

Another serious challenge that Facebook Graph Search is up against is how many consumers will be willing to share the kind of personal data and preferences that go into building up the data bank of this personalized search tool. This is even truer for people living in Iran or China where internet access is restricted and also under watch. For them, Graph Search may turn out to be a failure. Online giants like Google have already come under intense pressure from these pockets to remove all traces of personalized data. It is only the days to come that will reveal if Facebook Graph Search can overcome these impediments.

# YouTube Video Genres that Work



There are several online marketing companies that are still dragging their feet when it comes to YouTube. The common saying that applies to these companies is that they don't really know if they need YouTube and even if they do, what kind of videos are they going to post. To answer the first question: yes, you need YouTube videos for a variety of reasons. YouTube will help you in reaching out to a wider network of online users who do not like to read web content. It will also help your brand in the process of SEO.

Now, coming to the trickier second question! YouTube videos can be of various genres. You need to develop the kind of video that best suits your brand and your requirement. Among the more popular genres of YouTube videos are:

- **How To:** These are known as 'how to' videos because they explain in detail about a process involving your product or service. For example, if you are selling engine oil, you can explain in a 'how to' video how consumers can change their engine oil themselves without engaging the services of a professional. 'How to' videos are very popular on YouTube because of the do-it-yourself factor.
- **Ad:** The most popular medium for video advertising is definitely TV, but YouTube is fast catching up! With YouTube, you can upload an ad without paying through your nose, like you have to do for TV. No buying air slots or hiring equipment to get an ad done. You need that entrepreneur spirit and some basic video shooting and editing skills to get a YouTube ad video up.
- **Concept:** Selling concepts cannot come in easier format than YouTube. You

don't have to spend a bomb for your experimentation with your brand concepts. All you have to do is upload it on YouTube and ask for feedback. You will get an avalanche of opinions that you will find not just revealing, but a learning curve as well.

- Stories: If you have a heart-wrenching story about your brand, YouTube will provide you with the machinery to relay it to the world! YouTube videos go viral at the very hint of a human story. Millions of users share and watch these YouTube videos and make your brand an overnight sensation!



# The Basics of Tweeting Live



Tweeting live from a conference or an event is in vogue these days. These tweets from live events are often followed, read and retweeted by the followers on the Twitter profile. Tweeting live, however, is not a walk in the park, as some may think! It takes a lot of effort to keep tweeting about an event that is going on. The bigger challenge is to keep people interested in your live tweets because they may be many in number and you might not be so good at editing those live tweets.

The first directive to follow while tweeting live is that you must provide the proper background or context to your tweets. Any follower on your profile who does not know where you are or what you are tweeting about should be able to catch up quickly before losing interest. Other than the context, you have to add hash tags to the event you are attending and also to people you are tweeting about. Your followers must have the option to check out further details about a conference or a speaker if they want to do so by clicking on your hash tags.

You can add a lot of value and meaning to your live tweets if you talk in numbers. Instead of generalizing facts, provide numbers in your tweets. This immediately grabs the attention of the Twitter community because they can surmise what you are tweeting about without having to interpret your words on their own. Just like numbers make for great live tweets, anecdotes make for lousy tweets! People

who are not there at the event will not enjoy the anecdote if you tweet them verbatim. Instead of doing that, you can summarize the anecdote and the point the speaker is trying to make in your live tweet.

When you tweet live, you must think of retweets. Unless your followers are retweeting, you are not really reaching out to a wider network on Twitter. To ensure that they retweet, you have to provide them with not just a context, but also interest. Use catchy words and witty ideas to get your message across. You can include web links in your tweets so that when they are retweeted, interested followers can follow those links and get to know more about your topic of discussion.

# How social media is changing the way for SEO?

As SEO has achieved validation in the world of business as a legal means of marketing and promoting a webpage, people have found various means to do it. Website owners often ask the question that how exactly does interpersonal activity websites help in driving product sales. How social media can change the way for SEO and improves targeted traffic. However, I have found a rock solid proof of how it affects the SEO and helps in the genuine marketing of your product, thereby increasing your sales.



Social media sites have a rich source of targeted traffic which I used to drive to my affiliate marketing sites. It helped in defining my market demographics and sending invites to the potential customers and members in a much easier way. Social networking link are not just links which work for the improvisation of the Page rank on your search engines like Google, Yahoo, Bing but press links which are designed to drive potential traffic for your site. A well balanced functioning of conventional link building and social networking link helps in the right enhancement of your SEO web pages. I figured out that the SEO content to be posted on the social media website should be advantageous. It shouldn't be in big paragraphs and instead contain primarily short items with useful information. I posted all unique SEO content on my social sites made sure to include a link to my site.

I made use of a number of network sites which are most well known. I made by

the use of community sites like Facebook, review sites like Yelp, bookmarking sites like Digg, micro blogging sites like Twitter and many forums too. All these sites helped me in a precious way to drive traffic aimed at my website. However, I did conduct an online research to find my potential traffic. When I nearly determined all my target audience, I knew that I have to focus more of my attention there. It is very important to know which social media sites one will use to increase the traffic of your website. While sites like Facebook are used by everyone, but few sites also appeal to a smaller group of people can also suit your marketing scheme. One thing to be kept in mind is the number of users. I noticed that if we want an access to a larger user base, then it is likely to find customers in that Markey. Increasing the traffic is the ultimate goal of the social media marketing for Search Engine Optimization.

So, what is the right way to increase traffic to your website? I wondered how anyone can be sure viewers would come to your website and will get interested in your products. One simple way is to [buy targeted website traffic](#). You can easily buy the traffic which focuses on the online users who fall under your target market. The main purpose of buying traffic is that it eventually increased the sale on my website.

Apart from providing visitors with the chance of turning into conversion, the targeted traffic also increases the quality of the website and thus enhances search engine search result ranking. Getting quickly indexed with the help of social media by the search engine crawlers due to the directed traffic is a huge step towards becoming great optimized.

# How to Boost your Business on Tumblr

Tumblr is undoubtedly one of the most popular websites. It is growing by the second and only time will tell how large it will get. Some say that Tumblr will become as widely known as its competitors, Facebook and Twitter. There has been much support for the website lately. Celebrities, fashion moguls, and socialites are creating their own Tumblr accounts.



Businesses have already done it too. With the rise of online marketing as the newest and most effective way of advertising, businesses ought to be in a social media website today. The impact of social media on a business' profit and sales is outstanding. It can achieve milestones for the company's sales and its customer population. Pair it with a social networking site that has a retention rate that is higher than that of Twitter, Tumblr is worth noting down as one of the social media websites to go to for online marketing.

## **How Tumblr works for Businesses:**

Basically, Tumblr works as a website that offers users their own blog while giving integrating the basics of social networking. Like Twitter, a Tumblr user can gain followers. Followers are people who subscribe to the blog and posts from a person will immediately gain maximum visibility. This is what businesses should aim for. Your posts containing information about your business and your products should be visible to many people so that you can gain as many potential customers as possible. The higher the amount of potential customers,

the more that you can get a chance to turn them into buyers.

In addition, Tumblr is perfect for a business because users roam around the site extensively unlike other social media platforms. Facebook limits a person to his news feed and Twitter limits a person to the people he follows. Tumblr, on the other hand, makes users stay on the site and go as far as possible. Most users search the blog extensively because their aim is to look for content that is worth posting on their personal blogs. This is perfect for your business because the users can come upon your blog and would likely share your content.

### **Buying Tumblr Followers: What's the Purpose?**

Your followers determine the amount of exposure you have on the site. The more people that will get to see your posts, the more likely it will be shared to a certain amount of people. Gaining followers is not an easy thing to do though. One must post content that is not only relevant, but also sparks the interest of the user to the point that the user has to follow you. It is truly a difficult task to come up with a plethora of posts that can reach an incredible amount of people and interest them at the same time. The only practical solution to this is to buy Tumblr followers.

Buying Tumblr followers will set up that momentum you need to launch an effective advertising. With a certain amount of followers sharing and seeing your content, it is likely that you will gain followers naturally. Services are offered everywhere for you to buy followers. Be cautious though, some deliver bogus accounts which is counterproductive for your advertising.

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# How Social Networking Sites Helps In Marketing Your Business



Social networking sites are becoming easy and quick way to market the business. If you are beginner or you are struggling to get the exposure on the web then learn to use social networking sites that will aid you to the best advantage.

## What Do You Understand By Social Networking?

Social networking is a tool to connect with other professionally as well as at personal levels. To be active on the social networking websites means keeping up live/ in touch with friends, family and other professionals at convenience. These days, these social networking websites are utilized for promoting-marketing the business/brands online.

## Marketing Your Business

You can definitely choose the stick with the social networking websites that are broader in scope and can market/promote your business in efficient way. With social networking websites, you can make direct contact with your customers/clients. Also, with this you will be able to target your audience

directly, know their likes and dislikes which will make easier for you to serve what they prefer.

So, how these social networking sites will help you to boost your business? Here are some tips:

### **Find the Niche Networks within the Industry**

With so many social networking sites popping up, some of them are particularly targeted in specific niche. All you have to do is find out that site that works perfectly within your niche and utilize them. This way, your business will have less competition and can become the leader within small networks.

### **Pass the Traffic**

With social networking sites, it is possible. Your ultimate goal is to pass traffic to the website, so what you have to do is post as many images, content you can on the networking site describing about your business. Also, get the video uploaded on YouTube which will be a plus in boosting the business. People have a tendency of what they see can remember very well, so try to link pictures/photos and such stuff via social networking sites to your website to get potential results.

### **Provide Something Attractive**

Through the social networking website you can offer various special deals/discount code in regards to your business. The thing to think is what are you offering that others aren't, then only it makes sense to attract people's attention.

### **Interact With Your Customers**

The social networking sites have the best feature that hasn't worked with any other marketing strategies is it lets you interact with your consumers directly. This way your audience too feels cared and the more interaction the more they know about your business and with the word of mouth your business starts prospering.

### **Market Everywhere**

Don't limit marketing of your online business to one or two websites try it to as many social networking sites you know. Post all sorts of information about the business, pictures, associated content and more to get it wider exposure on the web.



To keep your business ahead of all, you have to become a marketer and think like one. You need to get something more than just usual marketing strategies. The online marketing is more than just generating sales, or leads, with the help of social networking sites the things have become relatively easy and perhaps the most cost-effective one with desired results. It is just the matter of concentrating on the few loopholes; working on them will surely get results.

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# Measure Your Social Media Performance



In this age of social media networking becoming a potent tool for internet marketing, casual interactions do not count. You have to engage with your social media contacts and mobilize the potential that it holds. To be able to do that, you need to be particular about your performance on social media networks. Just like you have Google Analytics to help you measure the performance of your website and SEO machinery, there are some free and paid online tools to measure social media interactions. Some of these tools are mentioned here:

- **Klout:** A free social media engagement tool, Klout has all what you need to get an overview idea of your social media performance. Klout offers you a rating on a scale of 0-100 depending upon the number of 'friends' or 'followers' you have, how regularly you interact with them and how readily these users contribute to your social media page. The good part of Klout is that it covers all the major social networking websites like Twitter, Facebook and Google Plus. The flip side is that the metrics of performance measurement offer holistic data rather than a detailed one.
- **Commun.it:** You can get an account on the free and paid version of Commun.it. This social media tool is exclusively designed for Twitter. Getting a Commun.it account will get you three columns: one with the tweets that you

update, the middle one with the tweets of your regular and influential 'followers' and the left hand one provides you a variety of other metrics. You can get the tweets of people who write regularly on your page, the tweets that cry out for a reply from your end and even those Twitter contacts that you need to 'follow' for your own benefit.

- **Crowdboost**: Another important tool for social media engagement, Crowdboost works for Facebook as well as Twitter. There are some features of Crowdboost that make it stand out from the rest: analysis on a real-time basis for your Twitter and Facebook updates so that you can check what works and what falls flat; time schedules when you will get maximum leverage out of your social media updates depending upon the usage of your social media contacts; recommendations on which influential 'friends' and 'followers' need particular attention for greater leverage and also enabling you to schedule timers for status updates through Crowdboost.

# Inside the Revamped Pinterest



The world's emerging favorite in the category of photo sharing, Pinterest, went in for a revamp recently. Some features were added while others were fine-tuned for a better experience of users who make Pinterest what it is. The design and interface of the website is now simpler to use for newbies. Also, the page looks clutter-free now. The website has sent out some feelers to users so that they can write in with their feedback about what they think of Pinterest now. The lead product designer, Jason Wilson, clarified that the revamp has been done keeping in mind the fact that users don't have to pick up new skills to use Pinterest.

An added feature on Pinterest now is an opportunity for 'pinners' to get up close and personal on photos shared by other users. The website feels, and rightly so, that with this features, 'pinners' will be able to develop newer hobbies and interests. You can also view 'pins' belonging to the same board. You need not move away from the web page that you are on to do that. Users will also be able to check out 'pins' shared from the same website. This feature is available under the head of 'Pins from the Same Source'.

If you like the photos shared by a particular Pinterest user, you now have the option of checking out other photos belonging to the same user. This feature is called 'People who pinned this also pinned'. You will find these words on the

sides of the 'pins' you are checking on. This excellent feature will now be available on iOS and Android phones as well. This feature will allow users to open up their treasure-trove of photos on Pinterest because they will be encouraged by the fact that if one of their photos grab eyeballs, the others have a strong chance to do so.

Pinterest took considerable note of the fact that 'pinners' don't like to lose their way while looking at photos. That is why a new feature will ensure that you land back where you begun from, without clogging up your way unnecessarily. So, no matter how deep into the website you go in to explore photos and 'pins', you know that you will find your way back without a hassle. To round it off, Pinterest has made the foundations more robust so that the website is now more reliable for millions of 'pinners' across the globe.

# Best Ways of Facebook Interactions that Leverage Brands



We have all learnt by rote that Facebook can be a healthy tool for online brand leverage. Many startups and small business units are turning to Facebook for this purpose. Random 'friend adds' and creating events/group pages later, they are still stuck in the rut with Facebook! That is because like every other online tool, Facebook follows its own grammar. You cannot force people to be associated with your online business or 'like' or 'share' your web pages. You have to engage them. Here's how.

Update your status messages with posts that tie with events of the day or those coming up around the corner. People feel an instant connect with such updates. They want to share their two-pence with you by commenting on your post. That sparks off a discussion with other members joining in as well. A continued debate on your page is what you need to engage others on your list and also to keep the interest alive in your brand.

Photos can speak a thousand words. That's a cliché but you cannot walk around it! Photos can really generate the interest of people on your Facebook page. Do not wash off your hands by only uploading the photos. Attach catchy captions and also ask others to share their photos. You are looking at ways to keep people interested and there is no better way to do it than encouraging them to

contribute in some way. People like that sense of belonging with a brand name.

Short updates are the order of the day. Studies have revealed that shorter status updates can entice people to respond more (23% more, to be exact). Lengthy updates, however, taper off toward the end, leaving the user confused about what point you were trying to make. Lengthy updates also mean that you are diluting the impact of it.

Get people onboard by running contests and opinion polls. Engaging your network is important and you can do so by asking about what they feel. People like to feel that their opinion counts when it comes to brands. They want to have a say. Opinion polls achieve that. Similarly, getting people to write captions for photos or brand ads will also enable them to think constructively about your brand. They will 'share' this opportunity in their personal circles as well. That will get you the Facebook advantage that you are looking to weigh in.

# Social Media To Promote Blog



One of the ways through which you can increase traffic to your blogs and grow the number of your blog readers is through social media marketing. Social media tools such as twitter; YouTube and facebook give you an upper hand as you try to reach your customers regardless of where they are in the world. The good things are that you can use social media tools to market your business for free by following the following ways.

- **Publish your blog content on the social media profiles:** You can easily publish your blog posts to your twitter or facebook profiles through tweet feed. You should also set up your blog posts in such a way that they will publish automatically on LinkedIn, Google + whenever they are uploaded without you having to upload them. This can easily be done through your social media profiles settings and any other tools that support this kind of business.
- **Include follow me icons on your blogs:** You should invite all your readers to follow you on facebook or in twitter. This should be included at the side bar of your blog. Whenever a reader reads your blog then will then follow you on twitter curious to know what you want them to know. By doing this you will be increasing the number of people who follow your blogs and eventually your blog traffic will start doubling. Through this you will be encouraging people to



read your content even when they have not actually visited your blogs.

- **Use social media tools and widgets:** Most social media sites provide widgets for free and this is something that you should take advantage of. This will help in giving your content more exposure rather than when you do not have widgets. For example facebook and twitter have widgets which you can add to your website easily without having any problems.
- **Add sharing links to your blog posts:** You should make it easy for people to share your blog posts in social media tools such as Google +, twitter and LinkedIn by including sharing button. In tweet meme the retweet button and the sociable wordpress plug-in are some of the easiest ways to make your blog posts sharable.
- **Repost other peoples content:** It is essential that you share content from other sites in your social media account. This is healthy as by sharing other peoples content you are also increasing the visibility of your profile on your network. Eventually this will be posted to your website and you will rip highly. Any person who was overwhelmed by the information that you had shared on your profile will probably visit your wall again so as to find out some more information. Tweeting or posting other peoples content makes you sound natural. It shows that you are not only interested in your own blogs but you are also willing to market other peoples post and be friendly.
- **Never force yourself to acquire more followers:** Many people think that they will benefit much by applying the 'scratch my back and I scratch yours rule' 'this means that you should not follow people just so that they can follow you back. This does not work well in social media marketing. You should understand that networks are created naturally because people like your stuff and products. The only way in which you can effectively market yourself online is through trust. You should build a reputable person online though the content of your blogs. People will follow you naturally if they are appealed by your persona and the content of your blogs. All you need to know is that every post that you publish will be viewed by people within your circles as they are interested in your work. Work tirelessly towards improving your blog as the wait is priceless.
- **Make your blogs more enticing:** Studies have shown that headings which are in question form tend to attract more followers than the titles which are just delivering information. A follow will be more interested with a blog that offers answers to his problems rather than that which just gives additional

information. You have to uniquely write your description in such a way that it will attract the reader. If you are not sure about which blog to post then you should tweet a question and let your readers respond by clicking to your link.

- **Be active on social media tools such as facebook, twitter and LinkedIn**  
Publishing your blogs and then posting them is not enough. You need to be active and take part in the social media profiles. You should reply messages to other people and also retweet and share their content. Also remember to publish high quality content that will catch the eyes of many readers.
- **Join groups on the social media profiles:** There are many groups on the social media profiles such as facebook and LinkedIn. You should search for groups which are related to the types of blogs you post and then join them. Join them and start taking parts in comments and conversations. With time you can link them to your best blogs although you should be careful not to do it excessively. If you overdo it then your friends might think that you are a self promotional spammer and will report or knock you out of their circle.
- **If there are other blogs under the same niche write blog posts for them**  
You should find out whether there are other blog posts under the same niche, if you find some then you should connect with the owner and enquire on whether they can take guest blogs from you. If you get a nod then you can write guest blogs and see how they fair in other different blogs.
- **Repurpose content:** In this you should think of ways in which you can give use different ways to give your content exposure .this could be though YouTube or photos.

All these are ways through which you can increase traffic to your blog posts using social media platforms. You need to find out which works for you best and then give it a shot. Many of them have proven to work and give wonderful results.

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I am Garry a web enthusiast.I am content writer and blogger by profession.I write different articles and blogs related to web design,web development,Internet marketing,web design etc.Currently I am working with **Softtrix** as a Content writer.I am very passionate towards my work. I always love to explore myself in the things that interests me.

# The Basics of Social Marketing



Let us make it clear at the very onset the difference between social marketing and social media marketing. While the former deals with marketing a cause for the common good, social media marketing is about using platforms like Twitter or Facebook to promote your products and services. In this post we are going to talk only about social marketing and how you can spread out your word online. Because you are selling an idea here through social marketing and not tangible products and services, your approach has to be a little different from the run-of-the-mill online campaigns.

The basic idea of social marketing dates back to the words of G. D. Wiebe in 1952: "Why can't you sell brotherhood like you sell soap?" These words are essentially the crux of social marketing as we know it in the modern times as well. Suppose you work for a charity institution and want people to support your cause, financially and otherwise. Now, there are others in this same arena as well! How will you convince the global audience out there that your cause deserves their attention, and money? You have to build up a campaign to promote your idea in a way that grabs their eyeballs and also touches the core of their hearts.

This is where social marketing blends with social media marketing. Writing blog posts and articles about your cause and publishing them online will only take you to a certain extent. The real power of social marketing lies in unleashing your ideas on the social media platforms. That is where you can go full-on in talking

about your cause and getting like-minded people on board. Social media networks, especially Facebook, have avenues that will lead you to the correct group of people who will do more for your cause than misdirected marketing messages strewn across digital pathways.

To make your social marketing venture a success, you need crackling content. Ideas, if they need to be put across, must be wrapped in a package of infotainment. Your content must have the power to cut through the layers of cynicism in people today and make an impact. It helps to address people who you know are sympathetic about the cause that you are looking to uphold. You get that added advantage on social media platforms where you know your target readers better.

# Top 5 Ways to Leverage your LinkedIn Profile



LinkedIn is regarded as the numero uno professional networking site. It is now known to most professionals that LinkedIn is useful to connect with peers, look for jobs or if you are a recruiting manager, hire people through this network. It is time for you to brush up your LinkedIn profile. You must not regard LinkedIn profiles as extensions of your Facebook or Twitter pages! Instead, make it look like your resume that makes the first impression on people interested in your profile as a professional. Here are the top 5 ways to brush up your LinkedIn profile:

- **Profile Picture:** The display picture that leads your LinkedIn page is of paramount importance. Get rid of those puffy eyes and disheveled hair! Bring on board a picture that smacks of professional behavior. Your picture will reflect who you are a professional. Do not take chances here.
- **Headline:** The headline of your profile must contain keywords that define you as a professional. It is important to do that because people who search for professionals in your domain will use keywords like 'Web Designer' instead of your name. Draft a short, snazzy headline that grabs eyeballs.
- **Experience:** Write a brief experience paragraph on what you have achieved as a professional. State facts and interpret them to signify what those parameters are. That will help others not from your domain of work to

understand the value of your numbers. Be objective and precise. State only relevant experience. For example, if you are a web designer, do not talk about how many years you played bass for a neighborhood rock band.

- **Summary:** This is the section where you can dive into your professional career in detail. Speak about your professional details, your achievements, awards and the likes. Because you are allowed more leeway to write here, you can state your professional objectives and what you intend to achieve in the days, and years, to come.
- **Recommendations:** Get authentic and credible recommendations from past employers, team leaders and peers. A sincerely written recommendation can be immediately distinguished from a sycophantic one. So, do not edit what your ex-employer writes about you and take off the not-so-flattering remarks! No one expects you to be perfect from every possible angle. Instead, the desire to overcome your weakness and move on is what distinguishes you as a professional.

# Use Magento Facebook Ecommerce Store To Improve Your Online Business Presence

I am sure you know the power Facebook has in today's world. Call it Social media's King or Power or Giant or whatever you want! Thanks to the prayers and wishes of several millions of ecommerce business owners, the giant Facebook eventually entered into e-business last year, which is now serving several thousands of businesses with their own Facebook ecommerce store. Facebook commerce is however not a familiar topic until now, but sure will make it in days and months. The reason why retailers are speeding over to build a Facebook version of their ecommerce stores is due to the 750 million users it has. Therefore, posting products under such mass network will surely make some difference, irrespective of the business they own.



Facebook store is presently the hot talk among both retailers and shoppers. These stores have made it easy for both small and medium businesses to construct their own store entirely via Facebook. Facebook store can work out for any kind of businesses say small, medium, big brands, organizations, products,

artist, non profit organizations, public figures, students and so forth. Apart all, the best thing with this FB store is that retailers can set up their stores in minutes and seconds. It triggers users to create, promote, trend, sell and market products within the FB ecosystem itself. Below we'll discuss about the Magento necessity on Facebook store.

### ***Why Magento for Facebook Store?***

The significance of Magento in the ecommerce industry is overwhelming. If it is Facebook for Social media, it is Magento for ecommerce. Combining the both under a common criterion to serve a common purpose will be the best decision you ever take. For the recent years, Magento is serving best as an ecommerce platform and most of the online businesses are turning over their interest to this mega rising platform. Therefore, setting up a Magento Facebook ecommerce store will be the perfect move for initiating any sort of online business.



### ***Set up a Facebook store with Magento***

In order to set up your online store on Facebook, several third party integrations are available like plugins, extensions, apps and so forth. Among these, apps are doing the best these days. The reason for this is things are turning mobile now and hence integrating an app will serve both desktop and mobile users, whereas rest of the sources like extensions and plugins will work out only for desktop versions.



For setting up your online Facebook store using app, initially you got to download the application that serves the same purpose. There are a plenty of apps available on the market that helps you create an online facebook store. Go for the one that meets you various expectations like quality, price and



performance. Pavement, Beetailer, Magento Facebook App and Storefront Social are few of the Facebook store apps that are rated well on the market.

With a ready to use app or extension, it simply takes few minutes to configure your store on Facebook. So, don't wait more! Soon color you ecommerce business with Facebook store.

***Author-Bio:***

*Riya is a content writer who enjoys the challenges of creativity and writing. The sparkling research, deep understanding and everlasting knowledge makes her unique in the field of writing. She has a very good exposure on writing buy groupon script eCommerce related websites and also an expert blogger, writing for the past 4 years.*

# Pros and Cons of Outsourced Social Media Marketing



If you are running a business, there's no doubt that you have your marketing arm that takes charge of promoting your products, services and other offerings. Depending on the company and the nature of the industry it thrives in, the size of the marketing team varies. But no matter how many number of people this team is composed with, you sure want them to be efficient. Marketing nowadays can be done both offline and online. Offline marketing is traditional marketing which consists of printed ads on magazines, newspapers, billboards and the like. On the other hand, online marketing is modern-day marketing which encompasses [mobile content delivery](#), [social media](#), [SEO](#), etc. In this article, we will focus on weighing the pros and cons of outsourcing social media marketing for your business.

## Pros of Outsourced Social Media Marketing

### 1. Get Expertise of Social Media Marketers

If your in-house marketers are not exactly into social media marketing and you want to try this type of marketing to grow your reach online, a good idea is to hire an outside pool of professionals to get expert help and advice. You don't

want to waste time and money to train your people for this field of marketing. These resources are good at what they do and admit that they are not competent enough to battle against your competitors with limited knowledge and skills. Simply reading on the best practices on social media won't do the trick quickly. More experience and tried-and-tested strategies are needed here to boost your business through social media campaigns.

## **2. Save Time and Money**

Relative to the previous point, with outsourcing of [social media marketing](#), you can save more time and money. For one, you don't have to hire a special consultant to teach your employees. You can also save the money in materials to have them practice their new skills. So it's wiser to keep your resources intact and consider letting the masters manage the job.

## **Cons of Outsourced Social Media Marketing**

### **1. Limited Accessibility**

When you have your employees take responsibility on your accounts in social networking sites, they can easily fire away and upload photos, write-ups, videos and other content on your pages. This gives you a sense of urgency to let your leads and customers know about your latest events and promotions. In contrast, outsourcing social media marketing requires a bit of waiting time as you have to share these contents first to the third-party social media managers before they can share the content at a latter time.

### **2. No Personal Touch**

Effective marketing requires an empathetic tone to your followers and fans on social media. When other people are doing the job for you and not your employees who share the same company values, the personal touch might be lost. Outsourced people would not know much about your company and what it intends to send out to the web. Commenting with sincerity and interacting to customers might not imply sincerity as they are really not part of your business, whereas in-house employees can share the same tone and message to people,

bringing a closer impression you want to showcase to the public.

## Wrap Up

Currently if you are thinking of getting started with social media marketing, you can keep these pros and cons in mind and decide for your move. Whether it is a yes or a no for outsourced social media marketing, make sure that you have constant communication with these marketers to improve your social media presence the way you want.

### **Author Bio:**

*Jamaica Sanchez is a Website Auditor with solid experience. She has been an advocate of cloud computing for improved work efficiency and performance. She also has a passion in dancing, cooking and playing golf.*

# The Untapped Treasure: StumbleUpon



StumbleUpon has been around for a long time now. It is the trusted source for people looking for information and web pages that are not usually up there for all to see. Because users can update StumbleUpon, niche web pages can also be found here without much of a hassle. Recent studies have revealed that StumbleUpon is not just a home for online hobby-hunting! Serious online marketing can be done here with better returns than on big ticket networks like Twitter or Facebook. The study has stumbled upon the fact that online users spend more time here than on Facebook!

Why is StumbleUpon such a darling for online users? One, you can find posts according to categories and genres. In Facebook or Twitter, you have to conduct general searches to get what you want. Not so, on StumbleUpon! You can search in categories and targeted results from these searches. This helps not just online users but also advertisers who want to target specific consumer groups. Moreover, unlike Facebook or Twitter, StumbleUpon does not push back older updates as new ones come up. You need not keep your eyes peeled all day for updates to avoid missing them: something that you have to do on Facebook or Twitter. In StumbleUpon, come back after a break and look into the category that you're interested in and you'll find the post you're looking for!

Advertising on StumbleUpon is a wise decision because it is certain to increase your page views by a wholesome percentage. This will further increase if users

'Like' your StumbleUpon link. You will be able to find the right kind of online traffic for your website through the ads on StumbleUpon. We have already discussed the category-wise division of posts on StumbleUpon in the last paragraph. Moreover, there is a mechanism for people to vote if they liked or disliked your post. You can use the statistics to make your content more relevant for the online users that you're targeting.

The only concern for online brands using StumbleUpon seems to be the fact that the bounce rate increases as traffic comes in through referrals from this source. That is an unfounded reason to discard such a helpful tool. Google will certainly not disregard your online presence because of bounce rate problems arising out of StumbleUpon referrals because they understand what it is and how it functions. You can overlook this by knowing that the time spent on page views by StumbleUpon referrals is higher by 14 seconds as compared to other referrals.

*This post has been written by Pranjal. He works as [Niyama Maldives Resort booking agent](#)*

# Mobilize Your Facebook Presence



There is little point in having a strong number of Facebook 'Likes' or members in your Facebook group unless you can mobilize them towards sales. The very idea to have a Facebook page for your online business is to make sure that can capitalize on the social media networking scene. However, it is noted with disappointment that business firms are not able to reap the benefits of having a ton of people on their social networks. Here are some easy steps to make better use of your Facebook presence:

- Update regularly but not too often. There is a fine balance between how many updates or posts you can put up on your Facebook page without annoying your contacts. On the other hand, you have to be careful about not leaving too much of time between posts: that way your contacts will forget about your brand! Strike a regular balance depending upon the message that you want to put across.
- The second key is to post relevant updates and news items. Do not promote your products or services randomly. Be judicious in selecting your marketing message and then promote them on as many channels as you can. Your Facebook platform must be an assortment of updates that make sense. Steer clear of gimmicks and hard-selling. That will upset your 'friends' and repel them from being associated with your brand on Facebook.
- Study the mood of your Facebook 'friends'. Check up statistical data through

the use of Facebook Insights. Learn the way in which your social networks are using your page and pick up the trends fast. By reading into statistics, you will be able to understand what kind of posts your users are responding to and what is keeping them passive. Play to your strengths by using these lessons when you post next.

- Make optimum use of your 'About' section that Facebook pages provide. Write pithy, lucid lines about your organization, your goal and objectives. Let your users know what you are looking for and what you can do for them. Plug in email ids, websites or even business phone numbers for instant connects. You can also make of this section to talk about your USP or provide links to other social networking presences that your brand has online.



# Online Reputation Dos and Don'ts



It is important for online brands to maintain their online reputation. The number of users checking up for branded products and services on the internet is rising steadily. Google and other search engines often throw up reviews and discussion posts about products and services. If disgruntled consumers take your brand apart through reviews or social media networks, potential customers will stay away from your brand. How can you douse the existing fire against your brand and also prevent future ones from flaring up? Follow this list:

- Be active about checking for your mentions about your brand, products and services online. Search for your brand regularly on the major search engines like Google, Yahoo and Bing. That way you will know where you stand. But when you find something negative about your brand, do not rush into a response. Step back and evaluate your response carefully. Some negative posts must never be dignified through a response.
- You have to ensure that you are aware of the online hangout spots of your customers. Be active on these platforms. You can connect better with your customers this way and also add to your customer base. Keep track of the mentions about your brand on these platforms. To be in the loop is to remain alert about negative feedback. In these cases as well, think over an answer before replying to an adverse comment.
- To steady the ship of online reputation, be forthright in your responses to negative criticism. You cannot hoodwink anyone in this information age. If a

mistake has been committed, accept it and offer to rectify the error. That will redeem your brand in the eyes of the customer. No customer wants to fight it out with your brand. All they want is a solution to their problem. Offer it to them in plain view. That will win you others as well.

- Build up a formidable online reputation by talking openly about your achievements and the endeavors which did not really hit the mark. Be honest and transparent. Customers love to be associated with brands that take them into confidence. You will surely bag some loyal customers in the process. Add fresh content to your search engine machinery so that people get to read positive posts about your brand when they check you up online.

# How to Make Better Impact on Facebook

## facebook

Online campaigns are the order of the day. Anyone not hiding under a rock knows how online revolutions have changed the face of modern history in the last couple of years. So many causes found a voice because of social networking websites like Facebook and Twitter. But if you take a quick look around, you will find that though online campaigns have become popular, most of them have bit the dust. This is because of faulty planning and a general lack of awareness when it comes to knowing the power of Facebook.

Facebook can become a much effective tool for your online campaign if you know how to use it. For example, if you are kicking off an online campaign, create a Facebook page for that. The next step is to hunt out other Facebook pages that are more popular and have an influential presence online. You cannot message them through your Facebook page directly. Instead, log on to Facebook with your personal profile and 'Like' the page you want assistance from. Then use a direct message to this page by introducing yourself as a representative of your own Facebook page. This will solve your hurdle.

Another way to generate awareness about a cause is to create pre-existing content and then sharing the infographic through your Facebook page. There are a number of websites offering free software to help you create interesting infographics. With the help of one such website, you will achieve your purpose. Now promote this infographic extensively. Encourage your 'friends' and followers to share or 'Like' the infographic picture on Facebook. If the infographic is interesting enough, it will soon go viral and grab eyeballs for your online business.

A third way is a little time-consuming in the conventional sense but pays rich dividends if done with care. Post comments on Facebook pages and updates related to your domain of interest. It is very similar to the SEO method of blog

commenting except that this applies to Facebook pages and posts. Avoid pasting one single comment on every page or post that you come across! Read the initial thread diligently before commenting. If your comments are sincere, you will get responses and be able to spark off a debate. Try to keep up the discussion by going back to the same thread as long as the debate continues. You will be able to attract people to your cause by this method.

# LinkedIn Endorsements: What to do with them?

Now you can endorse your connections for their skills with just one click



LinkedIn has progressively become the hang-out zone for professionals. Hiring managers are increasingly turning to LinkedIn to get recruits that match their requirements. LinkedIn is in the thick of things for another reason as well: endorsements. This is a value-add of this professional networking site that some are using, while most others are misusing! The endorsement section of your profile allows you to publish words of appreciation from colleagues and peers, past and present, and their experience of working with you. You can approach your contacts on LinkedIn to 'endorse' you through a short write-up that you can put up on your page for people to read.

How can this endorsement be of value to you? Hiring managers are interested in references. It is a policy that makes them call up your professional references to check up on how you are as a professional and employee. Now, with LinkedIn, they can do so through your endorsements! If they feel like, they can contact the 'endorser' through LinkedIn itself. The LinkedIn endorsement ensures that people who are interested in dealing with you professionally know what they are headed for. On a personal note, you can get to know what your colleagues think of you! That is extremely important for self-evaluation. A sincerely written endorsement can really take you places!

The sad part about LinkedIn endorsements is that many tend to misuse it. They write up an endorsement of themselves and ask a colleague to 'endorse' that! This kind of an approach is self-defeating. You might be blind to your negatives

and positives as well because you are in the loop and cannot judge objectively. On the other hand, your peers can do that and point it out to you. Of course, if you find something in their endorsement that is too damaging for you as a professional, you can always politely ask them to edit it or simply not publish it! But do not write it out yourself.

The same goes for endorsements that you write for others. Do not bring personal grudges to the table while drafting endorsements. Segregate your personal feelings about the person and think in terms of your professional dealings. Give credit where it's due and not because you want the person to write you a favorable endorsement in return!

# How Social Media Is More than Just For Kids



Businesses have this myth that social media networks make a bad marketing platform because they are usually populated by children, the oldest being teenagers who are in high school. Those who perpetuate this myth can't be any more wrong, as the statistics tell a different story. This article will mention the statistics of four of the biggest social networks. Knowledge of age groups in these networks is important as it helps you formulate your marketing strategy. Note that the following statistics will change in the future.

## Facebook

First, we have Facebook. Knowing this site's achievements alone, which consist of being worth around \$7 billion, is evidence enough that social media is not just for children. As of April 2012, Facebook has over 900 million active users, possibly having reached 1 billion at this point. Furthermore, surveys have shown that around 52% of Facebook's users fall into the age group of 18-25, with only 20% between the age group of 26-34. Not to mention that 33% of the users fall into the age group of 25-65, leaving the age group of 13-17% with a mere 15%.

Not a lot of children in Facebook, as you can see.

## **Twitter**

Twitter is a social networking site that is second only to Facebook, known for its absolutely simple and quick usage for communication. According to statistics, those in the age group of 25-44 make up 25% of Twitter's user base, with the 45-54 age groups making up 20%; only 20% of Twitter's users are younger than 24 years old.

## **LinkedIn**

Given that LinkedIn is a social networking site for professionals, it is quite obvious that this site is not for children. To hammer the point home, the average age of LinkedIn's users is 44, making it one of the social networks with the oldest user base population. LinkedIn's users in the age group of 35-44 make up 30% of the user base, 20% of the user base is between 45-54 years old, and users that are 54-55 years old make up 15% of it.

## **Bebo**

Now Bebo is a social networking site for indeed for the younger generation, with its user's average age being the youngest out of all the other social networks. In spite of all this, a good percentage of Bebo's users are actually over the age of 17; 60% to be specific and around 30% consists of the age group of 35-64 years old.

## **Average ages of users**

Now that you have seen the statistics of today's 4 most popular social network sites, it is already evident that social media isn't just for kids at all. For more evidence, here is a list of social networks with the average user ages in each network:



- Bebo: 28
- MySpace: 31
- Xanga: 32
- Hi5: 33
- Friendster: 33
- Tagged: 34
- Last.fm: 35
- LiveJournal: 35
- Reddit: 37
- Ning: 37
- StumbleUpon: 38
- Digg: 38
- Facebook: 38
- FriendFeed: 38
- Twitter: 39
- Slashdot: 40
- Delicious: 41
- Classmates.com: 44
- LinkedIn: 44

Looking at the statistics alone, it is clear that the myth of social networks being mostly populated by children is just that: a myth.

***Author Bio:***

*Liza John is an IT professional from Test4prep. Are you really Looking for this [test4prep](#) assistance? Move ahead to take the benefit of [comptia-certifications](#) and pass your exam easily.*

# Top 10 Ecommerce Stores to Like on Facebook



Here you'll find ten premium and free websites to create Facebook online store effectively. Facebook page is one of the very much democratic social networking website with approximately 70 % of people using it. If you are creating a Facebook eCommerce store for selling your products online, then it could be the best idea you ever had. Facebook eCommerce store is generally built with the products showcasing on your Facebook profile page, so that every people can make purchases directly via Facebook. It's one of the best way to promote and showcase products through Facebook.

Your Facebook followers and friends can purchase and share products from your online Facebook store! A store directly on Facebook.

Facebook Online Stores have a lot of features to help you sell via Facebook Profile.

**There are some general features given below.**

1. Show Your Magento Products as such on your Facebook Page.
2. Shows your product updates on User's Facebook wall.
3. Promote your product by displaying it on other's Profile Page.
4. One click account creation and login.
5. Shop and checkout directly via Facebook Page.

**Check out Top 10 Facebook Online Stores Below.**

### **Facebook Shopping Apps ( Compatible Version 1.4 & 1.7)**



Apptha Facebook online store alters you to make a shop on your Facebook profile with Magento compatible versions 1.6.2 & 1.7.02. This extension allows users to showcase products and share their favorite images from and around the Facebook page. Apptha facebook shop gives you most of the features to help you sell product on Facebook. Download Apptha Fb plugin and create a Facebook Shop in Minutes!

### **Some of the Main Features:**

- Visible Popular Products in the home Page
- Optimized for 100% performance and speed
- Compatible with all magento store payment gateway
- Display any number of categories and products

**Live Demo :**<https://apps.facebook.com/appthafbapp/>

**Download :**<http://www.apptha.com/category/extension/Magento/Magento-Facebook-App> by Apptha.

## Facebook Shop Publisher

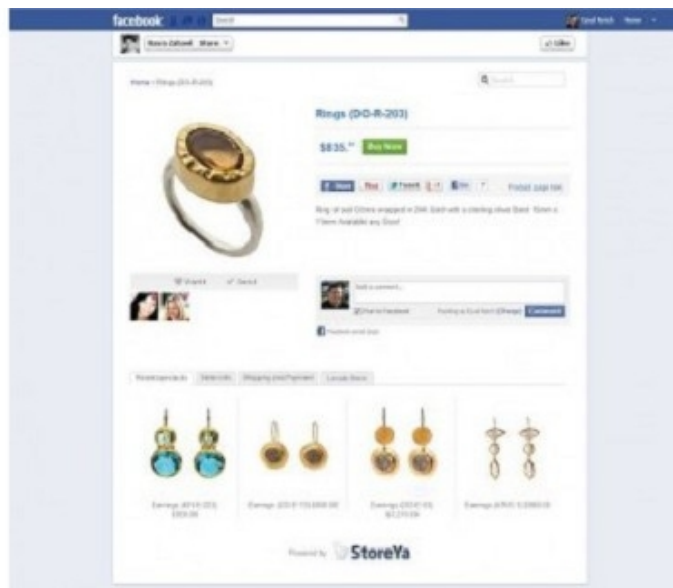


Looking for an useful Facebook shop extension as a online shop owner?  
Onlinebizsoft is one of the best plugin for Facebook with which you can sell your products and boost your sales the best way.

**Live Demo:** [http://www.facebook.com/onlinebizsoftware?sk=app\\_215206921842453](http://www.facebook.com/onlinebizsoftware?sk=app_215206921842453)

**Download :** <http://store.onlinebizsoft.com/facebook-shop.html> by Online Biz.

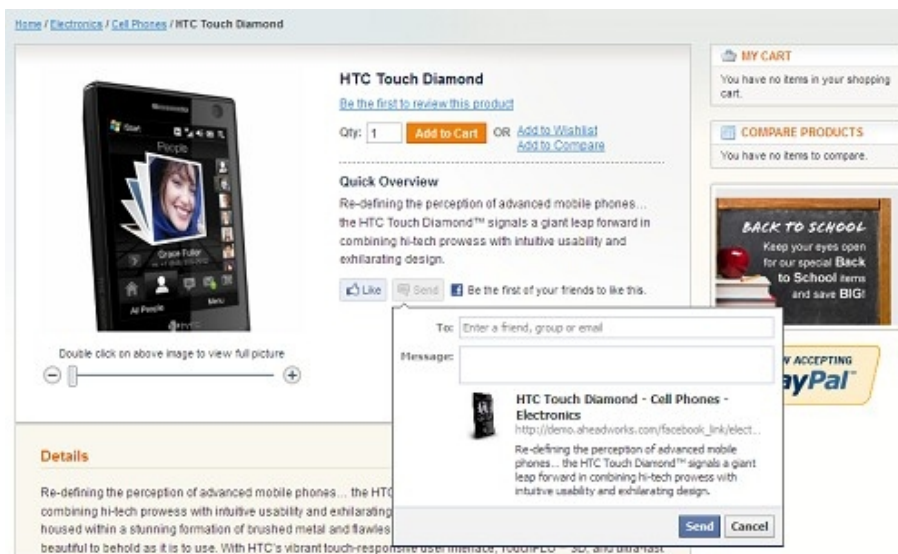
## Facebook Store Application



Make it easy to showcase your products on Facebook whenever you like, by scheduling it. You can select the product and buy it online via facebook.

**Download:** <http://www.magentocommerce.com/magento-connect/facebook-store-application.html> By Storeya

## Magento Facebook Store

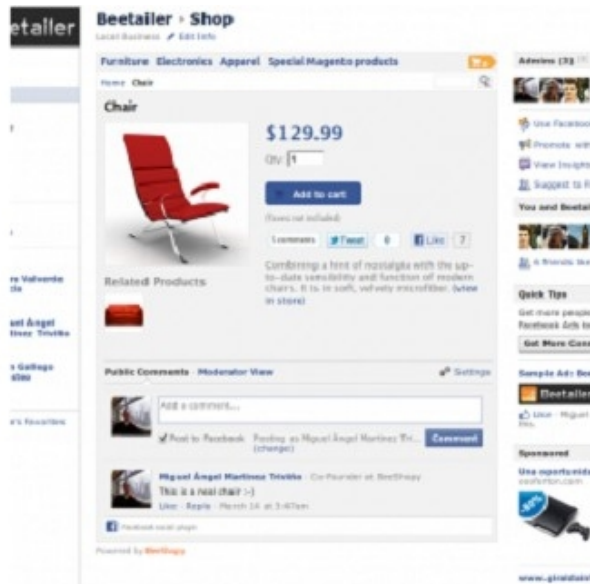


This Facebook app is administered by Magento platform, so that you can easily install it as a plugin on your magento website.

**Live Demo:** [http://demo.aheadworks.com/facebook\\_link/electronics/cell-phones/htc-touch-diamond.html](http://demo.aheadworks.com/facebook_link/electronics/cell-phones/htc-touch-diamond.html)

**Download:** <http://ecommerce.aheadworks.com/magento-extensions/facebook-link.html> by ahead Works.

## Facebook Online Store



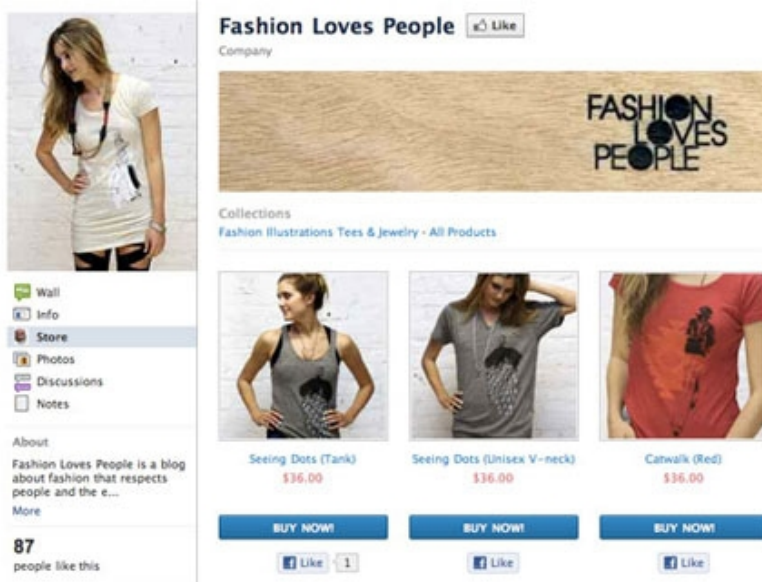
This extension enables you to lock a content (text, video, images, showcase product, etc...) inside your magento posts or product pages, and let your users access it only after connecting with their Facebook account.

**Live Demo:** [http://www.facebook.com/BeeShopyMagento?sk=app\\_184367687735](http://www.facebook.com/BeeShopyMagento?sk=app_184367687735)

**Download:** <http://www.beetailer.com> by Beetailer.

## Facebook Open Graph





Facebook eCommerce store developed by Prezi. Make your shop viewable on Facebook profile and direct sales from your Facebook page.

**Download:** <http://www.storenvy.com/>

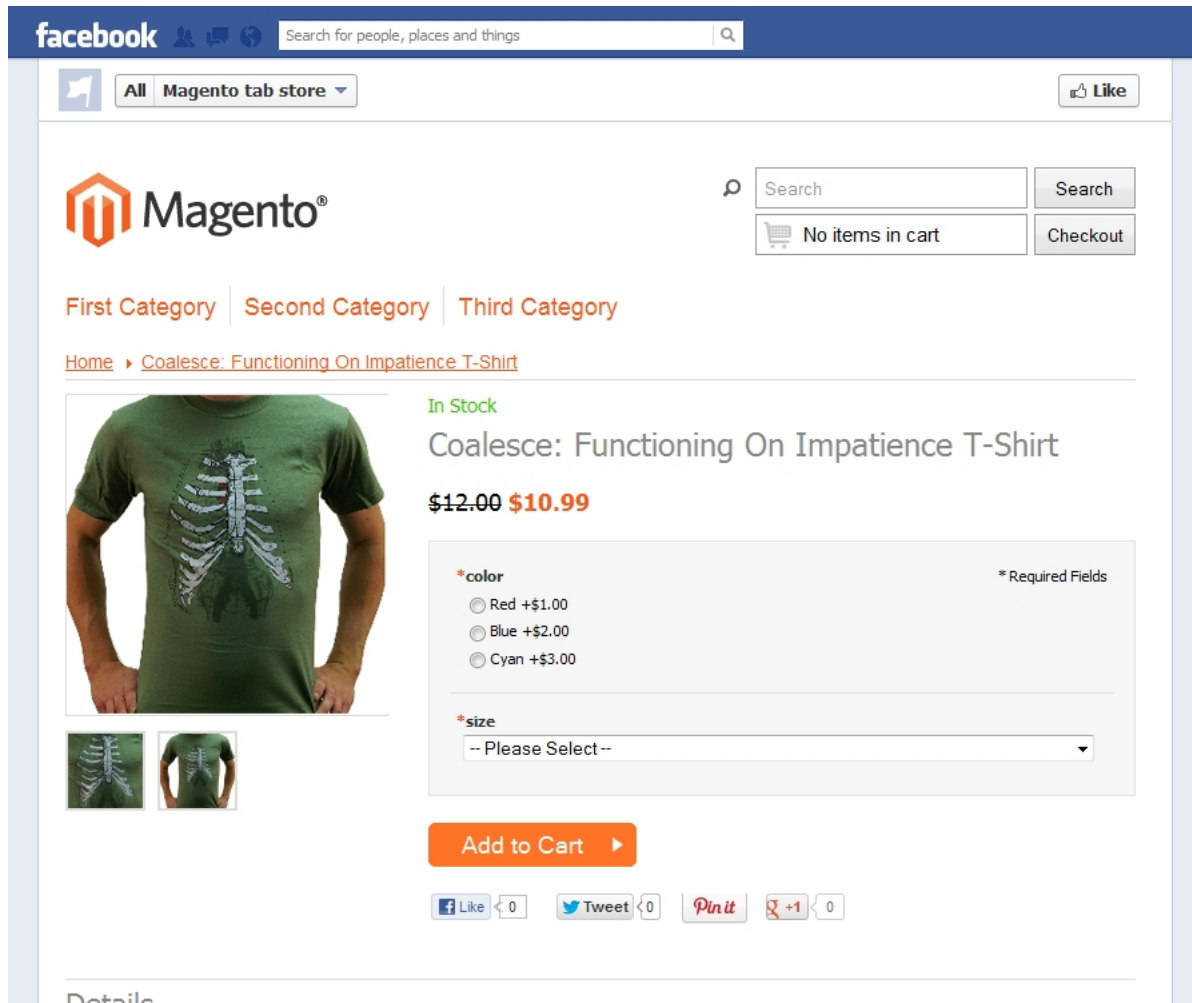
## Zebra - Enter Facebook with your Online Store



Facebook online store developed by Zebra. This extensions use very easy and attractive themes which are well conceive and improve work with your Facebook page.

**Download:** <http://www.zebra-extension.com>

## Facebook Store:



Facebook Store developed by Turnkeye! With its niche features available, your Facebook customers can easily buy your products from Facebook fan page.

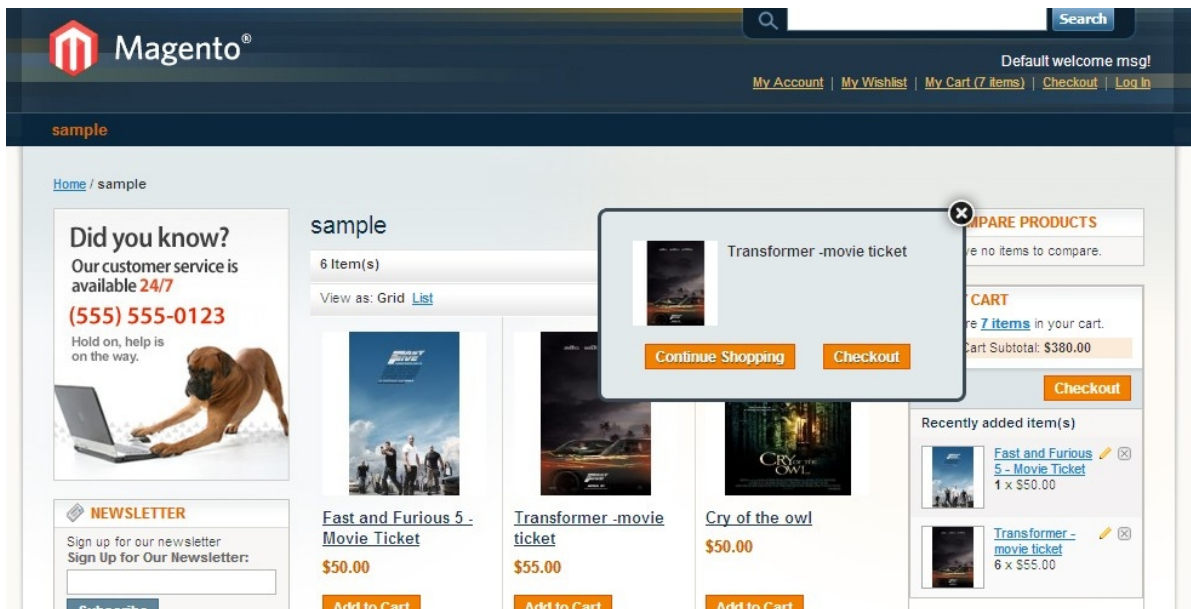
### Some of the Main Features:

- No Monthly Cost
- 100% Open Source Code
- 100% Magento Customizable Design
- Integration of Social Networking with Facebook, Google+, Twitter and Pinterest

**Download:** <http://turnkeye.com>

**Magento Facebook Like**





Facebook discount is a social plugin that enables Facebook Page owners to attract and gain Likes & Recommendation Comments from their own website

Live Demo: <http://www.apthademo.com/magento/fbdiscout/index.php/checkout/cart/>

Download: <http://www.apthademo.com/category/extension/Magento/Magento-FB-Discount>

## Facebook Shop Publisher



This Facebook shop for Magento alters you to add some Facebook functionalists to your Magento website, allowing the Facebook connect functionalists (connecting with Facebook, creating a magento account using Facebook... ).

### Some of the Main Features:

- Multiple categories and Products
- Auto update product information on Facebook
- Fully supported Facebook promotion method

**Download:** <http://www.magentocommerce.com/magento-connect/facebook-shop-publisher.html>

I hope you have started downloading these extensions and enjoyed with one of the facebook plugin mentioned in this article.

#### ***Author Bio:***

*This article was written by Krish Kash, he is a Marketing Manager and technology blogger specializing in facebook ecommerce store, mobile app development and [joomla video theme](#).*

# Social Media ROI-How to Approach it



Measuring social media ROI is not easy. There are a few handy procedures to calculate effective social media benefits. Let us explore them. Content, advertising, research, leads are different tools to calculate the level of benefits.

You need to focus on the tactics for reaching a well-defined goal metrics to achieve ROI opportunities. Now, let us have a look at the social media tactic planning procedures.

- Well-defined metrics to compare different tactics:

Effective scale measurements (high, low) are needed to aid different scoring process on the basis of business priorities. Resources, timings, goal alignment, risk factor and budget are other deciding factors of that score.

- Different brainstorm tactics are for business and user goals:

There is a wide range of options to choose from. It can range from relevance methodology to magnetic campaign. Different brainstorm possible factors like, testimonies, leads, user-generated contents, comments, web traffic, social shares, legal considerations, and support costs are involved in this particular tactic.

- The list of benefits and costs:

The aim should be the high level objectives like reducing costs, growing revenue,

and ultimately improving satisfaction. In order to avoid potential risks, you need to estimate the probabilities of its occurrence. It is important to compute the estimated level of benefit and costs.

- In order to leverage benefits, you need to focus on a list of effective processes. You need to do a cost based analysis. It is important to determine the difference between total cost and total benefits. It is important to weigh different factors to score different tactics for comparing different candidates.

The most difficult part of the "tactics selection" process is comparing costs with benefits. Marketers agree on the point that social media metrics are available. Still a bit of confusion remained in the process of measuring the actual level of benefit.

If the core business objectives can be followed, it will become easier to grow revenue, reduce cost, and the ultimate goal of improving satisfaction. This way finding the gateway to real benefit formulas become easier and effective. Once you jump into the process, it does not remain much difficult anymore.

# A Nearby User can Optimize His Facebook Page in a Jiffy



The new Facebook's Nearby mobile check-in is specially designed for the Androids. This helps finding out business related information and reviews usually received from a search engine. Facebook can now offer maps, social endorsements, and business info on the go. The Gowalla team, acquired by Facebook in 2011 has created this Nearby function. Let's have a look at the different methods in which the marketers can feature in the Nearby results.

- **Make Your Page Appear:**

People can search by business name or category and can see what is close by.

The closest among the Nearby businesses won't necessarily appear first. This can happen according to the newsfeed content.

Still, the results they see are based on friend activity, check-ins, reviews, personal preferences as determined by Facebook, and more.

It can be optimized by giving out incentives for reviews, by building engagement on the page, and check-ins. You should add the like button to the website for building the network.

- **Optimize Your Facebook Page for Discovery:**

If somebody can find out what they are looking for, without even knowing the business name, that helps the business a lot. The keywords related to the service or the product should be enough. There are few other ways in which your page can be optimized through the Nearby option.

First you need to check the category. It should be the right one. If you have a bar, you should be in the category of pub, bar, café, restaurant, etc. Try to have the relevant category name included in the business name too.

- **Facebook Page Optimization for Conversion:**

A conversion can help a person in discovering the business through Facebooks Nearby. Visitors just walk into your world of business and you need to make them feel at home. You cannot afford to make them waste hours in finding a business listing. Even after wasting so much of time, they won't be happy with a phone number only. This may keep them thumbing through to a next result.

You need to keep updating your business hours and verify your address to ensure that it is correct. Facebook Nearby on a mobile will ensure that the directions maps given online are correct.

# Handy Tips for Creating an Awesome Twitter Profile



Having a great Twitter profile can help you gain credibility with your niche, make you more money and define you as a leader with your brand in the Internet marketing business. Many people on Twitter do not know how to make a good first impression with their profile. People look to follow others who add some type of value to their business, friendship or community. When good people follow them, they look good too! Below are some great ways you can spice up your twitter profile so that you are admired and respected by your old followers as well as the new ones you gain.

You want to have a fantastic profile photo that shows your face and a smile. This will give people the chance to remember you well. Do not use pictures of your children, because that is not you. Use an updated photo of yourself so that people can see you as you are today. People want to know who they are talking with, and if you really want to build a brand, do it with your face!

Use your real name for your name on your Twitter page. If it is not available, use your real name in your profile. People feel more comfortable doing business with real people. There is a lot of skepticism about businesses and companies today. People want to identify with the real you and know what you are all about. If you own a business, that is part of you, but there is always more to your story. You do not want to brand your company as an "XYZ company"; you want it branded with your real name.

Use a background on your Twitter page that defines your style. Maybe you are

country chic, artsy or urban. Make your background congruent with your website and blogs, but make it something about you! This is how you look professional and how you brand yourself as being a leader. Get rid of the default background and use something exciting!

With the 160 characters you have to share information about yourself, hit some points that you feel passionate about. People want to know what you are interested in, what you do for work and what makes you special. If you are trying to get people to find you, put in some good keywords there to draw them in. Being successful on Twitter is not must about how many followers you have, but having a great niche of targeted followers who read your tweets.

One of the most interesting aspects of Twitter is that it connects people from all over the world. Share your location on Twitter so people know where you are. People like to learn about you and connect with people in their area. It is interesting to find things in common with those who live close by, and it might open doors to new friendships and business relationships.

Take advantage of the Twitter list function. People love lists, and you can have a list of people you have met that some of your friends might enjoy meeting as well. If you have some followers who are interested in fitness or dieting, make a list for fitness and dieting. This is a good way to let followers meet some of your friends and build your list.

Be consistent on Twitter. Do not be there one day and not for another week. People will forget about you if you are not tweeting, and they may even unfollow you. No one takes you seriously if you are around for a couple of days and then gone for weeks or even months. If you take a vacation or if you are going away for a while, there are ways you can schedule tweets so that your followers know where you are and what is going on.

Having a great Twitter profile and a tweet strategy on a consistent basis will help you become a leader and stay a leader. Set yourself apart from others and stand out on Twitter.

I hope it is something that interests you, as I know there is a good amount of search for being able to create an awesome Twitter page!

**Author Bio:** Matt Revell works for *Broadland Digital* and *a Norwich*



*based company with an aim for perfection.*

# Getting a niche traffic through Social Media

Social m



edia has donned the role of a virtual connector today. Not only it also serve as a platform to converse and interact, but it also provides a point of convergence to diverse groups with varied opinions. Considering the massive impact that social media has had on people's lives, it only seems to be the finest choice for web promotion. Nonetheless arranging for a mechanism, that help direct niche traffic

through social media, is not an easy task. It requires a certain amount of meticulousness coupled with utmost precision. Here is how you should go about driving traffic from your social profile to your specialized website.

**Make it real-** The first step to garner public confidence is to make a real profile. Most business owners prefer to prepare a fake account and literally bombard people with spam promotional messages. Undoubtedly, these businesses suffer incredible losses and are often blocked! Thus, you need to begin as an authentic person who is accessible and communicative. This will help you build online relationships and lend you immense credibility.

**Converse-** Do not turn your profile pages into virtual monologues. No one is interested to merely read what you have to say and get no response in return. So, make it a point to converse with your online friends and followers often. Respond to their queries and have them participate in a well-channelized feedback process. This way, you can politely persuade them to promote your website on their pages too.

**Get inclusive-** In a subtle and covert manner, promote inclusiveness to entice people into visiting your blog or website. Place your web links judiciously in your content and promote them through your profile. When people will begin to know you, they will have reason enough to click through these links and browse your site. More so, the inclusion must not be discriminatory. Put forth a promise to offer free solutions to everybody. This will turn out to be a big boost for your growing network.

**Share content-** Sharing good content and relevant information online, goes a long way in helping people associate and identify with you. Building networks is certainly necessary, but not at the cost of content quality. So, link the various accounts you have on different social media and place some neat content on them. Through your content, let people know what you truly stand for.

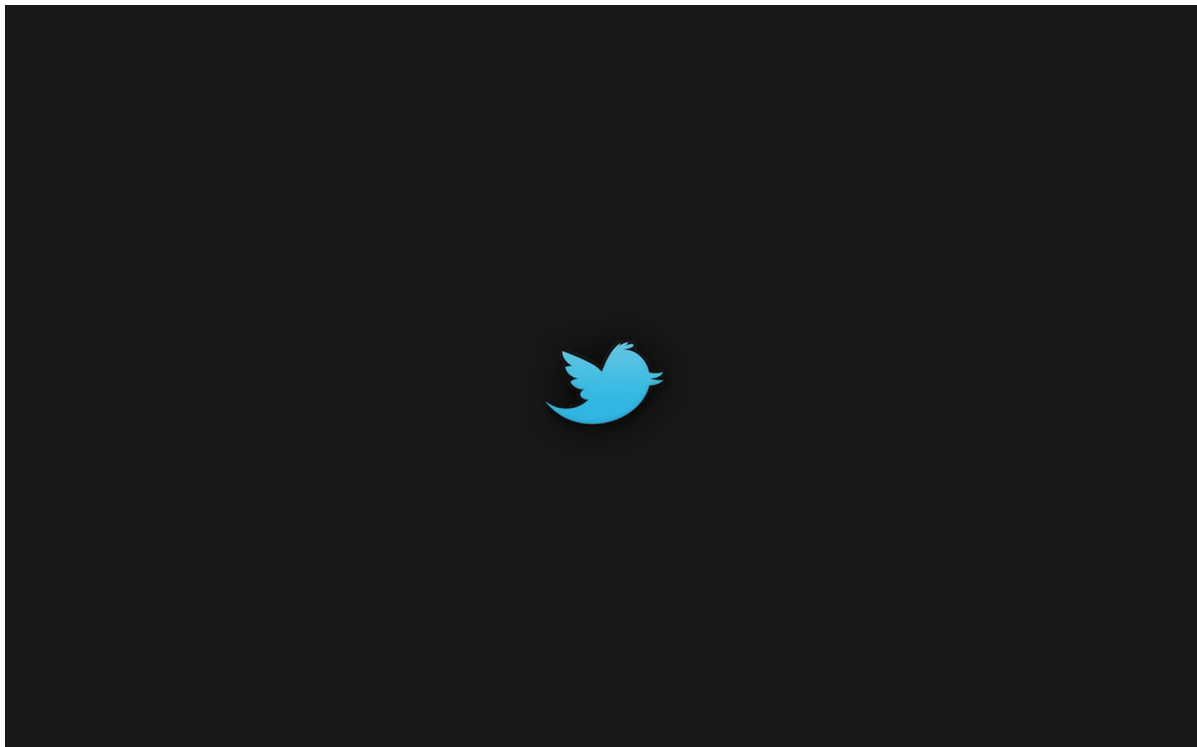
**Optimize-** Once you have firmly established a hold over various social media by having active and indulging profiles, begin optimizing your networks. Submit your links to search engines and let them be a votary of your reliability. Nothing works better than being socially active and publicly searchable. The duality of these processes will surely help you maintain a thriving virtual network.

By following the tips mentioned above, you will definitely be able to develop a niche audience for yourself which, with time, will get transformed into consistent web traffic. After all, social media is set to grow tremendously in the upcoming

future and now, indeed, is the best time to get indulged and engaged.

**About the author:** Carol is a blogger by profession. She loves writing, travelling and internet surfing. She contributes for *cheap search engine optimization*.

# How to Create a Personalized Background for Twitter and Why You Need It



Having a custom Twitter background is a great idea, but it is one bit of marketing and promotional effort that few companies use. If you are on Twitter, then you really should take the time to create your own background. It isn't as difficult as you might think either. When you have your own background, you will find some great benefits. You will be able to have a personalized background that will be able to include your contact information, photos of a product that you have, or anything that shows off more of your personality and your likes. It's a nice chance to show how creative you are, too. Even if you aren't promoting a business, you will be able to use this space to show off more about you!

## To Tile or Not to Tile

The first thing that you are going to want to do is determine what type of background you will want to have. You could have a full single page as your background, or you could use the tiled effect to repeat the images. Different types of backgrounds may look better as either single pages or tiles. You can try both to see which one works best for you.

## The Right Size

When you are preparing your image, you will want to make sure that the size you create for a full image that covers your background without tiling is 1600 pixels wide and 1200 pixels tall. If you are going to tile your images, then you can choose a smaller size. In addition, you want to make sure that the file size is small enough to upload properly. Keep your images to less than 800k. With a program such as Photoshop, this is quite easy. You can "Save for Web and Devices" and change the size, which will reduce the file size significantly.

You will be able to use images that you already have on your computer, or you could use photo-editing software to create an image especially for Twitter. For a business, it is usually a good idea to create an image that is right for Twitter rather than just posting any photo that you might have. Take the time to make the photo look good, add your contact information, your tagline, and make it work with your branding. You may need to tweak your design a bit to get it to work with Twitter, but you will find that it is well worth the effort.

*Veronica Clyde reviews the best VPN providers at [VPNServices.net](https://VPNServices.net). She loves to share Online Security, VPN technology and Blogging tips. If interested you can check out a [Hide my ass.com](https://Hide my ass.com) review.*

# 10 Ways to Discover Linkbuilding Targets on Social Networking Websites

Smack your head against the wall no longer. Here are 10 simple ways to discover linkbuilding targets. You can do this. It just takes some time, some preparation, and a bit of finesse.

## 1. Choose a Target Audience

- **Industry Players:** Consider choosing the industry player if you are looking for trusted experts in your industry. Their links will give you a shot in the arm in the form of credibility.
- **Audience Hubs:** Looking to demographic hubs can help you find the players or at least earn a reputation in the niche you're after.
- **Other Link Builders:** The people who have already been where you want to go are a great demographic. If you can get in league with them, you will be on your way to good links. They are usually on the lookout for ways to increase their own links and fresh content.

## 2. Nail Down Your Online Persona



If you are building links for someone else (an outside client), you need to create or at least tweak an appropriate online persona. For example, don't try to contact a parenting expert using your [seotechnerd@mailmail.com](mailto:seotechnerd@mailmail.com) email account. So build an online persona that works with your target demographic.

If, instead, you are building links for your own site, obviously you are the primary source. Use the social media accounts you have, so long as they serve your purposes. If you have a "work life" and "personal life" choose the one that works best for your target audience.

### 3. Create and Promote High-Quality Content Only

You only need to use the best of the best of your [content](#) to build links. Promote links to your work that adds to the community conversation rather than your homepage. Your article/whitepaper can provide a homepage link.

Be sure that your content is original. Add value. When possible, give them something brand new. If not, at least give them a fresh look or add your own flavor. The more original the work, the better.

### 4. Search Twitter and Search Engines to Find



## Targets

- **Directories:** Twitter directories are easy ways to find relevant Twitter users. Start with relevant tags or user locale.
- **Search tools:** Google Twitter.com + \_\_\_\_\_ (insert tag here) to find posts related to your tags.

### 5. Look for Influencers in Your Industry on Klout.com

Klout is cool because it finds social influence and ranks it. Search by category and try to connect there. You'll also find good links to influencer websites.

### 6. Search Del.icio.us For Like-Minded Users

- **By tag:** Enter keyword and find the most popular links from that category
- **By site:** Plug in a competitor URL to see who has bookmarked it in the past.
- **By related article:** Find an article that's relevant to your content then search for it on Del.icio.us and check out the users who've saved it.

### 7. Look Through Categories for Guest Posting on StumbleUpon

StumbleUpon lets you key in your targeted topic and find relevant blogs it has indexed. It's a fast search and gives you the ability to connect to others who have viewed the same material.

## 8. Find the Top Users and Topics on Digg



Digg displays the most influential topics and users by category. Is your subject/niche in a leading category? Then look through the leaders and hook up with them.

## 9. Search Google+ Related Users

Google+ is exploding, especially with Google+ Communities. That means you need to get in there now and start networking. Search the Google+ through on Google using "site:plus.google.com".

## 10. Look through LinkedIn

1. **Search:** LinkedIn's Advanced Search feature allows you to search other profiles and then allows you to filter by business, location, etc.
2. **Answers:** Here is a good place to find experts and insert yourself in the conversation.
3. **Groups:** While you have to put up with a lot of updates you might not want to

read every day, this is the key place to find the players in your niche and get to be part of the conversation. Don't skip this.

## Conclusion

This process takes time. Don't get in a hurry. Your primary concern should be building community and slowly building your reputation as an expert in your niche. When you ask for a link, be personable yet brief and polite. Expect to have some rejection. The more you can talk to others and contribute to the conversation, the faster you will begin to grow your own reputation. Relevance is the key. If you further need help in creating an online persona, then getting help to improve your [SEO in Orlando](#)-based company may do the trick.

# Facebook – How It Can Help You Do The Marketing?



Facebook, the world's leading social networking portals has turned out to be a great evidence of being the most useful tool when it comes to marketing and advertising in the past several years. There are more than 19 hundred million women and men with active accounts on Facebook and approximately 4 out of 5 US citizens have their own active Facebook profile. In the present times, Facebook can turn out to be an Internet marketer's instrument as it will enable you to talk and reach a large number of people at the same time, easily as well as quickly. In addition, it also enables you to carry out exclusive marketing to all such people who will be already opting for your products or services that you will be putting up for sale.

With Facebook, You will be provided with numerous different options pertaining to local community development and a lot more. That is one of the reasons why a large number of businesses and even individual brands are generally setting up their Facebook profiles gathering countless fans and followers. With exceedingly similar tools that are available with Facebook, large businesses utilize them to get in touch with their consumers and clients on a regular basis. As a system

advertiser, your business relies upon having the ability to establish, sustain as well as guide your current associations along with your family members, friends and also consumers, consequently this social networking giant appears to be one of the best tools which will help you accomplish your objectives to build more customer relationships along with helping the fresh online marketers.

Following are some of the most vital tips and techniques to check out if you are considering your online based business to be able to tap into Facebook users involving a large number of potential consumers.

- Set Up An Account

First and foremost, you are required to create your own business Facebook page. This is normally called as the Fan Page and all those people who are going to follow you through your page are known as the 'fans, but now Facebook has modified them to mere Web pages, along with all such people who 'Like' the page in lieu of transforming into a prospective fan of the particular page.

- Attracting Customers

The primary suggestion concerning Facebook is just to invite all of your Facebook contacts to 'Like' your site. This is quite basic; however you need to understand the fact that your friends and family members are normally already aware about your portal or business, given the fact that in marketing and advertising tool, there is undoubtedly probably less worthy in having family and friends to have your page checked.

- Engage Your Followers

Putting up a Facebook page does not require much of an effort but encouraging your audience and interacting with the certainly does. If you are unable to encourage your subscribers to patronize your services and products, your page is not doing anything good for you. You need to come up with a reason related to why you have established a page and what it could do for your present as well as potential customers so that they can discover latest happenings on your page.

You can even utilize your Facebook page to deliver useful information, techniques or even suggestions. Try provoking comments and discussions from members in order to encourage a sense of community with your followers.

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# How to Promote your Business Using Pinterest!



Pinterest happens to be one of the best and popular social media portals when it comes to promoting your business. You can publish various photos and images when they are simply pinned to your followers, they will be able to view those images. Individuals liking your photos can even add comments and this way you will be able to stay connected with your friends as well as clients. Depending on a particular topic or theme, you can come up with your own board. While you are considering promoting your business, you are required to know what your client's interests are so that you can make a suitable plan to entice them.

You have to examine various things over the Web which will make you understand fully how this portal actually works and then you must start off with creating links. Big and various multinationals are already making use of Pinterest

to promote their entities. There are more than half a billion users and the number is still growing. The images you make must be attractive and appealing enough to convince your clients. When any other potential buyer likes your pin, they will certainly take some time to scan and eventually visit your website. This would be helping you generate a good amount of traffic towards your page.

## **How To Promote?**

Following are some of the steps that you can take into account when promoting your business.

### **1. Promote Your Services and Products**

You can promote your products or services by providing your existing as well as potential customers with accurate and appropriate description about its advantages and features. You can classify your products and services according to their theme and size and describe the images properly so that your clients can easily understand them.

### **2. Use The price tags For Your Own Benefit**

Pinterest offers its users with an incredible feature which will be helping you add a price tag on different items and also linking them back to your site. When you will be including a price tag, it will be added to the present's page all by itself. Your clients will be required to just click on the links and they will be directed to your portal.

### **3. Offer Discounts To Enhance Sales**

By adding a price tag as well as a back link to your site will enable people know more about your products or services that are available for sale. For this reason, it is exceedingly imperative to make use of specific keywords which will be helping your improvise your website's traffic. You can also use Pinterest discount feature that can be useful in pleasing your users and that will certainly give them that feeling of wanting to revisit your site over and over again.

### **4. Source**

You must keep pinning out more and more items that are relevant to your services or products and eventually people will consider it as a good source.

### **5. Stay Connected**

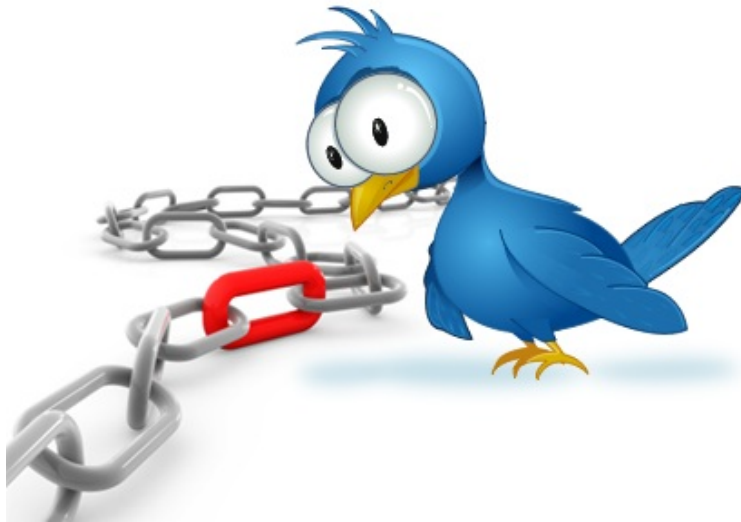


You can link with people and make good business relations with them.

These are some of the a few points you can take into consideration while you are considering promoting your business through Pinterest.

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# How Social Media signals support Link Building?



We all know that the balloon of internet industry is often filled with flux. You cannot expect something that is successful today to be triumphant tomorrow also. This is clearly evident with the dominating importance of social media signals like tweets, +1, likes, redds etc for your search engine ranking. Just the act of linking shortcuts or buying links to your website cannot support your website's ranking anymore in the search engines. Here comes the role of socially supported linking that helps increase the organic social media signals and improve the reach of your business propelling to longevity.

**Is Link building a real mountaineering task?** Link building is always challenging and can play a vital role in taking your product or services to the ultimate users with the kind of search engine rankings and popularity it fetches for you in the celebrated search engines like Google, Yahoo and Bing. Only an authentic site will link to other reliable sites with relevant content and it becomes a real challenge for fake or spam sites to get links from unfailing websites. It's been more than 2 decades since the search engines have started using links as the major sources for determining the potential of the site to benefit the ultimate web users. Search engines have their own parameters and value the links in a unique way. It's always good to understand the credence and [valuation of links](#)

by [search engines](#) before starting your [Link building campaign](#).

**Link building in the algorithm of search engine ranking:** The two factors that are used as the prominent metrics in the search engine algorithm to grade a website is the quality and the quantity of [inbound links](#). You can always build imperative and prolonging links to your site from exceedingly pertinent third party sites and this is one among those effective strategies of [link baiting](#) that spreads the information virally. This feature is a part of link building that targets to enhance the number of relevant and good quality links to a website. A link bait article can also be called as social media content as it is readily available for people's attention and influence them to share it or link it to their community. This aids you in getting people to your site easily.

**Importance of social media signals for supporting link building:** The recent years have experienced an unexpected increase in social media channels and its impact on search engine rankings. The search giant has started to slot in numerous social signals hooked on to its search results. This act can be entailed with the bespoke and specialized results for the users who have logged-in to their corresponding social media channels. Even those pieces of content that are not a part of the top ten rankings of the SERPs (Search Engine Results Pages) have the possibility of being shared within the social circle of the ultimate searcher. Promoting your content to a massive group is just a click away for the users with large social circles as they keep on sharing and linking it extensively, fetching potential visitors to your website.

This table representing the questions sent by the renowned author [Danny Sullivan](#) of [Searchengineland](#) to Google and Bing and the response of these popular search engines for the most significant points on social signals will help you understand things better.

Questions by Danny Sullivan	Google's Response	Bing's Response
Do you look upon links that are shared within Facebook? (Through Fan pages or Personal wall)	Personal wall data from Facebook is not available and links that are shared on Facebook fan pages are treated in the much similar way of dealing with tweeted links.	We consider links that are shared from the fan pages of Facebook and especially look for those ones that are denoted as 'Everyone'.

What about an article that is retweeted or positioned a lot in Twitter? Is it counted as a signal apart from tracing non-nofollowed links that may be a natural result from it?	It is counted as a signal and is employed in news and organic rankings. This is also used to perk up our news universal by indicating the number of people who shared a particular article.	<b>Bing Social Search</b> gives more weight to the tweets from more trustworthy people, moving to the top when the top match significance is done. We also look at the user's social authority to know how many follow you and the number of people you follow.
Do you really think that the influence of a link depends on the person who actually tweets it?	Yes this is used as a signal chiefly in the 'Top Links' segment.	Yes for sure.
Do you think that the weight of a link depends upon the person who in fact shared it on Facebook?	Yes and our treatment is the same as we do it for Twitter.	We can easily take a call on the quality on Facebook with the influence on Twitter. We treat it as justifiable and legitimate if it is shared in both Twitter as well as Facebook.
Do you use Author quality and make an attempt to know who they are really? (Do you compute the authority of a person who tweets?)	Yes and we calculate a person's authority as we are not aware of anyone for that matter in our real being.	We compute the authority of the personality who tweets and try associating the popular figures with their real identity.

This clearly signifies the importance of social media signals support for link building and their considerable weight in the system of search engine rankings.

**Possibility of getting more natural links:** Acquiring quality and hands-on inbound links through social media signals influence and enhance the possibility of getting more number of natural links to your website based on the relevance and the quality of your content. The basic purpose of a link is to bring in myriad users to your site naturally without any kind of compulsion. The user should

willingly visit your site and get benefitted with the value of the content delivered in it. It's good to check whether your website's content gets natural tweets, likes etc, and whether they share the content that they actually liked and many more.

Social media signals add value to your site as the extremely good and quality content has the potential to be shared across other social media channels, creates chances for bloggers to refer your content or generate a new content based upon your piece of work and grants you all the other benefits that the traditional link building practice was trusted to deliver.

***Author:*** *This is a guest article from Alfred Winston who writes for Dot Com Infoway, a software, mobile application development company. They also undertake [Infographic design services](#)*

# How to Monitor Your Popularity on Twitter



Businesses, small or big brands alike are head over heels for microblogging sites like Twitter. Entrepreneurs have now figured out how they can utilize Twitter to drive their customer's actions to enhance business reputation as well as to create brand loyal communities. But for a good business strategy, you need to listen and monitor what people (both your customers and competitors) are saying about you. In other words, you need to check out what people are saying your business and services to manage your online reputation. And since social media is the buzzword of the online community, it is necessary to get an insight into your own social networking habits.

In fact, some sites help to monitor your popularity on Twitter. They provide stats to help you to get a clear picture of the frequency of your tweets, the keywords that you use most and how influential your Twitter profile is and these stats, in turn, help you in planning your course of action for this social networking site.

**Twitterholic:** This simple site allows you to look at the date you first joined Twitter as well as your ranking against others in terms of followers. In addition, Twitterholic gives you an idea about your ranking based on your location. This feature is very helpful for small business to determine where they stand in their local market.

**Tweetstats:** For organizations that tweet frequently, it is very difficult to keep a tab of it. Tweetstats does their job easy by helping you to graph your Twitter patterns including the number of times you tweet per day, tweets per hour, and tweets per month. It also provides a visual look to help you understand your tweet patterns. And you can replicate the patterns, if they have been effective for your business. Having knowledge of the effectiveness or ineffectiveness of your previous tweet patterns will help you to adjust, especially if you are struggling with the Twitter marketing. Tweetstats provide bright, colorful charts that make great presentations as well.

**TwitterGrader:** You can get a grade from 0 to 100 at the site to measure your authority, reach, power and impact on Twitter. TwitterGrader uses their own algorithm and looks at your number of followers, the number of your updates, their currency, and the follower to following ratio. In addition, TwitterGrader considers the power of your followers on Twitter and the engagement between your followers and you. Based on all these factors, this site calculates a grade.

In addition, Twitter too provides some great ways for monitoring the effectiveness of your Twitter marketing. Check your DM's, @replies, and @mentions on a regular basis to get valuable real-time information to determine the effectiveness of your tweets and marketing messages.

# How Small Businesses Can Use Twitter



Twitter has proved to be beneficial for many big brands. However, the small business too can leverage Twitter to grow their businesses. One of the smartest ways to use this micro-blogging site is to raise your business's visibility. But for that, you need to participate and interact a lot with others. This way you can increase your chances of being seen and noticed. For small business, getting visible and creating awareness about their products and services is paramount. And Twitter provides a great platform to accomplish this goal. However, for that you need some followers at this social networking site and may find it difficult, at least initially, to get people to follow you.

## ***Who to Follow***

In addition, you must know who to follow. The best solution to both these problems is to participate in Twitter chats. They are regularly scheduled chats and have been quite popular for a couple of years now. Twitter chats are organized around a particular topic and they usually happen at a set time on a set day. It is a great way to meet with new people, sharing similar interests and to introduce yourself to the crowd.

## ***Share Content***

Small business can also use this social networking site to share their content. Promote your articles and blog posts on Twitter. In fact, it just fair to leverage this social networking site as a channel for promoting your content. But to maximize your efforts, you must be promoting your content carefully. Also, make



them interesting and informative. Otherwise, people will hardly check out your tweets or your content.

### ***Find Relevant Information for Content***

Similarly, you can use this social networking site to find news and information for content. You can mine the Twitter discussion and feedback for your blog and site content. Apart from Twitter chats, you can check out the news sources that publish their content directly to Twitter and get ideas for your content.

### ***A Channel to Drive your Sales***

One of the best ways to use Twitter for small business is to use it as a channel to drive your sales. Surprised! It's very simple to do; in fact, many are already doing it. You can simply announce about special discount codes through your tweets and add a link to your product page. And both offline and online businesses can boost their sales this way.

# Social Media Marketing And The Effects It Can Have On Your Business



We are all familiar with the super-fast growing social media platform known as Facebook. Many of us have probably also heard of numerous other social media outlets currently used by many cultures all over the world to interact, communicate, trade ideas and preferences, and most of all advertise. Twitter, Google Plus, Instagram, Pinterest, and other social media applications can become confusing, and easily a burden if you are not sure what to do or how to create interaction with your friends, followers, subscribers, and possible customers.

What I would like to do is just take a few minutes to show you that social media can truly be made easy and that it can also have a great impact, not only on SEO, but also on allowing your target audience to get a personalized feel for your company while increasing their trust in your brand.

With far less effort than you may think, you can create a very genuine interaction and following through conversation, posts, and your everyday thoughts on multiple different platforms. Who truly would not want that? Remember that

more than 800 million users take part in Facebook alone, let alone the other platforms. Many of these consumers look forward to being able to interact and give feedback with their favorite brands and local businesses alike. Are you having a slow week in sales, run a special and advertise on Facebook and Twitter letting your local area know that they can come in this week to receive a deal. Curious on what flavors the public prefers, develop a pole easily on Facebook and allow your friends to give you unbiased consumer survey information for free!

When engagement is original and custom tailored to draw in potential customers, Social Media can quickly go to the very top of your lead generation techniques. Many experts say to be lighthearted and visual, lending loving support and using pictures to draw in your crowd. Do not be judgmental, hurtful, or overbearing as there is enough of this in the world and tends to drive people away rather than draw them in.

Show the lighter side of your business. Integrate sales pitches with humorous pictures, sharing fun office moments, and most of all letting your social media friends and followers feel that they can relate to you in more ways than just in a business customer relationship. Showing that your business consists of real life employees and your daily fun in the office tends to generate a higher trust factor within the consumer yielding higher sales, more frequent orders, and most importantly greater word of mouth and social media shares of your posts.

Twitter is all about engagement, which can happen with a single person or millions, depending upon the number of retweets that your tweet receives. Tweets grow exponentially, for example when you tweet something interesting to your followers, and one or more of your followers retweets it, then all of their followers see it. Then let's say for instance one of their followers reads it and retweets it. It is very easy with this method for a single thought or idea to be transmitted to oftentimes thousands and sometimes even millions of people within just a few minutes.

*Rob Pell spends far too much time on Facebook, likes Marmite and writes for [Simplifydigital](#), the UK broadband, digital TV and home phone experts. Simplifydigital are Ofcom accredited and provide independent advice to consumers looking for the right broadband, TV and home phone packages.*

# Get Unparalleled Facebook Presence with These 5 Out of the Box Tricks



Like almost every online marketer, if you are also indulged in a love-hate relationship with Facebook, then it's time to figure things out. You cannot deny the fact that social media plays an imperative role in the digital marketing strategy. It allows you to engage more people, increase your websites visibility and attracting more traffic towards your website. With every passing week, Facebook seems to change and upgrade its features and functionalities. With so many changes taking place at such fast pace, it is difficult to cope up and become compatible with the changing trends. If you are planning to develop an interesting strategy to that will make you stand out on Facebook, then wait until you read this. Here we will talk about 5 uncommon and out of the box tricks that will help you in achieving an unparalleled Facebook presence.

- **Schedule Posts:**

We agree that there is nothing better than adding a personal touch to your social media, but at times automating your social presence can shed some load off your shoulders. Scheduling your posts ensures that you save your valuable time and you don't lag behind at off-time such as weekends and

night hours.

- **Edit Links:** It happens to all of us- as soon as we pick a link and paste it in the Facebook status update bar, surprise! The Meta data has a lot of essential information missing. Facebook automatically picks up the information that is available on the entered URL. Though, you cannot do much about the thumbnail image, you have the choice to edit the page title and description. Just double click on the headline and description text and you can easily update the information as desired.
- **Define Admin Roles:** If you are handling your Facebook page as a team, you can always reap benefits from the admin role functionality. There are various roles to choose from namely manager, moderator, content creator, analyst and advertiser. Different roles have different responsibilities. Manager has access to the functionalities of all roles.
- **Bring fan Posts in Limelight:** The new Timeline feature has organized the look and feel of the Facebook pages, but at the same time it has put aside the fan posts. If you see any Facebook page today, fan posts are cornered in to one side of the page rather than being on the main interface. You, however, have the option of highlighting the posts from your fans. This will give a variety of content and your fans will get to know how much you value their thoughts. This will help you in improving customer relationships.
- **Manage your Likes:** getting likes is the basic idea of increasing your Facebook presence. As you get likes, it is essential that you like other pages in return. It will ensure that you have a larger audience base and you get access to more news feeds and updates.

As the Facebook community approaches the big 1 billion mark, it becomes highly important to have a proper Facebook branding strategy. The aforementioned tips and tricks will ensure that you get the desired online presence that will get you maximized profits.

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# Online Marketing with LinkedIn



LinkedIn, since its launching in May 2003, has become the largest online portals for professionals where one can connect with people from similar and various other industries. With over 150 million members, LinkedIn's growth rate is about two members per second. Besides, there are over two million company pages as well as millions of several other small business pages in this site. These statistics alone are more than enough to prove the potentials of this professional networking site in terms of marketing in the digital sphere.

The following are some tips to jumpstart your online presence with LinkedIn:

## **Ensure all your employees have profiles on LinkedIn**

Ask all your employees to open an account and remain active on this professional networking site. Better yet, encourage them to create exceptional LinkedIn profiles. Many fear that employees with such profiles will be highlighted as potential targets for competitors and prospective recruiters. This might be true in some cases, having employees with professional profiles on LinkedIn reflects highly upon your business and you as an entrepreneur and thus, improves the credibility of your business.

## Share business expertise

The “Answers” forum of this professional networking site is a great place to share your expertise and knowledge with other people from your or related domain. This forum also serves as a global platform to demonstrate your knowledge in your particular field to potential clients and business owners. One serious tip, please don’t use the “Answers” forum to sell your product or yourself. It will only hamper your reputation. Rather, join the conversations, work as a supportive resource and be honest in your approach.

## Join groups

LinkedIn offers a Groups feature where likeminded people can discuss and posts information on specific topics. Join groups that are related to your industry and start interacting with possible partners, business associates and clients. Besides, many of these groups organize offline events, providing an excellent opportunity to meet with people for face-to-face networking. As a member of the group, you too can participate in such events and increase your business network.

## Finally, stay active in the LinkedIn community.

This is the most important factor of your online marketing effort with LinkedIn. Apart from improving your LinkedIn presence, it will also help in finding new business leads and customers. Join groups, participate in the discussions of relevant groups and forum posts, act as a resource, and share your expertise. Follow these tips and your LinkedIn profile will be skyrocketing in no time.



# The First Steps To Marketing Your Business With Pinterest



Savvy business owners will always be on the lookout for the next big thing – the next opportunity to market their services more effectively, shake up the industry and make themselves heard. The latest big thing is undoubtedly Pinterest – you've probably heard of it already.

Pinterest is a free-to-use website that allows you to assemble images that you like from around the web, and 'pin' them to your pinboards (which are basically a cross between a gallery and Facebook's Wall feature.) To many business owners, this might not sound like a particularly intuitive marketing platform. To a marketing professional, however, Pinterest represents yet another route onto the yellow brick road which is social media – the holy grail of online marketing at the moment.

If you're keen to implement Pinterest in your online marketing campaign, here are a few tips to get you started.

## Give Them The Option

Buttons like Facebook's 'Like This Page' feature or Twitter's 'Follow Us' button have been shown to increase visitor engagement with a website. Because so many internet users now browse the web while already signed into their social media profiles in another tab, or have their details saved in their browsers by default, it's consequently much easier to connect with a website or company by clicking a social media button – as opposed to going through the rigamarole of filling out an online form or signing up to a mailing list.

The first thing that you can do to help market yourself through Pinterest is therefore to install the 'Pin This' button on your website. If you give them the option of interacting with you as simply as possible, the odds are far greater that your visitors will be persuaded to do so.

## Join Pinterest

This might sound a bit obvious, but you'd be surprised how many so-called marketing professionals dust off their hands after adding a 'Pin This' button to their sites, and consider the job done. If you join Pinterest as a personal user – and this is a good time to do so, since as of August 9<sup>th</sup> the site terminated its 'invite-only' operational beta phase – you can also add a button to your site which will allow your visitors to link up with your Pinterest account.

This increases the amount of exposure your brand name will have with your audience, as your account will be visible to them every time they sign into Pinterest.

## Social Synergy

The thing with social media is that no single site should be used on its own – there is no singular superior social media site. They must be used together, for best effect. Pinterest offers the functionality to link your account with your Facebook and Twitter accounts, creating a powerful form of synergy between the platforms.

You will inevitably have users that follow you on Twitter but not on Facebook, or Twitter, and versa. The benefit of doing this is that any activity you carry out on Pinterest is automatically linked and duplicated on Facebook and Twitter – allowing you to widen your audience with no additional effort.

Some marketing experts have made the costly mistake of writing off Pinterest as a simple way for bored housewives to share pictures of dresses, shoes and cupcakes. Don't follow in their footsteps – take careful note of the opportunities that the Pinterest platform can offer. Expand your marketing model to include Pinterest, and you too can begin reaping the rewards.

*Dan Hart writes on behalf of Cravenplan Computers Ltd, specialists in online marketing and search engine optimisation. For more information on internet marketing, visit the [Cravenplan](#) website.*

# How to use Social Media to help your ranking



Mention the word social media and a plethora of definitions and accusations will be thrown at you. Social media has been blamed for all of the ills of society as well as given credit for bringing about much needed changes. Whether it was helping foster revolutions, ensuring that a vigilante was apprehended, or teaching the steps to the latest dance, social media has had and will continue to influence the dynamics of the world's culture.

Twitter, Facebook, Pinterest, Google+, You Tube, and Flickr are just a few of the sites that play a predominate role in the use of this online media. It is loosely defined as an instrument of communication that involves some type of interaction or dialogue between individuals or groups online. Because of its effectiveness and its ability to reach millions of people quickly, anyone using these sites wants to know what can be done to improve his site's ranking.

Ranking has to do with a website or web page's visibility; how often a it appears in a search result. If you connect your site or page to Facebook or Twitter, you will find your that your ranking will improve substantially.

However, there are some things you should do to take advantage of these sites' services. The first and most obvious is **join the site and set up a personal profile**. There is usually no cost involved and primarily it's just your introducing

yourself to those who might want to read your thoughts and opinions or make use of your services. Biographical information, a real name or pseudonym, and a picture are pretty much all that is needed.

Next, **add links to your profile that will lead back to your website**. A link, the location of a resource, is like part of a chain. It will direct your viewer to another place in your document or to another document that provides support or another source for the information you've shared.

**Join more than one site.** This allows you to reach different audiences and provides more backlinks and traffic on your site. You can also **share your post on social networks**. This enables friends and viewers to receive regular updates about activity on your site.

Finally, **try adding a share button on each social network profile**. This will allow anyone with a profile on the same site access to your page and it can be posted on theirs. The more your site is shared the more traffic it will receive.

If you take advantage of the available tool, produce good content, and align yourself with other profiles, you will significantly improve your ranking.

***Zdot** is the owner of **PlrArticleMaster**, an online store where you can stumble on high-quality material at the best price. He also launched the **10 minute sale** offer on high quality PLR content.*

# Measuring Social Metrics and Maximising KPI Tracking



With the advancement of time, a new thing has been added to SEO or Search Engine Optimisation and that is called social media. In the present day, this has been widely accepted by the marketing professionals as an effective business tool. It, really, does not matter whether you have a sales based business or any other kind of business, the different techniques of SMM or Social Media Marketing brings in prospective results. Creating quality content as well as engaging the target audiences in diverse social media activities, being the two most effective methods, are being adapted and widely used by the different businesses or to be specific, by the different companies. Now, as we all know, any and everything needs to be quality checked. In fact, everything requires a performance check.

At this point of time, the question, which comes to our mind, is how to do so? As for any and every kind of performance check, social media even has got some social metrics that are solely dedicated to measure the performance of it.

However, every organisation needs to prepare a plan to utilise those social metrics in such a way that apart from measuring the social media performance, it even helps one maximise the KPI or Key Performance Indicator tracking. Since, a huge amount of attention is received by this media from the web users it attracts lot of interest from the marketing professionals as well. Thus, at times, it actually becomes a bit difficult to measure the performance till the bottom line. However, the expert professionals working on the fields of Search Engine Optimisation as well as Social Media Marketing know how to do so. There are some specific techniques, which need to be applied for the purpose. But, in case the social media activities are not measured in a proper manner, then in place of maximising the KPI tracking. Let us check out how to measure it:

The first and the foremost thing, which one needs to check is which is that social media forum that you want to track the performance of. It is because there are some unique social metrics, which varies from one social media platform to another. There are some common ones as well that even helps one in getting an overall idea about the performance of any kind of social media activity done on that forum. Following are some of the key metrics of the analytics world of social media that most people are interested in:

- **Fan data:** Even known as the "Follower data", this metric assists one to trace the number of people he or she has in their social media network and the way they are growing.
- **Performance of social content:** As the name suggests, this metric assists one in measuring the performance of the content, which they are creating on the varied social sites like Google+, Facebook, Twitter, LinkedIn etc.
- **Social communication data:** This metric provides the data related to the sharing and re-sharing of the concerned content and how they are interacting with others on the social sites.
- **Traffic data:** This is the metric, which measures how many visitors a site is driving in.

### ***Author Bio***

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*articles.*



# How To Earn The Trust Of Your Customers Through Social Media



Using social media channels has emerged as one of the most effective strategies for earning and cultivating the trust of customers over web. Most of the businesses believe that the best way to build relationships with their customer is by being at all the places where your customers visit and spend time. However, this is just the beginning of the journey as there is a lot more that you have to do in order to develop a mutually beneficial relationship with your customers. Having an online presence over major social channels is just not enough.

Whether it is in real life or the online world, strong relationships can only be developed by earning the trust of others. The breed of online users is a very skeptical one and they do not trust easily. Earning their trust is a little tricky and requires proper efforts. The bottom line to earn their trust is by communicating with them and responding them in a proper way. Mentioned below are 4 steps that will help you in earning and strengthening the trust of your online visitors.

**Use Emotionally Correct Responses:** Answering the queries of your customers is very important for your online reputation but that is not how you are going to earn their trust. To earn their trust you have to respond in an empathetic and emotionally correct manner. If you answer your customers with an attitude that

shows that they are just another problem for you to be solved then you are definitely not doing it correctly. On line users sense these things very quickly. Adding a little genuine concern and correct emotion in your responses will take you a long way in earning their trust.

Further, when you have solved the query of a customer and he has a really good experience in dealing with you, make it known to everybody. Remember to thank them and circulate their feedback on social networks. This will help you in connecting with those customers who might have similar problems or feelings but haven't yet made them known to you.

**Make Sure That You Deliver Right Solutions:** Paying attention to your customer's problems and queries is important but it is more important to let them know that you are there to deliver proper solutions for all their concerns and queries. Your customers should be allowed to post their concerns and feedbacks on the most effective locations. These locations may be your social pages on twitter, Facebook etc or on your website. Provide multiple entry points for your community members under one roof and enable effective communication.

Different users might prefer a certain social network over others which makes it important for you to make sure that all the conversations your customers are having are accessible from anywhere your customers are. This will allow them to contact with people having similar likes and dislikes. They can easily join the conversations that they like.

**Let Them Experience It:** Businesses and organizations are usually eager to propagate their knowledge and company values to customers. However, it does not reflect nicely when you start promoting yourself openly. You need to make them experience your values through your brand's community. Setup a system to archive, organize and share conversations where all your community members can come and gain knowledge. This does not mean that you don't have to write and share new content. Make sure that your official blog is regularly updated with new informative posts and your twitter page is sending original tweets. You might be surprised to know that your online community is a living FAQ and you should turn it into knowledge by reorganizing the conversations.

**Keep It Going:** Even after you have earned the trust of your customers your work does not end. In-fact, they are going to get more engaged with you and your brand. You are required to perform better than what you have been delivering till now and continue your efforts in order to maintain this trust. You need to go one

step further and start trusting your customers as real relationships are a two way street which requires both the parties to walk equal distance.

Trust is the most important element of real relationships and you need to prove that you earned it through your efforts. Follow the above mentioned steps and you will earn the trust of your customers and keep the relationship going.

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# Brand Messaging with Social Media



Using social media sites for promoting brands is nothing new. Almost all the businesses, large or small, have used this tool. One of the key reasons why social media sites get so much attention when it comes to branding is their ability to get out a brand message effectively. They are, in fact, excellent venues for promoting your brand message say in terms of popularity, reach, ease, or interactivity. However, the real challenge is to make your targeted audience hear your message. The crowd is enormous in these social channels. As mentioned, almost every business is using it, as a result branding messages that start with great intentions often end-up being nonexistent.

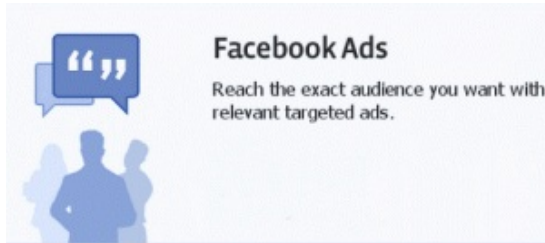
The problem lies elsewhere! There are certain ways to use social channels in order to get your message out in the popular social media sites. You need to understand the various social platforms and the ways they can help you to promote your branding message. I have often seen marketers getting confused while selecting the platforms to promote their **branding** messages. It is essential to determine when to use a particular platform to promote messages. For example, press releases are ideal for the initial burst, but they tend to fade quickly once the message is published.

Though it is a strong method of promoting brand messages, blogs and social media sites provide a superior message delivery system on long-term basis. In fact, social media spread out your message over time, while blogs can diversify it and break it into individual components. Also, press releases are not for showing your creativity. Your PR content needs to be simple, brief and to-the-point. There is no way you can play with the words. On the other hand, creativity plays a crucial role in social media and blogs.

Thus, you need to be strategic while promoting your brand message through social channels. With the fierce market competition, you don't have the luxury of focusing on one or two channels and leaving out the others. Thus, your goal would be to incorporate all the channels of online marketing to achieve a better result in promoting your brand message. One solution could be to announce the message through press release to the initial burst, where press releases provide the best possible result. Since there is hardly any scope for creativity in your press release, keep the message simple.

Now, to promote the message on social media slice it up to different small segments, but don't go into much detail about any your components. The blogs are the place to tell the story to your audience, to connect with them and engage them. So next time you plan a brand message don't forget to incorporate the aforementioned tips, and thank us later.

# Facebook Advertising – Its Pros & Cons



Facebook advertising created a buzz when it was first introduced and till date, it continued to grow in popularity. Better yet, it became a viable traffic builder with the advent of more targeting ads. In fact, you can now target Facebook ads specifically towards certain demographic factors including sex, age, education, and location. Facebook also have tighter restrictions when it comes to the quality of ads. In short, Facebook ads crated a great advertising platform for both large and small businesses.

However, like every other advertising and marketing platform, Facebook ads come with certain pros and cons.

## **Pros:**

While talking about the advantages of Facebook advertising, the first thing that comes to mind is its customer reach. Facebook, at present, has around 400 million customers including 100 million mobile users, which is too good to be ignored. Though Google Adwords continues to be a viable platform to reach more numbers of targeted customers, usage time on social channels is rapidly increasing. Thus, overlooking the potentials of Facebook advertising is like running backward.

Facebook advertising provides the option of PPC or CPM, whereas other advertising networks offer one or the other. Thus, you can opt for the CPM advertising if your focus is on exposure and awareness; alternatively, businesses interested in providing more information and conversion can select PPC advertising. However, you need to understand your audience before deciding on

a particular form of advertising.

Another benefit of Facebook advertising is its increased targeting ads. Facebook can dissect and segment its users' information. Advertisers can leverage upon this special feature of Facebook. Better yet, this social media giant provides real time information, helping you to reach more specific targets.

Finally, Facebook ads are extremely successful with local clients. It allows you to target local customers, which in turn, helps in generating better leads.

### **Cons:**

For businesses that are more focused on click through rate and higher conversation rates, Facebook advertising is yet to create a wonder. In fact, it has a low conversation rates for ecommerce, as people use this platform mostly for socializing. Buying something on Facebook is usually the last thing they have in mind.

Also, the PPC cost is higher for niche markets. People also complained about the weird and irrelevant ads on Facebook. Moreover, the advertising platform of this social media channel is filled with humor sites, free giveaways and reward programs, which often make the ads less relevant.

Despite the few pitfalls, marketers believe that Facebook advertising has the potential to become a traffic builder. Facebook also made significant progress in the past 18 months, in terms of improving their advertising model. And we sincerely hope that team Facebook will overcome the few pitfalls its ad platform has and will truly become a viable traffic builder.

# Social Media to Acquire New Customers



Every marketer will tell you that social media is essential for customer acquisition and brand awareness. However, no one can give you the exact roadmap to convert the random Twitter and Facebook users into your real-life customers. It is not even possible; different businesses have to address different challenges when it comes to acquiring new customers through social media channels. As Lisa D'Aromando, the social media community manager of Equinox says, "If you're our customer, you've signed up for a year-long service, unlike the Starbucks of the world, where you can be a customer by coming in for a cup of coffee one day." Thus, it is essential to tailor your social media strategy based on your specific industry. However, there are few universal ways to help organizations to attract new customers on the social channels.

## **Focus on your search**

The first one is to create and share meaningful content. In fact, it is the best bet for any business for attracting and sustaining new followers to grow their business. Mashable spoke with some leading social brands few weeks back, asking the companies about their strategies for finding new customers as well as to connect with their existing customers. This social media news blog found that



it is essential to keep a track of the social media behavior of your brands. Every day, more than 340 million tweets are sent and a few of them are likely to refer your brand without you noticing them. McKee Floyd, Sweetgreen's director of brand development says, "Just because chatter on social media channels isn't mentioning your brand by handle or hashtag doesn't mean it isn't happening."

Thus, you need to be proactive. One of the best ways to keep a track of what people are saying about your brand on the popular social channels is to set up notification for searches and mentions for your brand or relevant keywords. You can use the personal social browsers like TweetDeck to pull tweets and Facebook mentions, even if the users are not using the hashtag.

The key here is to start monitoring all of your brand or related keyword mentions religiously. While monitoring the mentions about your brand helps to know what people are saying about your company, monitoring relevant keywords specific to your business will help you to understand the need of the people as well as the market trend. Based on such information you can create strategies to cultivate a new audience, attracting them with your new offers and products that address their needs and demands.

Another good way to find new customers is to peep into your competitors' account. Look for the people engaging with your competitors and let them know about your business. Usually customers like to be handpicked; since you are asking them to check your products, they are more likely to take it as an honor. However, be charming and human in your approach rather than simply pushing your sales message.

### **Use engaging images**

"A picture is worth a thousand words"

This concept is also applicable when it comes to acquiring new customers through social media. Take Facebook for example, photos posted on this social channel drive the engage the users twice as much as the post can do. Why do you think Facebook acquired Instagram? Yes, images attract people and promote user engagement. Thus, the tip is to start using images to attract new followers and fans.

When asked about the trick of using images to attract clients, Danni Snyder the owner of Dannijo says, "You can subliminally market without annoying your customers because each post is capable of accomplishing a number of things." And it's very rightly explained, as images can successfully inspire discussion and

user engagement while helping you to gain valuable customer feedback. At the same times, images provide visual inspiration and insight about your brands to your social followers.

However, there is no hard and fast rule for the images to be only product-focused. In fact, too much of promotional images are likely to annoy your followers, rather use any images that will attract and interest the social crowd.

### **Hosting competitions**

Nothing interests customers like the freebies and contests are one of the best ways to offer your giveaways. Better yet, contents are great to boost your user engagements. However, you need to be strategic about your offerings. While discussing one of their contests, Natasha Khan, the social media manager of ModCloth said, "The social actions surrounding that event brought in thousands of new fans, which we otherwise would not have gained."

Contests and offers, if planned strategically, can create high impact on generating new customers. For conducting social media contests, make sure you are allowing the users to share the content of the content to their social networks. This will not only increase user engagement, but will also increase virality. Tailor the contest to fit the platform where you are running it. Finally, be in-sync with your brand for relevant customer generation.

# Facebook Advertising – The Future is Here



In one of our last posts, we discussed a few [tips to create impressive Facebook ads](#) to attract potential clients. But before you start implementing those tips, have you ever wondered why should you invest in Facebook ads in the very first place? The answer is simple – Facebook is future of advertising. I know it's a bold statement; nevertheless, it is true. The trend says anything that is new and has the potential to create the buzz will attract the people. Remember when banner ads were first invented in 1994 by Wired.com! Their click-through rate initially was 78%. Though their click-through rate has now dropped to an average of 0.2%, this form of advertising ruled the market for quite some time. Thus, we can safely bet that Facebook ads too will be dominating the market in future.

Moreover, Facebook has the data. All they need is to build the analytics to leverage the power of social advertising. And if you see the statistic, you can understand what I mean. Since last year, Facebook advertising rates have increased to 41%. This is amazing, especially when Facebook started showing more advertisements per page the prices should have decreased. Rather, the prices of Facebook ads managed to increase.

In United States, the average cost per click of Facebook ads has also increased by 20%. However, the click through rate in USA decreased by 8%. This doesn't mean that Facebook advertising has become less of a viable platform in USA. The ad platform of this social networking site comes with a unique feature of detailed targeting, which is too good to stay away from when it comes to framing your digital marketing campaign.

In fact, Facebook ads opened new opportunities for local advertising. Many small-scale businesses and marketers have been successfully driving leads with the help of this method of advertising. Small businesses can actually use this to generate local leads. Another reason to invest in Facebook ads is its current membership. At present, Facebook has more than 150 million, which is likely to increase in the near future. Besides, statistics says, the fastest growing demographics of this social media are over the age of 25. Thus, your Facebook ads are likely to target more than the college crowd. The non-US markets too can focus on Facebook. In fact, non-US based Facebook members are one of the fastest growing sectors. Thus, international businesses can enjoy less saturated as well as cheaper foreign clicks.

However, advertisers need to think out-of-the-box since Facebook is more likely to become inundated with advertisements in the future.

# Make Your Social Media Contests Effective



Social media contests are gaining popularity these days as one of the best ways to obtain followers and “likes”. However, if you are planning to use such contests to gain new business, think again. Social contests and giveaways are good enough to boost your social presence and social stats. However, there is no guarantee that the participants of your social contests will engage with your page again once the winners are announced, even if they start to follow you. The good news is that there are exceptions where effective social media contests helped companies to gain new businesses. For this, you need to plan your contests thoroughly, aim your targeted audience correctly, and launch the contents under right circumstances.

To begin with, **you need to have a proper goal**. Just like your other online marketing efforts, social media contents need a clearly defined goal; otherwise, you cannot generate any value to it. Increasing the number of your followers on a particular social networking site cannot be defined as a clearly defined goal, when it comes to social contests. A good marketer should know that increasing the number of followers is just the beginning of your objective, not an end-goal of the contest.

**You need to identify the real motive behind the contest** In most cases, the ultimate goal is revenue generation; however, social contest are also used as a tool for conducting research and surveys. You need to measure your ROI from the social media contest in terms of leads and conversions. And for that, you

need to determine what you want to achieve with such social efforts and measure the ROI based on it. Social media contests can also help you to find your niche customers, who are interested in your particular product. Thus, revealing a new market opportunity to you.

**Next comes the target.** You need to define your target audience. As mentioned, most of the followers participating in your social contests hardly think beyond the prize. And there is no point catering to such audience, as they will hardly help you to obtain your goals. Thus, align your target audience according to your specific goal and market the social contest to exclusively them. Such targeted effort will also help you to gain faithful clients.

**The prize matters, too.** Most marketers believe the social contest prize should be attractive and trendy. Though trendy prize does attract many followers, it will lead to the same issue – your followers will never think beyond the prize. Three types of prizes are being offered at present when it comes to social contests – intangibles, third-party prizes, and products from the company running the contest. And it again needs a smart marketing strategy to produce an effective ROI in the prize offered. It must be planned in such a way that the prize should cost minimum, while providing an enormous success.

# Social Media Myths

Marketers often face unique challenges, when it comes to social media marketing. Some also believe that it isn't worth their time and effort. But before giving up, make sure you haven't fall victim to some of the ***myths about social media***. For example, many entrepreneurs wrongly believe that business is too small to be benefitted by social media. This is a misconception believing which will cost you your customers, or rather potential customers. The communities of people who are in social networks have a connection to one another. And popular social media sites have several communities that are relevant to your specific industry. They can be niche-oriented, small or local communities; nevertheless, these communities can help you to reach your targeted customers. All you need to do is show appreciation and interest in these social groups, especially for some of its members and activities, to win a few loyal customers.

Better yet, the customers that you will acquire through these social media sites are likely to pass the word along their respective communities are further. It will also help you to create a reputation among your customers and targeted audience.

Similarly, some think SMM is mere wastage of time, when it comes to generate leads. In reality, it's just the opposite. You can actually get connected with more number of people within short span of time and communicate with them at once. In fact, social media sites created a fundamental shift in the way people make decisions. The decisions and words of other people have become a motivational factor here. Thus, through social networking sites you can make your customers motivate and influence the potential customers. However, make sure you have happy customers out there; otherwise, you will have to start thinking about your reputation management strategies.

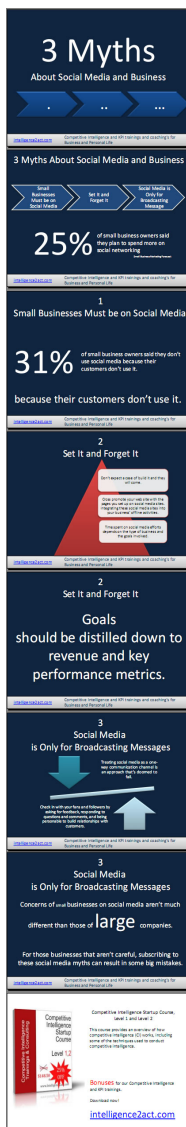
If you think social media marketing won't affect your bottom line, you are wrong, once again. As mentioned, social networks can influence a buyer's decision up to an extent that was unimaginable few years back. People always consider what others (especially those who have bought the product or service before) are saying coupled with their own research, before making a purchase decision. And

most of this research and talking is done on social networking sites. They will simply hashtag the name of your product/ brand to receive feedbacks and opinions from their online connections.

Thus, start engaging your customers and potential customers over social media sites for recommendations, which in turn, will help in generating leads.

## Infographic - 3 myths about social media and Business

Source: [Intelligence2Act](#)





# Reaching the Mobile Audience of Facebook

Zuckerberg has done it again! Facebook has recently announced its plans for mobile platforms. In fact, their new Timeline feature will also be available on mobile. According to a data given by this social network giant, there are over 450 million Facebook Mobile users per month. And given the current data, mobile is gradually outgrowing the use of desktop for social networking. As a result, Zuckerberg and his friends revealed their plans for various mobile-centric products including the availability of Facebook Timeline for brands on mobile news feeds. This feature will be available through Sponsored Stories.

So marketers who are not yet serious about mobile marketing, it's high-time to pull-up your socks as these new trends are likely to change the game in 2012. We have a few recommendations here for the newbies.

## **Optimizing your content for mobile platforms:**

With the availability of Timeline for brands on mobile platform, it is essential to optimize the content of your brand page on Facebook for mobiles. These brand pages hardly had any functionality on Facebook mobile till date. Custom applications too cannot work on mobile platforms without the help of a complicated hack-job. Thus, Facebook has opened immense possibilities for brands to reach new customers by making Timeline for brands available on Facebook mobile. Brands will now be able to engage customers with mobile experiences on this social networking site for the first time

Given that about half of the total Facebook users are now accessing this social networking site through mobiles, optimizing your social content for mobile platform might effectively double your brand's reach. Regardless of the viewing device of the users, page managers will be providing identical experience to all users. Thus, users can experience the same workflow on their smartphones as on their desktop. And to leverage upon the opportunity, you should make sure all your applications are viewable across all types of devices and platforms from now

on. Since you will be designing the applications once and deploy them anywhere, your cost will be reduced considerably. In addition, you can avoid issues arising from messy synchronizations and duplication of effort between various creative teams. Better yet, you don't have to work around multiple content channels like before.

Applications using the now-popular responsive design framework are gradually gaining market reputation. This responsive design framework uses specific Javascript, HTML5, and CSS technologies to display the same content on any device. The screen size of the device is no longer a problem. Such applications can morph the tabs of Facebook page with one build, irrespective of the device.

### **Facebook mobile can enhance offline campaigns:**

You can use social campaign marketing that is mobile-optimized for enhancing the in-store experiences of your consumers. ComScore recently published a study stating that in 2011 as much as 36% smartphone users of United States perform retail searches through their phones while inside a store. Nielsen provided a similar data – according to this report, 1 of every 5 smartphone population used phones to scan product barcodes and around 1 of every 8 users employed this device to compare prices by the end of 2011, while inside a store.

Thus, the seamless mobile components can help you to design far-reaching social campaigns apart from creating the more traditional social campaigns. You can use in-store signage as you plan the online and offline campaigns. It will not only increase the participation percentage, but will also play a vital role in your mobile campaign's success. What many brands fail to realize is that advertising promotions only on their pages is not enough. Though it will drive activity in-store, not replicating the same message in the store will result in missing the opportunity to involve the in-store consumers with your Facebook fan page, especially those who have never interacted on your Facebook brand page. If you want to reinforce your message in-store, you will need to first capture the interest of your consumers' socially. This, in turn, will help you in creating a deeper and long-term relationship with the consumer.

### **Integrating sponsored stories:**

Until now, no one could have thought about advertising to Facebook users on mobile devices. It was a lost opportunity for brands. However, with the availability of Facebook Timeline for brands on mobile platform, Sponsored Stories premium ads will also appear in mobile news feeds. This will give

marketers enormous opportunity to push sponsored advertisements within the Facebook user's mobile feeds. The key here is to integrate Sponsored Stories into your existing Facebook marketing program.

We suggest working your Sponsored Stories into an editorial calendar. Sponsored Stories stem from your brand page's user activities; thus, create an activity calendar and make sure it translates to the Sponsored Story format. Also, make your posts attractive with the help of eye-catching images. Finally, remember simplicity is the key to make your social-to-in-store campaign successful. Keeping the proposition simple will help you to get your user involved easily.

With the remarkable growth of mobile Internet users over the past few years, marketers can no longer ignore the necessity to develop a strategic mobile marketing campaign. So get your mobile marketing proposition right to double your social network reach.

Check out this infographics about how the millennial generation uses mobile so that you would understand why Facebook and other sites are now running after mobile.

## How the Millennial Generation Uses Mobile

Source - [Mashable](#)

# Four Things Google+ Can Do For Your Rankings

7boats.com

## 4 Things to do for Google+

- 1) Fill out your profile with keywords, anchors & complete details.
- 2) Put your website links & other profile links there.
- 3) Post related content & get / ask for more +1s.
- 4) Put authorship attribution with your website

Google+ is here to stay, and whether you love or hate it, it is now playing a prominent role in search engine rankings. If you want to make the most of your Google+ profile and the power it has to add authority to your posts and your blog, then read on.

Here are four things you can do right now to be certain your Google+ page is doing all it can to help you out.

### **1. Completely Fill Out Your Profile**

With Twitter or Facebook, the sheer brute number of followers you have doesn't instantly translate to more authority on a subject, or the preferential rankings that would accompany it. Thankfully, having an apocalyptic sized army of followers does affect the position of your name or brand in Google search results – at least for now. Part of this seems to have to do with the occurrence of keywords around your name. It also has to do with the kinds of companies you follow, and who you can persuade to follow you. The fuller your profile is, the more loaded with desired keywords you can make it.

### **2. Google+ and External Content**

Officially linked content from outside needs to be connected to your Google+ profile. This includes websites, blogs, and other social media accounts. Getting

followers on Google+ isn't too difficult, but keeping their attention can be a real trick. To avoid this, be sure you link all related content, and keep everything up to date on a regular schedule.

### 3. The More +1s, the Better

In addition to amassing an armada of followers, you should engage them on a regular basis. Find a way to encourage them to +1 your posts. Those +1s are having a real impact right now as Google has (perhaps temporarily) opened a window of preference for user rated content.

### 4. Authorship Attribution Counts

Author information is about to go live in Google Search and Google News results, and if you plan to link the content you create with your Google+ profile in a way that gives you author credentials, you'll need to follow the set of instructions provided by Google:

<http://support.google.com/webmasters/bin/answer.py?hl=en&answer=1408986>

By taking these four steps now, you might be able to enjoy the bias Google's search is currently granting to Google+ posts and +1s by other Google+ users. As I mention above, this won't likely last for very long, so move swiftly if you want to reap the benefits.



*This is a guest post written by **Melonie McLaurin**. M. McLaurin is a technology writer who enjoys blogging about online marketing, SEO, and high tech **Wisconsin home security** systems from ADT.*

# Generate More Lead with Social Sharing

Around 54% of the 10,000 largest websites are now displaying social sharing buttons for the major social sharing networks. The main focus is to reach out to more number of people by triggering the reader's emotional response. It is more like forwarding interesting email articles to friends, retweeting a post on Twitter, or liking a story/ link on Facebook. However, the content must ignite a spark in your readers' mind.

## **What sharing means for your business?**

This kindergarten concept can actually help you to generate and nurture leads. Research showed that websites with sharing links generate seven times more online social mentions than the sites that do not offer this facility. In fact, a website with Twitter sharing buttons is linked to around seven times more often on Twitter than site without any tweet button. On average, sites (among those 10,000 largest websites) with Twitter share buttons are mentioned in around 27 tweets along with a backlink to the site.

Thus, you can imagine how your social reach will expand by merely adding some social sharing buttons on your website. But is it really that simple to motivate your readers to share the links on the major social sharing networks? You need to understand that by sharing links, you readers are actually recommending your content to their friends and followers. And people only recommend stuff when they are really interesting and/ or informative. So ask yourself would you share the link – this is the basic criterion to understand if your content has the potential to ignite that spark in your reader's mind. Remember people hardly spread what is mediocre; they value great work that inspires to care and your goal is to inspire them to share to reach your network's network.

## **How to ignite your readers?**

One of the best ways to ignite (even) a little spark in your readers' mind is by

sharing your opinion and taking a stand. Expressing your opinion in no uncertain terms usually inspires people at an emotional level. For example, look at the political and business blogs – they usually hit the emotional level of their readers to become a key player for discussion about the given topic. Take your cue and a stand about something to increase your social mentions.

Give your readers something to react to; tell them how you feel about a certain topic. The Times conducted a study with Latitude Research regarding the psychology of sharing. It was found that around 68% of respondents shared a link to let people know who they are, where are coming from and what they care about. The bottom line is to create content that offers validation to your readers. Foster an attitude to connect your product/ services to something meaningful in people's lives.

A recent study conducted by SEO firm BrightEdge Technologies showed that around 53.6% of the 10,000 largest websites have at least one social button or plug-in installed. Adding social sharing icons seems like a no-brainer, yet many websites are not even leveraging upon this technology to make sharing their content on the top social media as easy as clicking. They fail to understand that it is essential to make social sharing as effortless as possible.

### **Which social sharing button to choose?**

Facebook and Twitter are dominating the online market, when it comes to choosing social sharing buttons on the homepages of a site. Around 50.3% of the 10,000 largest sites are displaying Facebook links and plug-ins, while another 42.5% have Twitter links. Google+ share buttons are found on 8.1% of the websites and LinkedIn buttons were displayed on just 4% of the sites. However, these two sites are more likely to gain popularity in the coming days. In addition, share buttons for Delicious and Digg are found in several larger websites.

Try using a catch-all service like AddThis or ShareThis to offer readers an easy way to handle sharing. Make sure that individual buttons are more compelling and less confusing. Facebook and Twitter offer share services where you need to install buttons and code on your own blog/ site. And embed this social sharing option on everything you offer – be it an article, a video, infographics, case studies or success stories, e-books and white papers or any other stand-alone content.

### **Some more suggestions!**

Also, try to create some winged content to soar across the social web. People

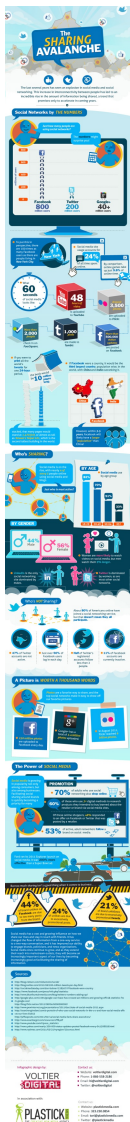
usually share content that they find useful, informative, or just plain fun. So have some content that can create social buzz. Also, make sure your site's settings allow sharing the content that you have uploaded. If you want to extent yourself a little, you may allow others to use your content for corporate brochures, but with an attribution. This will increase your social exposure up to a great extent. In addition, there are some online license providers who help you to define the terms of what people can/ cannot do with your website content, apart from sharing them on social networking sites.

Some websites also use a logo or watermark (make sure they are tastefully embedded) in the corner of the photos you are uploading on your website. And with the social sharing buttons you are encouraging others to use your photos in their digital work while giving you the attribution, thus increasing your social mention.

## The monster Infographic of Social Sharing

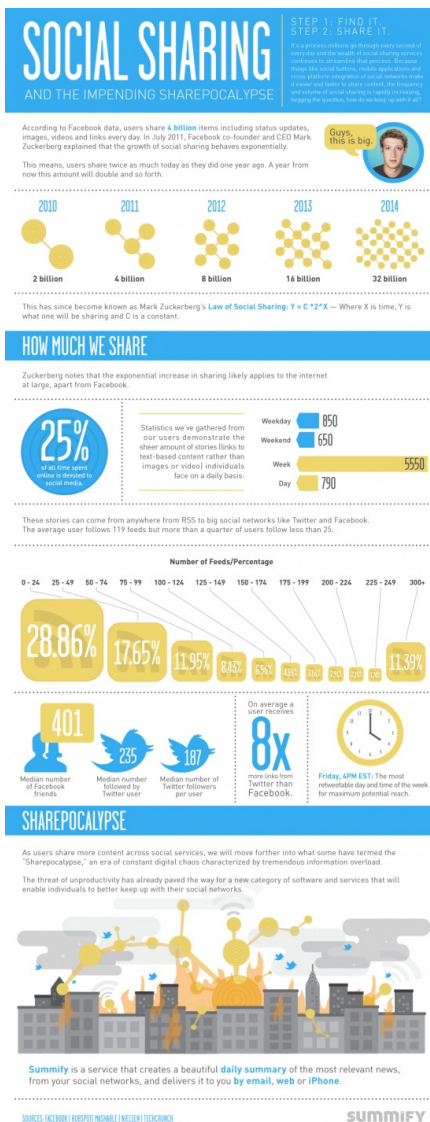
Source: [bzzagent](#)





# The Social Sharing Trends Infographic

Source: [summify](#)



# The social media sharing habits of men and women - Infographic

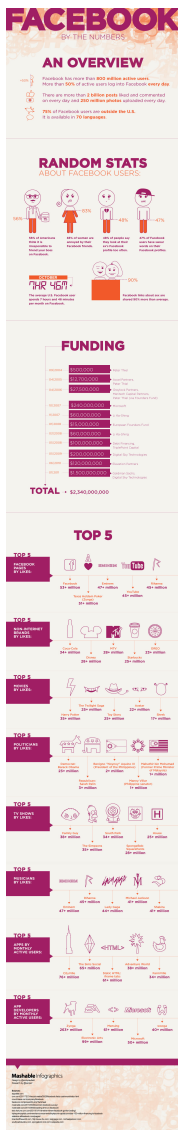
Source: [usamp](#)

# How you can have better presence on Facebook

Facebook has become a phenomenon and there are not many who don't use Facebook everyday. Its not only a website for social networking but its also a great business marketing tool. If you have a business then you can [advertise about your brand on Facebook](#) and you can do that without direct references which is a great strategy. There are many tricks that can be used in Facebook to get a **better presence** which will help you to be connected with expected customers. Use your imagination and creativity to get the best results out of your Facebook profile. Before coming to how you can have better presence on Facebook, lets have some excellent [infographics](#) to have some ideas about why Facebook, Facebook fans anatomy, why, what and when people share and how many small businesses prefer Facebook for business.

*Related reading - [Tips while creating Facebook Ads](#), [Facebook Advertising- The future is here](#)*

## Facebook By Numbers :: Infographic

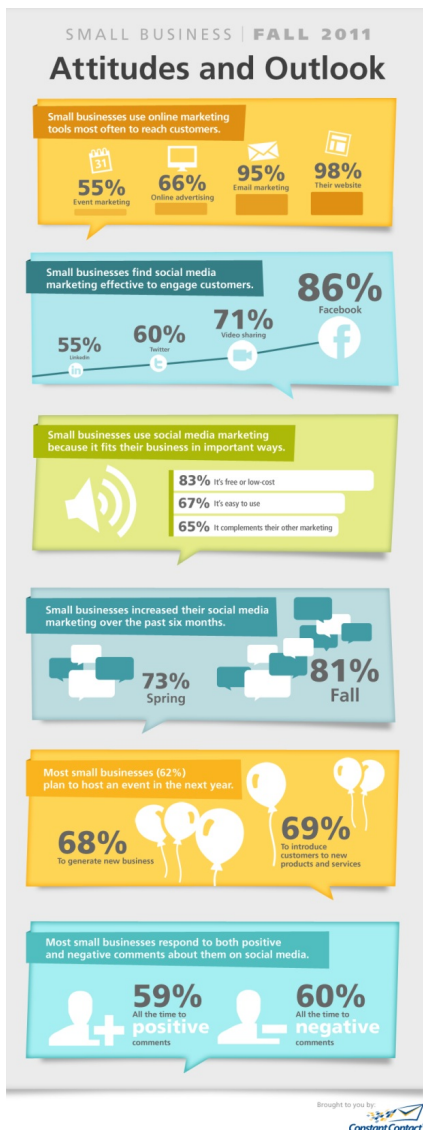


How, When and What People Share







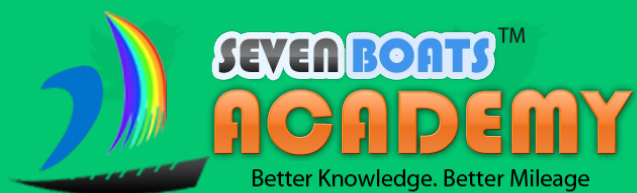


Another important thing is to make sure that you have a personal relationship with your expected customers in Facebook. The easiest way to do that is to talk to them every now and then. Try to be popular among people of Facebook to have a **better presence** in it. Ask them to post about their life in your story and suggest them about their problems whenever you can. More than anything else you need to gain their trust and there is no better way to do that except coming out as a friend.

*Related reading - [Creating customer evangelists](#)*

**Author:** I am Susan Hannan from Exams Key; it gives 100% [PMI-001 Test](#). Let's take benefit of [BHO-006 Test](#) material efficiently and get





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