

The Foundation



**How To Use Social Media
For Business**



Table Of Contents

Part 1 – Introduction

Part 2 – Social Media Overview

Part 3 – Quicksand Social Media

Part 4 – Foundation Building

Part 5 – A Final Word



Introduction

Social media is shaping the way that the world communicates, and also the way businesses are communicating with their customers and target markets.

The main aim of this short guide is to focus on the main foundation, that will lay the path for your social media marketing success.

There are numerous resources online, sharing great information about social media.

Pages after pages of articles, videos, tips, cheats, and tactics to be used.

I see a large majority of social media marketing strategies built on quicksand.





Often, people with the best of intentions are misled when it comes to mastering social media marketing.

I wanted to share something with you, that would set within you, the foundation on which you should build your **SUCCESSFUL** social media marketing strategy.



Social Media Overview

Like a whirlwind sweeping through the world, social media is shaping the way we live our lives, do business, and communicate.

It was not long ago, that communication was conducted mainly by meeting friends and associates.

Breaking news was only spread via TV, radio and newsprint.

Through social media websites, such as Twitter, Facebook, My Space, YouTube, our friends know more about us, and what we are doing, without even physically meeting or speaking with us.



Today, breaking news stories are first shared on social media networks.



- It took radio 38 years to reach 50 million users.

- It took TV 13 years to reach 50 million users

- It took the Internet 4 years to reach 50 million users

- It took the ipod 3 years to reach 50 millions users

- Facebook added more than 200 million users in less than a year.

Everyone has heard of, or is part of social media.

From teenagers to great-grand parents we all either have a social media account, or have discussed a video on YouTube, or a post on Facebook to a tweet on Twitter.

The great thing about marketing with social media, is that for the large part, it is FREE and easy to get started.

Although, it may be easy to get started using social media for marketing, it is also very easy to incorrectly and ineffectively use this form of marketing.





Quicksand Social Media



The key to social media marketing is given to us in it's name. It could not be spelt out more clearly for us...

Social media - is all about being SOCIAL!

If we think of the word **"SOCIAL"** , in the offline world, being social is about building relationships, friendships, and sharing.

Too often, it is common in online social media marketing that people subscribe, become friends, or follow someone, and then hit them with spam, and affiliate links trying to sell products.

Sometimes, products are recommended when people have no idea whether or not they work, or deliver on what they promise.

Imagine if you will, this example, you are out in everyday life (offline world) and start talking to someone in a Superstore.



You make an acquaintance with this person and then every time you see or speak to them, they start trying to sell you something.

Without really making any effort to build a relationship, or rapport with you, they continue to just keep trying to sell you their product or recommendation.

How successful do you think they would be at selling that product to you?

How strong would your relationship be?

If you're thinking that you would have little response to the sales attempt, and your relationship with this person would be very weak, and short lived, then you're correct!

This is how a lot of people try and do social media marketing.

Let me introduce you to two people I meet quite often in social media marketing.

The first is Tony...

...Tony is not a bad guy he is just trying to make some spare cash online.

Tony is better known as - "Tony The Twitter Twit".



Tony is quite a loud guy, brightly colored shirt, and loves to make loads of noise.

He has opened a Twitter account, and he has followed as many people as possible.

Tony tweets all day long with affiliate sales links one after another.

He's quite bold and brash.

He gives no information of value, and spends no time building any rapport.

He never re-tweets any other good tweets or interacts with any other tweeters.



WRONG!



The second person I meet often in social media is a lady called Fiona.



Again like Tony, Fiona is trying to replace her current income, making money online.

Fiona has the best intentions at heart, but has been badly advised on how to approach social media marketing.

It's not her fault, she has just taken onboard bad advice on how to manage her social media campaigns.

I like to think of Fiona as the - "Facebook Fool".

Fiona opened her Facebook account and added as many friends as she could, without checking out their profiles or details first.

A large majority of her friends are just other affiliate spam marketers who just post sales messages on people's walls.



Fiona moves about Facebook quietly and slips in and out of her facebook accounts, never offering anything of value to her friends...

...other than the occasional affiliate sales post.

WRONG!

Both Tony and Fiona had the intention of making money from social media marketing, and there is nothing incorrect about that.

However, like a large amount of people using social media for marketing, they just went about it in the wrong way.



Foundation Building

The foundation principle applies to any form of social media and needs to be your fundamental key to success.

Basically, the principle is this, “build relationships of trust and respect”.



I'd like to split this into five key parts:

Part 1 - Social media is about being social. Within any of the social media platforms, we need to build relationships, rapport, and communicate with other users.



Just because we are working within an online environment, it does not mean that we lose all bearing of our fundamental communication skills.

PART 2 - Most people using social media websites tend to subscribe, follow, and become friends with anyone they can.

You must be selective in your social media interactions. Check profiles, channels, wall posts, before requesting or accepting friends, and followers.

Make sure they are not spammers, and that you have a common niche interest.



PART 3 - YouTube subscribers, Twitter followers and Facebook friends hold the same value as a person on your email list.

Treat them with the same respect and intelligence, just like you do with your

email list, provide outstanding quality and information of value to them.



PART 4 - Just as with your email list, the key to building strong relationships in social media marketing is communication.

Regular communication of value will help to build conversation and understanding.



PART 5 - What you communicate in your social media marketing is at the core.

The whole point of working on your social media relationships is to build trust and respect.

The majority of communication is going to be you sharing FREE information, and strategies about topics in your niche, tips, chats, help, jokes, and general conversation.

Mixed in with your conversation, every so often you can recommend your product or a service.

Having built trust and a rapport, people will respond more to your recommendations.



Please allow me to introduce you to my very good friend Steve...

...or as I like to call him **“Social Media Marketing Steve”**.

Unlike our old friends Tony and Fiona, Steve is building his social media marketing around the five points above.



He has set up optimized accounts and accepted the correct types of subscribers, followers, and friends.

Most of his social media marketing is building on relationships, sharing, and offering free content, and general conversation.

Most of the links Steve shares are to his free content, but in doing this he is not directly selling, he is building a base of knowledge and trust with his audience.

When he has a product or service he thinks is of value and benefit, he shares it.



He always gets a great response when he shares his sales content, because people trust and value his opinion and recommendations.



Final Word

This may seem as the nice and pretty way to work your social media marketing, it is however, a very effective strategy.

The simple fact is, strategies build businesses.

One of my favorite statements for online business applies to social media marketing:

"It's much easier to increase your business by increasing your conversion rate, then by increasing your traffic."

Ultimately, understand that you treat social media followers, friends, subscribers, with respect and grace, like you would your email list.

Deliver to your social media audience, free great value conversation, and they will respond on the occasions when you offer your product.

To your social media success...

