

Experience Advertising, Inc.

# Social Media Marketing Playbook



Strategies and techniques to master  
social media marketing and  
advertising!

made with  
*Beacon*

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# 10 Ways to Ramp Up Your Social Networking Activities

Let's face it, social networking has engulfed our lives, so why not maximize your presence and reach on the social networks, since you spend time there anyways. Not to mention how incredibly powerful the social networks are at reaching people. Before the days of Facebook and Twitter, there was Plaxo and LinkedIn, which started as simply ways of exchanging contact information and vcards. Personally, I embraced these technologies at an early stage because at the time I was very into business development and connecting with people to promote the company I was with at the time. But I definitely saw the potential and tried to maximize them for all they were worth, which resulted in acquiring a lot of contacts over the years. Nowadays, Facebook, LinkedIn, Twitter, Pinterest, and Instagram dominate the social landscape, so you have to force yourself to utilize them to their fullest potential. Here are some good ways to ramp up your social networking activities to better take advantage of the opportunity:

- 1. Daily Routine** - every day when I start working, the first thing I do is load Facebook, LinkedIn and Twitter in browser windows (they are usually already there from the day before). I scroll through the updates and start liking, sharing, reading, commenting on people's updates that I find interesting and the one's that are just good news usually. You would be surprised how many people you can touch by just doing that for 10 or 15 minutes. Then, I let my regular work day dictate how much I'm back on checking my social networks. But I usually spend probably an hour or 2 a day checking Facebook, LinkedIn and Twitter for things I can do to be proactive. I frequently hear people tell me I'm everywhere, so I know I'm having a good effect on my social networks. I get business inquiries from my content sharing and interacting. I like to share informative articles that have been put into my social network feeds, and then turn them around to

my connections. I like to think of myself as a hub of news, information, and knowledge related to Internet Marketing. So I take a lot of pride in being that person that is always exposing people to helpful information and education. So be sure to make social networking part of your daily routine and you will see benefits to your business or business development.

**2. Social Karma** - I'm sure this term is being used for something else, but I like to use "social karma" to describe what happens reciprocally when you proactively interact with other people's social postings and status updates. Facebook and Twitter have forced people to interact socially online and will continue to compel people to be online more because this is how they make money through advertising. I have found, through being a proactive social networker, the more you interact with others doing things like: Liking, Sharing, Commenting, and Retweeting of their content and postings, the more they will return the favor when you post something. Usually, the more compelling a post it is the more likely it will be interacted with, but in general the more you make the effort the more that will be returned to you, which exposes your content to their streams. In my opinion you can never be proactive enough with your friends and followers. It's something that has to be focused on and made part of your daily routine. Once you start really interacting proactively with others, you will see them return the favor and your content will be shared to more people.

**3. Adding Friends/Connections** - All the social networks have made it pretty easy to add friends and contacts to your social profiles. You can even connect networks with networks and cross-invite people to your networks. One of the best ways to ramp your connections is using the Add Friends from your email contact list. This can pull a huge list into your invites and blasts them all an invitation. You may need to clean out the people in your invite list you don't want to connect with socially. You can also add friends right on Facebook, Twitter, and LinkedIn, as well as most other networks, that you see suggested to you or that other people are connected to. Be outgoing and click Add Friend as much as possibly and you will build your friends quickly. On Twitter they have great search features for finding other people you can follow with similar interests, or that are following people you know. It does take time and effort, but well worth it.

**4. Be Brilliant and Helpful** - Most people use Facebook for sharing their personal and family stuff, which is great, so when you post business related or informational content on an industry it should be really compelling in

order to peak people's interest. There are always going to be some people you are connected to that don't care about your business postings and will never interact, but there are plenty of people that might just interact if your content is either helpful, informational, or just plain brilliant. The more compelling your content is the more people will interact, but you can't count on it happening, you just have to try hard and be as frequent to possible to illicit a response (but don't post your same content repeatedly, maybe twice at the most). People also like helpful, informative articles that enhance their understanding of a subject or provide some new information they can become hip to. You should mix in a good amount of helpful articles into your stream so you're not always self-promoting.

**5. Fan Pages** - Everyone should operate their own Facebook Fan Page if not more than one. You should have one for your company, website, blog, group, organization, whatever it may be you should really focus on growing and building out your Fan Page. Fan Pages are great because they can really grow if people like your company/service or your content is good. Make sure to load up your photo section (quick content), videos if you have them, and really build out your Discussion area, as they tend to have great Google rankings. Fans can be advertised for as well. By running a Facebook advertising campaign you can add additional targeted fans that "like" certain core keyword phrases and entities. This does cost money, but is an awesome way to expand your reach and then get back in front of them with status updates and direct email messages. You can even make a nice custom Welcome Page for new fans that encourages them to click the Like button. So building up your Fan Page should be a really high priority for any business, website, or organization. You can never have too many fans!

**6. Be Positive!** - the world is filled with bad stuff happening and there is so much negativity out there these days, so make sure to have a great attitude and be positive when you are social networking. Put good energy out there into the social networking environment and people will vibrate with your good vibrations. It's always a good idea to encourage people and be that uplifting voice that makes people feel good or better. Nobody likes gloom and doom on social networks...so be optimistic and excited with your social postings and people will gravitate towards you, not to mention share your content!

**7. Content Creation** - Yes writing! You know, putting pen to paper er uh typing on the keyboard more like it. When you create content, i.e. articles,

blog posts, etc. it gives you something to share with people to enhance their lives. It also gets into the search engines like Google, Yahoo, and Bing, and brings you free traffic. Make sure you are making your website as "sticky" as possible so your visitors can connect with you via Facebook, Twitter, LinkedIn, so they can follow your subsequent content. Also, be sure you are "retargeting" your website visitors with companies like AdRoll so you can truly capitalize on the free traffic coming to your website. Once you have posted a new article, make sure to share it and hashtag it on your favorite social networks and into LinkedIn groups of relevance so it's gets out there. Content drives free traffic on the Internet, so you should absolutely have a great content creation strategy in place, or pay someone to write the content for you.

**8. Advertising** - this can be tricky because it costs money, but advertising on Facebook, Twitter, and LinkedIn can be very effective if you go about it properly and improve the process over time. For instance, you can Promote your personal posts on Facebook, Boost your Facebook Page posts, Sponsor your LinkedIn Updates, and Sponsor your Tweets on Twitter. All valuable ways to grow your traffic, connections, and exposure. The nice thing about Online advertising is that you can budget it very carefully so you don't spend too much while trying it out. You have to do a really good job at capitalizing on the traffic and exposure it brings you or you are basically throwing money down the drain, but with a really good strategy you can leverage these social networks to build business and traffic to your website.

**9. Instagram** - whether you like it or not EVERYBODY is on Instagram, so you should be too. There's a reason Facebook bought it, the traffic is HUGE. For business, you should be running a Instagram presence for your company, and hashtag your posts to get new followers, then they might just visit your website from your description. One of my agency's clients gets most of their business from Instagram, so I've seen first hand how it can positively impact ecommerce. So go out and take some pictures, some selfies, and have a ball with it. Oh ya you can connect to all your Facebook friends, so it's not hard to get up and running easily.

**10. Be a Beast** - Social networking really defines "you get out of it what you put into it." You could literally spend all day interacting, posting content, retweeting, liking and sharing, but who has the time for that. What you can do is spend an hour or 2 a day being a beast, going fast, chatting it up, and

really showing you care about what your friends, followers, and connections are doing. I like to spend time on my social networks on the weekend, which is a great time to do your interactions and content creation. You want to be one of those people that seems like they are "always on" like me, it brings me business and referrals. :)

These are a few ways to maximize your social networking activities. I mean you are spending time there anyways, you might as well get the most out of it. Look at it like any part of your work day or productivity and try to increase your effectiveness and efficiency.

# 10 Ways to Advertise and Manage Social Media on Facebook

Are you looking to maximize Facebook to market your company or website? Here are some tips and tools that I recommend to achieve that goal based on my experience as a digital advertising agency for large and small companies.

**Background:** [Facebook](#) has become the #1 social network on the Internet landscape, so you absolutely have to be leveraging Facebook for all you can as a business, website owner, or blogger. Facebook keeps changing and evolving, so you have to stay on top of what you can do to maximize your presence on Facebook to generate as much traffic and exposure as possible. Facebook represents the best way for your content to go viral and snare in throngs of people you can communicate with around your brand or site. I don't think you can ever have enough resources devoted to your social media strategy, but Facebook is definitely where you want to spend the major of your time and money promoting your site or company. Here are some of the top ways to maximize Facebook for your company, website or blog:

**1. Social Plug-ins** - Facebook has continued to evolve their "social plugins" which allow you to tie Facebook into your site in several ways. I think the most important one right now is the site commenting plug-in that allows people to comment on your site's content and then shares it to their Facebook Wall. Another great one is the automatic site registration, I see a lot of advanced sites using that. The Like button on all your product details pages or blog posts is a must, use [Sharethis.com](#). This is an incredibly powerful way to help your site or blog go viral. Here is the complete list of current [Facebook Social Plug-ins](#). Social plugins are a must and should be integrated into your website everywhere possible, as long as it's called for.

**2. Facebook "Fan" Page Management** - If you are a business, website, or blogger, you absolutely need to run and administrate your Facebook Page. Once you have your Fan Page set-up you are ready to recruit fans by getting it out in front of people. But how should the Fan Page actually be managed and by whom? That's surprisingly a tough question. You can handle it internally or outsource your Fan Page management, but whoever is assigned to it needs to be the right person with the right strategy. Fan Page management should be done with a very pro-active, friendly, informative, and interactive approach, otherwise you won't be able to solicit your fans to comment, share, or like your content, which is squandering the entire opportunity. For instance, if you post a quote from Albert Einstein, you should ask "what do you all think about this quote?" after the quote to provoke a response. Remember, the more interaction and responses you provoke, the more people will actually see your content on friends' Walls and potentially interact with it themselves or share it to their Wall. I'm pretty fussy about Fan Page management in general, I don't think 99% of companies do it very well, which is most likely just that their strategy and technique isn't as interactive or engaging as it could be, nothing personal. If you are a fan of a lot of companies you probably know what I mean. So make sure you have really friendly, out-going, amazingly interactive and pro-active people managing and posting to your Fan Page. Frequency depends on your overall strategy, but I think in general 1-8 posts a day is a good amount, as long as they are purposeful and relevant posts. Don't post just to post, but frequent posting is recommended. Make sure to "Boost" your more important posts so your fans and their friends will see it guaranteed. You can also boost the post to your targeted demographic which can bring in new page likes, awareness, and traffic. Read more about [Facebook boosted posts](#).

**3. Facebook Sweepstakes and Contests** - one of the best things you can do to pump up your Fan Page and inspire new fans is to run exciting sweepstakes and contests. People love to enter sweepstakes and contests to win things, especially online, and especially if it's quick and easy to do so. I love a Facebook App provider [Woobox](#) and also [Wishpond.com](#), which allows you to run several different types of contests and sweepstakes for a nominal fee. They handle all the tracking and reporting which is amazing, and they also give you the data of the people that entered your promotion. Some of the cool features are that when someone enters they are asked to Like your Fan Page, post it to their Wall, and then they can send invites to their friends....all of which helps it go viral! I recommend running monthly

contests to our clients and don't be cheap! The better the prizes, the more uptake it will get and chances to go viral, i.e. iPads, vacations, gift cards, and free products.

**4. Encouraging Customers to Like your Page** - Most companies have databases of customers, subscribers, referrals, and other types of databases that have been acquired over the years. Whatever your database sizes, you should absolutely send them a nice email piece encouraging them to join your Facebook Page. It definitely helps to offer some kind of incentive to increase their likelihood of becoming a fan, but in general this should be done periodically to your entire database to build fans. Try to be creative with it. Definitely include "join our fan page" verbiage in your weekly/monthly newsletters as well. If your website sends out any types of auto-responder emails, you can integrate "Join our Facebook Fan Page" copy or graphical buttons to make the suggestion. Also, incorporating this same type of thing into your Order Confirmation or Thank You pages can be effective at increasing your rate of uptake when acquiring new page likes. Leave no stone unturned when incorporating this type of suggestion into the fabric of what you do.

**5. Facebook Advertising** - Facebook advertising represents the greatest opportunity to target your products or company in general to the Facebook audience. They have excellent targeting options that allow you to hone in on your ideal customer and advertise directly to them. For instance, if you are a flower shop in Fort Lauderdale, Florida, you can advertise to males, between the ages of 30-50, that live in Fort Lauderdale zip codes. People who you think would buy flowers locally. You can also do this nationally and get more broad with it. You can also include targeting by people's Likes and Interests on Facebook to further specify the types of people you want to see your ads. Facebook advertising is on a cost-per-click (like Google paid search) or a CPM (cost per thousand ad impressions). It's debatable which works best, but regardless you should be tracking all the clicks with electronic/conversion tracking or sending them to a special page to see a promotion for Facebook visitors. That way, you can tell whether the business came from Facebook ads and gauge your ROI (return on investment of the campaign). Once you know your ROI you will know what you can afford to spend to generate more customers to your website. In order to make this type of advertising work most effectively you have to do things like: offer special promotions, vary/rotate ad copy, vary ad images, and split-test your landing pages. I recommend using a website

optimization tool like [Optimizely](#) to increase your website's conversion rate prior to advertising on Facebook and spending the money.

**6. Facebook Page Advertising** - You can also advertise specifically for Fans/Likes on Facebook. This is another great way to build your overall fans and should be running every month to some extent, whether it be a little or a lot. You can never have too many good, targeted fans. It's said that fans spend 4x as much as non-fans, so that's all the reason in the world to advertise for fans on Facebook. Again, you can really target who will see your ads. I sort of classify this under branding and potential customer advertising, with sales attached at a later date, because your ROI to acquire new fans can't really be measured right away. But it's still a great thing to do in my opinion and every company should budget a certain amount per month towards advertising for fans. Like anything you are putting money towards, it has to be managed and worked to get the most out of it and how effectively that's done is up to whomever you have manage it.

**7. Facebook Strategy** - If you have a Fan Page you should definitely have a concrete, flexible strategy in place to maximize your presence. Every month (or week even) your strategy should be changing and adjusting based on the previous months results, gauging whether you were either too aggressive or too conservative with your spends and resources you have allocated to it. Make it part of your weekly meetings with your executives or staff, and most definitely make it the primary focus right behind your Search Engine strategy.

**8. Facebook Custom Audiences** - this is a neat advertising option, that allows companies to upload their customer or potential customer email lists to Facebook and then run ads to it. This is a great way to increase customer loyalty and retention. Also, a great way to convert new customers where you just have their contact information.

**9. "Retargeting" on Facebook** - with companies like [Adroll](#), you can cookie your website visitors and then advertise to them when they leave your website on Facebook. It's very effective and usually has a great deal of ROI because of the super-targeted nature of the traffic. You can segment your visitors into groups and advertise to them differently, i.e. visited a certain page or a viewed a certain product on your website. Another service called [Perfect Audience](#) will allow you to cookie your email openers so you can advertise to them on Facebook. These types of services should absolutely

be part of your online marketing and social media strategies.

**10. Looking Ahead** - Facebook is changing and evolving on a daily basis, so you have to stay on the cutting-edge of what can be done on Facebook to maximize your presence. Staying up with sources like [Mashable](#) is essential to evolving your own strategy based on what's working for companies, case studies, and new technologies for instance. Stay up to date with social media news and you will always be coming up with new ideas to grow your own social presence.

**Conclusion:** Facebook is an ever-evolving platform that is the dominant player in social networking, so you have no choice but to completely embrace it and work with it to maximize what you can do there to make your brand more pervasive. These are some ideas that have worked for me, but there is ALWAYS more that can be done in this day and age. I encourage you to focus your efforts on maximize your social presence because it's always a work in progress that should get a little bit (or a lot) bigger and more effective every month.

# 16 Ways to Leverage LinkedIn to Build Business

LinkedIn has become the largest social network for business by far and only continues to improve their functionality and their tool sets to make connecting with people, doing business, and finding new jobs even easier. LinkedIn is a fabulous business networking tool and should be utilized to the fullest to maximize your business development activities. You should be spending 1-2 hours per day on LinkedIn to get the most out of it in my opinion, which is what I do. If you are looking to fully leverage LinkedIn to build business, just follow my tips and you will be well on your way!

## 1. Building LinkedIn Connections

LinkedIn is a free service and you don't need to upgrade to a paid member to use it effectively, however I do believe a paid account is the best way to go. LinkedIn gives you a ton of invites to build your connections, so start inviting people to connect with that you know. Some of the ways you can build your LinkedIn connections are:

- Mass invites through your email account connection with LinkedIn
- Pasting in a list of email addresses you have (don't buy a list and do this however)
- Using their "People you May Know" feature
- Using the "Reconnect with Your Colleagues" graphic on your main screen.

## 2. Following Up with Who's Viewed Your LinkedIn Profile

LinkedIn shows you "who has viewed" your profile. You can then send them a message or connection request and mention you saw that they stopped by your profile. Paid users can see more profile viewer info, so that can help in that regard. When you reach out to connect with the people that have viewed your profile they are always pleasantly surprised since they were

just checking you out, and it can be really effective at gaining the connection and business, not to mention there had to be a reason they were checking you out, so you can see what that was about and take it from there.

### **3. Thanking for Accepting LinkedIn Connection Request**

When someone you have invited accepts your connection request you will receive an email that they accepted it. You can then send them an email thanking them for accepting and start the conversation. Similarly, when you accept someone's connection request you can send them a message thanking them for the connection and telling them what you do and ask when they do, etc.

### **4. LinkedIn Groups**

Joining multiple LinkedIn Groups in your industry or niche will allow you to post your articles and blog posts into those groups, which can be a powerful syndication strategy for your content. But don't just post company profiles or promotions or it may get you banned from the group. It also increases the number of connection requests you will receive if your content is good. But don't just look at LinkedIn groups as a place to share your content, there are people asking questions that you may know the answer to, so you can really help people out by jumping into the discussions and helping out, which will make you look like you are a valuable resource and encourage connection requests. You can also start discussions on the groups that are related to the niche and people will answer, which starts a conversation and can lead to connection invites being sent.

**Note:** you can join up to 50 LinkedIn groups at a time and directly contact up to 500 other group members directly, which is great!

### **5. LinkedIn Recommendations**

LinkedIn recommendations look great on your profile and tend to be really "glowing" in nature. Leave LinkedIn Recommendations for others first proactively and they usually will reciprocate with a recommendation back for you. LinkedIn Recommendations can be really powerful at convincing people you are great to work with because they are usually really positive. Look to edit your LinkedIn profile so your recommendations are shown towards the top and people see them when they check you out. When you

receive a new one, make sure to reciprocate, thank them, and then you can even share the recommendation content as a status update.

## **6. Reaching Out Beyond your Connections**

Look through your LinkedIn connection's contacts and then send "connection requests" through your connections to the people you wish to connect with. This is one great way to do business development through LinkedIn in my opinion and it's extremely under-used, so don't be afraid to send connection requests through your contacts, that's what LinkedIn is for. Note: be nice, friendly and professional in your connection requests and don't look at it as a "means to an end" outreach tool, and it will be more effective. You can also use "Inmails" which are given to paid users, which allow you to reach out directly to people you aren't connected to without the forward request. This is VERY effective and probably the best part about being a paid user.

## **7. LinkedIn Group Reach Out**

Any LinkedIn Group you join you are permitted to contact 500 members of that group even if you aren't connected to them. This is a great little secret that you can use to do a ton of business development within groups. Be professional and not a means to an end to be most effective.

## **8. Customizing Your LinkedIn Profile**

You can customize your LinkedIn Profile to feature any aspect of your profile higher up on the page. You can add "add-ons" to your profile from 3rd parties which can really ramp up the functionality of your profile like Slideshare, YouTube, and other places that host your content or presentations. I have dragged my Recommendation up the top so they will be featured. You can also add a background picture to really dress up your profile. Make sure to use a good, professional photo for your profile picture. Make sure to capitalize your first and last name, there's nothing less professional than your name not being capitalized.

## **9. LinkedIn Pulse**

This is a place that you see when you load LinkedIn that features all the latest stories and headlines from your industry. It's a great place to keep on the cutting edge of your industry, share articles, comment, like, and interact

in general with others in your industry. It can also lead to connections with others that are interacting there. It's a great place to learn new things. When you publisher posts to LinkedIn they have a chance of going in LinkedIn Pulse and if they get a lot of likes, comments, and shares, it could really ramp up the exposure for your LinkedIn articles.

## **10. LinkedIn Status Updates**

LinkedIn has become more like Facebook, so you have to monitor the "status updates" of your connections and then proactively interact with those posts to increase networking and building up good social karma (where people will reciprocate for your links and comments). You can like, share, and comment on your connections updates and build up your credibility with them, they love it when you interact with them there because not many people do this. Your connections will usually get an email when you interact with them, so it's a great way to get or stay in their consciousness.

## **11. LinkedIn Company Page**

You can set-up a Company Profile on LinkedIn that you can build out with content, add staff members, and collect company recommendations which can be powerful at convincing people to work with you. People can follow your company updates and it's a great place to build up a company presence that gets ranked in the search results. You can also advertise your status updates and LinkedIn shows you all your stats on exposure and interaction.

## **12. Exporting LinkedIn Connections**

You can export your LinkedIn connections to a spreadsheet so you can look at them all at once and send emails to people you want to contact. You can also share your contacts with trusted people that will reciprocate...talk about getting ahead quicker!

## **13. LinkedIn Endorsements**

This is a newer feature, kind of like recommendations, but quicker and easier to create. When you are on any one of your connection's profiles, it will prompt you to endorse their "skills." Once you click the button, another window will display 4 more of your connections and you can endorse them

as well, then another window...keep it going until it runs out. They will get notified your left them an endorsement and likely leave one for you. This looks great on your profile and builds your credibility.

**14. LinkedIn Advertising** - Connect with the world's largest audience of active, influential professionals. Launch your campaign in minutes.

- Sponsored Updates - Raise brand awareness, build relationships, and drive quality leads with Sponsored Updates. Extend your reach to the LinkedIn feed across web, mobile, and tablet.
- Precision B2B targeting - By job title and function; By industry and company size; By seniority; By location
- Ad formats - Text and image ads; Video ads; Text only ads
- Set your own budget - Pay by clicks or impressions; Stop your ads at any time; No long-term contracts; No commitments

**15. LinkedIn Etiquette**

- Don't be annoying
- Look to help others
- Interact with others - like, comment, share

**16. LinkedIn Mobile Apps**

Make sure to utilize all of the great LinkedIn mobile apps, [check them all out here](#). I like to use them when I sitting around waiting, or just on my couch watching TV. You can send invites, read content, and interact with people right on your smartphone. LinkedIn has some phenomenal mobile apps, so make sure to download and utilize all of them.

**Thanks for reading!**

These are some practical tips for maximizing your LinkedIn time and effort. LinkedIn is a fantastic business networking tool, but most people just don't use it enough. So I'm on a little bit of a mission to get people using it more like they should be. Thanks for reading and let me know if you have any questions, comments, or ideas.

# 33 Ways to Advertise on Social Networks and Make it Work

*Evan Weber*

**Facebook Advertising** - one of the best places to generate excitement, engagement, loyalty, traffic, and revenue. Here are the ways you can advertise on Facebook:

- Advertise for Company Page Likes - great for targeting by user interests and location. Phenomenal for local businesses in my opinion.
- Drive Targeted Traffic to Your Website - advertise for website traffic to your targeted demographics and user interests. Second only to paid search advertising for targeted website traffic.
- Advertise to Your Website Visitors - "retarget" your website visitors that have visited your website but didn't not turn into a sale or a lead. After they leave your website, they see your ads immediately in their Facebook Newsfeed on desktop and mobile.
- Advertise Your Videos - Facebook video advertise is great for getting your company commercial or product videos in front of your target market. You pay per video view. Think of it like TV advertising on Facebook to targeted users.
- Advertise Your Events - Facebook is great for advertising all types of events including: store grand openings, concerts, performances, and even in-store or website sales.
- Advertise Your Apps - Facebook app advertise is probably the best, most cost-effective way to get your app downloaded to a targeted audience. Users are prompted on their mobile phones to download your app and you pay per download.
- Advertise to Your Customer List - through "Custom Audiences" you can advertise to your customer email list by uploading the data to Facebook and then creating an ad campaign to target those users. Great for

building customer loyalty and retention.

- Advertise to Your List of Prospects - If you have an email list of prospects you would like to run ads to, you can do that as well to convert your email data into website traffic, page likes, or video viewers.
- Track Results and ROI, i.e. Leads/Sales - using Facebook's conversion tracking pixel you can measure your ad campaigns' ROI and performance metrics. This works best if you are selling on your website or collecting leads on your website.
- Advertise Locally or Nationally - one of the best aspects of Facebook advertising is the location targeting you can use. For instance, if you are a flower shop in Boca Raton, FL you can target men in Boca Raton with ads for Valentine's day flowers for instance.
- Target People's Interests in Anything - what I love about Facebook advertising is the fact that you can target people's interests in many ways. When you are setting up an ad campaign you are presented with numerous interest choices, you can also type in a company name and target people that have show interest in those companies or interest topics.

**Twitter Advertising** - vary much a neglected place to run ads but can be every bit as effective as Facebook ads with the right strategy and conversion measurement.

- Promote Your Tweets to a Targeted Audience - get your tweets in front of the types of users you want to see them. This is great because if they retweet them you can get some great exposure to an entirely new audience.
- Advertise for Targeted Followers - this is the best way to build up your Twitter followers based on your targeted demographics. For instance, if you sell bikinis, you can advertise to get fashion and style bloggers as your Twitter followers.
- Advertise to Your Customer Database - similar to Facebook, you can upload your customer email data to Twitter and then run targeted ads to them. Great for building customer retention and loyalty, as well as exposing them to sweepstakes, sales, and your customer referral program for instance.
- Generate Leads for Your Service - Twitter "lead cards" are a great way to generate sales leads for your business.
- Advertise for Opt-ins Emails - you can advertise to your targeted demographic and use interests to get them to join your email newsletter

or enter your sweepstakes.

- Advertise for Direct to Site Traffic- you can drive targeted traffic to your website from Twitter just like you can on Facebook, and measure the ROI.
- Advertise for App Installs - similar to Facebook, this is one of the best ways to get your mobile app installed by your targeted audience.
- Advertise for Video Views - Get your company commercials or new product videos viewed on Twitter much like a TV commercial would.
- Track ROI with Conversion Pixels - make sure to use Twitters tracking pixels so you know which campaigns are producing sales, leads, or inquiries on your website. That way you know which campaigns are working and which are not so you can "optimize" the account.
- Split Test Ad Copy and Images - you can structure your ad campaigns to test different images and ad copy. This will allow you to see which images are working best, as well as which ad copy is leading to a good click-through rate as well as conversion rate.
- Target Industries, locations, and Interests - Twitter is great for targeting people in certain industries, such as marketing or advertising. If you want to target just users in the advertising industry in Miami, Florida you can do that as well, which is great for building your audience and prospects in for your sales people in certain locations.

**LinkedIn Advertising** - the best way, hands down, to advertise to businesses and companies.

- The Best Way to Reach People at Companies and Businesses - If you want to generate leads or site traffic to targeted businesses, LinkedIn is the best way to do it, just don't expect it to be cheap. Which is why you have to have a really strong website conversion rate or great converting lead capture page to make it work well.
- Target Your Ads to: Location, Industry, Company Size, Company Name, Title, Language, Job Seniority, Age, Gender, Groups, and Skill Set. LinkedIn has the most amazing targeting in Business to Business advertising.
- Advertise in the News Feed - you can advertise your Sponsored Posts in the newsfeed of your targeted audience. Great for increasing leads, traffic, and branding as well.
- Advertise all over LinkedIn with Ads - you can simply chose to run ads all over LinkedIn to your targeted audience.
- Advertise with Sponsored inMails - you can send "inMails" which are

email message that LinkedIn make sure are being read and opened by the intended user.

- Advertise to Your Profile - you can run LinkedIn ads to your LinkedIn profile which is great for consultants and even if you are looking to get hired, you can target ads to companies you would want to work for.
- Lead Accelerator - Nurture prospects across the Web with relevant content through targeted display and social ads, including Sponsored Updates. Great for larger companies with big ad budgets.
- Cost Per Click or CPM - you can simply pay a CPM rate to make sure your ads run to your targeted audience, or you can pay when your ads are clicked on. I prefer per-click ads so the campaigns can be measured all the way around.

YouTube, Instagram, and Pinterest Poised for Huge Growth in 2016 and Beyond!

- What are YouTube Video Ads? Any video uploaded to YouTube can be an ad. Video ads appear before other videos on YouTube, beside playing videos, and in search results.
- Instagram Ads - Instagram is now an end-to-end advertising solution that drives real business results. Increase awareness and message association, or get visits to your website or downloads of your mobile app. Run campaigns directly through Facebook's Ads Manager interface. Instagram Ads are amazing and very cost-effective thus far. Initial campaigns have worked well for our clients. It represents a large channel of new traffic opening up for advertisers. Very exciting!
- Pinterest Ads - Promoted Pins are Rolling out to Advertisers and Merchants Promote your best Pins so they appear in the most relevant places. Set up targeting so the right people see your Promoted Pin. Choose to pay for engagement or visits to your site. Once your campaign starts, see how it's doing and make changes with Conversion Tracking.

I hope you liked these social media advertising tips!

# How to Use a Facebook Sweepstakes to Ramp Up Social Engagement, Email Opt-ins, and Sales

Hey there! Companies are always wondering how to really ramp up their social media strategies and create excitement for their company without breaking the bank. Therefore, I wanted to share with you this quick, effective, and inexpensive social media strategy to grow Facebook page likes and shares, email opt-ins, sales, and tweets for your company. As you know, growing Facebook likes isn't easy unless you are willing to throw money at fan advertising (which does work but isn't the only way to grow fans). Probably the best way to grow Facebook engagement and likes is by running an exciting sweepstakes or contest utilizing a Facebook sweepstakes app. All the biggest companies run sweepstakes on a frequent basis, you see them all over the place, and the holidays are probably the best time to do so because people are clamoring to win something great. And people LOVE entering sweepstakes, it's practically a national pastime.

At my agency, [Experience Advertising](#), we leverage the [Woobox.com](#) platform to run our client's sweepstakes and contests. Here are the steps for launching an inexpensive, effective sweepstakes you can run for you company and launch in hours:

**Step 1:** Sign-up for a [Woobox.com](#) account and choose to run a sweepstakes.

**Step 2:** Set-up the parameters of your sweepstakes, choose your prize, and upload graphics. (4 graphics are required)

**Step 3:** Connect Woobox to your Facebook company page.

**Step 4:** Launch your sweepstakes.

**Step 5:** Announce and promote the sweepstakes on your Facebook page

(with boosted posts and targeted ads to non-fans), website with a nice graphic, and to your email databases with a nice email design inviting your customers to enter to win.

### **It's that easy!**

This sweepstakes strategy will absolutely rocket your Facebook fans, gather more emails from your website visitors (which increases conversion rate), increase Facebook shares, and grow your branded tweets.

Here are some [Woobox sweepstakes](#) to take a look at.

Not only will running this type of sweepstakes boost your Facebook fans, but it will actually increase sales because when you promote it with a graphic on your website, it gathers email opt-ins of your site visitors that you can add to your follow-up email campaigns. So there are multiple benefits to running this type of sweepstakes. It's also a really great way to convert your email databases into Facebook fans, because they are asked to like your page when entering, which is a great way to boost engagement socially. The benefits of running a Facebook sweepstakes are multi-fold. They work even better if you really get behind promoting them with Facebook boosted posts, Facebook ads to targeted non-fans, sponsored tweets to followers and non-followers, pushing it really hard on your website with an email pop-up box and graphic in the layout, as well as email it a few times to your email databases. People will enter and then share it with their friends to gain additional sweepstakes entries. NOTHING goes viral socially like this type of sweepstakes!

Let me know if you would like to have a quick discussion about how to implement this same type of sweepstakes for your company. My agency can handle the design and implementation of your sweepstakes and have it done a couple of days. We also handle other digital agency services like: SEM, SEO, social media marketing, content writing, conversion rate optimization, affiliate programs, shopping engines, email marketing, and more.

**And remember: You don't have a social media strategy without a sweepstakes!**

# Thank You for Reading!

Thanks for taking the time to learn more about social media marketing and advertising. If you would like to work with an effective social media marketing agency, contact Experience Advertising today!

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