

Cover Page – Marketing Posts

Monthly, I wrote social marketing-themed posts for The Purple Tie media company. These posts included how to set up a social media marketing campaign on Instagram, Snapchat, Facebook, and Twitter. The posts had four parts and were posted at the end of each week during the month.

Posts would have valuable content, resources and would be keyword centric. Keywords were determined by [BuzzSumo](#) and Google Search.

4 Great Social Media Marketing Sites and Why You Need Them!

Instagram, Twitter, Facebook and Google+ rank very high with internet users and allow those looking to get a large percentage of people engaged in social media marketing by photos, tweets, likes, pins and follows!

It comes as no surprise that Facebook is currently the largest platform for social media marketing and has [71% of internet](#) users engaged and is continuing to grow. Those who communicate via Facebook are interested in sharing connections – either to family and friends or to products in which they feel a relationship. And you should be, too! The demographic for this group is 24-50 and the audience is closely split between women (76%) and men (66%). Therefore, marketing to this audience is crucial to promote any business. Creating ads and a social media marketing campaign using [Facebook Ads](#) will allow your business to tap into this market share and demographic. A free way to promote your business on Facebook without buying an ad is to note the high traffic times in which to post: noon to 1 Saturdays and Sundays; 3-4pm on Wednesdays and 1-4pm Thursdays and Fridays, so write your marketing content on Monday and Tuesday then post, post, post!

Another avenue of revenue is through Twitter. Tweeting, hash tagging and pulling in 23% of online users, Twitter nabs the 18-29 year old demographic with a growing number of men and those 65 or older becoming new users. Most tweets are posted between 12 and 6pm and these tweets will [contain images \(55%\) and links \(31%\)](#) and users are more engaged during the week than on weekends. So to reach this audience and garner a high click through rate (CTR), you will need to post during peak times or purchase an ad through [Twitter Ads](#). Reaching this young audience may mean that you can get brand advocates who will not only promote it but stay with your product for a long time.

Sharing on to 26 % of all mobile devices, Instagram users are increasing in number and, again, that main age range is 18-29 with the demographic leaning heavily toward women users. Best posting times for this platform are weekdays (except Fridays), usually between 6am and 12pm and late afternoon at 5pm. Though, high traffic times may be mostly later in the day, people are still scrolling when they get up in the morning so choosing a time in the AM may work to your advantage. Previously, advertising on Instagram was only available for large businesses; however, you can [now buy ads](#) and reach young ‘grammers with your products.

Though Google Plus has taken some hits in recent years, having a presence on this platform is still the best way to rank well with the search engine. Google Plus has moved Hangouts, Events, My Business, and Photos to subdomains but enhanced and promoted Communities (topic based discussion group) and Collections (for images, similar to Pinterest). Google Plus reaches a 60% male and 25% female audience and the dominant age bracket is 25 to 34. If you are planning to utilize [Google Plus for Business](#) to start ranking with this audience, you will need to create a local business page and have it connected with maps and also display reviews.

By combining these 4 platforms, a hybrid crosslink with email marketing can be created. And the easiest way start that is to add social media site buttons to your emails. A newsletter where you mention what you will be doing as a promotion on Twitter or Facebook would lead a user to those networks. You could

crosslink a campaign on Facebook with a photo contest on Instagram or have those same photos show up in a Collection on Google Plus. Another consideration is to make your email content so marketable that the lines are re-tweeted by your twitter followers!

There are several ways to create a social media marketing plan and to use these 4 main platforms for business purposes. Most notable, and free, is to understand your target market, create content suited to the age group and gender and post during peak times. This will do more to promote your brand organically. Purchasing ads is also an option and will allow you to reach a larger audience and may foster additional leads as well. Either path you choose or for your own business reasons, you need to choose multiple ways to get your company brand shared out into the social world!

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Have you Seen Facebook Marketing Lately?

Sure, you go onto Facebook to check in, check statuses and share but Facebook Ads use the power of over 1 billion users to target that audience and market your **business** more effectively.

Facebook is currently the largest platform for **social media marketing** engaging [71% of internet](#) users and reaches both men and women ages 24-50. Creating ad campaigns will allow you to take advantage of this audience. And all you need to know to start is what your goals are for building a campaign, what types of ads you want to create and who you want to target. These questions can all be addressed in the [Facebook advertising guide](#). Then once the initial setup is complete, give your customers more than sales pitches; provide them with usable content, something that solves their problems.

Over the next month, we'll be sharing the latest Facebook for business updates plus a plan to create your marketing strategy from scratch. The best part, it will be affordable.

Check us out in the coming weeks when our topics will include setting a goal, what type of ads you need create and defining your target market. You can use Facebook Live, new ad metrics and localization to grab an audience and promote your brand.

Facebook Marketing Ads Explained!

Take advantage of the growing number of Facebook users with a constructive social media strategy. When faced with Facebook Ads, AdWords and other strategic sales terms, it may seem complicated but there are simple steps to take that make the process easier to handle.

In this post, we will show you the basics of Facebook ads and which ones help sell your products. There are the basic Facebook Ads that appear in newsfeeds. In addition, Ad Sets that let you schedule posts, create a budget and target an audience. A campaign is the umbrella covering both ad types and encourages you to set an advertising objective. Check out the [Campaign structure](#) that Facebook Business provides.

What Ad Types?

Initially, you will need to determine your campaign goals - drive traffic, increase brand awareness or do a specific promotion (coupons, discounts, giveaways, etc.).

Once your goals are defined, determine what types of ads you want to create:

- [Domain Ad](#) – Inexpensive, displays in the right column of the newsfeed
- [Page Post](#) – Large image, most commonly used ad since it can appear in the right column, newsfeed and on mobile; generates Likes and encourages replies to boost engagement
- [Page Likes Ad](#) – Displays on your friends' pages
- [App Engagement](#) – Displays in the status update and drives people to your mobile app for more engagement

Who's Your Target?

Having determined your ad type, establish which [audience you are targeting by selecting](#):

- Location – city, county or state where you would like to do **business**
- Demographic – age, gender or education level of those who would be attracted to your **business**
- Interests – targets specific hobbies and pages liked
- Behaviors – purchase habits, devices used, recent life events
- Connections – reaches those connected to your page, or friends and friends of friends

Location is very important if you have a local business and want to promote it via Facebook. This platform offers an option to add a map card to your ad and numerous call to action (CTA) buttons such as Get Directions, Call Now and Send Message.

No matter what type you choose, remember that your ads should always have an image or a video to showcase your brand. A high quality image will sell your product more effectively than just text. Keep in mind that even though Facebook has relaxed a bit, the platform still has a '20% text in images rule' and [here are some examples](#). Make sure your image has low text to ensure ad delivery.

If you need more details for the three levels of Facebook Ads, check out [Campaigns, Ad Sets and Ads](#). These let you determine how you want to reach your customers and increase your sales.

And now that you know what ads you want to use and how to present your brand, our next post will focus on marketing strategy.

Resources:

<http://www.katielance.com/fbads/>

<http://maximizesocialbusiness.com/10-rules-effective-facebook-marketing-23955/>

Deciding on a Marketing Strategy for Facebook?

In creating ads, keep the customer in mind. Yes, you are trying to build an audience, drive traffic and generate as well as develop those leads into sales, but give the customer more than just a sales pitch.

This first step to getting more traffic on Facebook is to create a campaign and [Facebook Business](#) can give you details. The [basic structure is this](#):

Campaign – A campaign is the building block, an outline of your goals. For example, you want to increase subscribers so you offer a free eBook, or you want to have more engagement for a specific event, maybe a trade show. These are your objectives.

Ad Sets – This category is where you define your audience (demographics, location, etc.), budget and determine a schedule for the release of the ads.

Ad – This area subdivides your ad targets. For example, your company sells vitamins so your target is women age 25-45 for specific supplements. A company that promotes local hikes would aim their ads toward people who are interested in a distinct location.

Maximizing Strategy

The basic strategy always begins with your audience then follows through with valuable content and finally inspires your followers to share your products organically. Here are a few steps to get you going on this process:

Consider your audience – What do they want to see? What will help them do their jobs better, make their lives easier or make them to feel better?

Attract your audience – Ask your followers questions about how they use your products, have a contest and use trending topics to increase interest or share content they already like.

Call your audience to action – Use frequent links in your posts to encourage followers to click through to your site and add call to action (CTA) buttons on your page asking them to “Shop Now” or “Sign up.”

Expanding Reach

Facebook is an **advertising** friendly platform and it makes the process easy with a click-through tutorial on [Facebook Ads](#). So determine your goals and what you want to promote as well as how best you can promote it. Facebook can show you how to promote your bead **business** to those who make jewelry in Hawaii, encourage the new moms in their twenties to try your organic lotion or attract your connections to an information security training event in Florida. Looking into Facebook Ads can extend your reach as far as you are willing to go!

Now that you have a campaign, have setup ads and know how to reach your followers with great content that encourages them to become your advocates, you can sell more through Facebook. Check out next week’s post when we will highlight the newest features Facebook has to promote your business and increase your reach.

Resources:

<http://maximizesocialbusiness.com/10-rules-effective-facebook-marketing-23955/>

Change at the Speed of Facebook

Facebook is known for many things but it has had one constant – change – and that continues today, from just creating a profile and inviting friends to being a platform to reach new customers. And let's not forget how the Like button became Facebook Reactions so we could show more emotion when reacting to posts. Facebook has rapidly introduced new features in the last few months and has plans to roll out many more in the future.

Updates So Far

You private message your friends but how convenient would it be to message a business about a product or service? This messenger service can also send you a message – like a receipt for an order, a shipping notice, and even coupons. Check out this link to see how you, as a business, can get more out of [Facebook Messenger for Business](#). Also, [Chat bots](#) have landed in Messenger.

Have a cottage business? Or just some extra things around the house to sell? [Facebook Marketplace](#) with [Shopify integration](#) can help. Think eBay or Craigslist meets Etsy with Shopify to help you complete the transactions.

[Facebook Insights](#) takes your analytic information to a new level and shows number of likes, fans, and reach. Find out all the details about a viral post such as which ones were most successful. Click here for a basic [overview](#).

Now you have a legitimate reason to be on Facebook at work! The new platform is called [Facebook Workplace](#) and it's taking on Outlook Instant Messenger and the more recent contender, Slack. Facebook Workplace is a great addition because of the social media marketing link-up. Businesses can now see how a certain post is trending and see reactions as well post live video and search.

Most notably, Facebook introduced Facebook Live earlier this year to allow those on the platform to make and broadcast live video streams. [Facebook Live](#) encourages you to do Ask Me Anything, or AMA sessions, create interactive how-to's or do virtual walk-throughs of your business. This link has other great ideas to make the most of going live. And you can add a video with [any articles](#) you post.

New Things to Watch For

Do you want a "Snap Chat" experience without leaving the comforts of your Facebook page? You may be able to use [Messenger Day](#). The app is being tested internationally (Poland and Australia) before it reaches our shores, but you can still get your short-lived social media fix with Instagram Stories.

At the F8 Developer conference in San Francisco earlier this year, Mark Zuckerberg highlighted a 10-year plan for what to expect in future Facebook upgrades. These include [artificial intelligence, connectivity by using drones, and virtual and augmented](#) reality used to bring others around the world together.

Facebook is truly becoming the one place to connect with friends and promote businesses or maybe to do both in this new relationship marketing reality. Keep using this platform and with all the changes made this year alone, 2016 will suddenly feel like 2026 long before the next decade arrives.

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26 Tips for Better Facebook Page Engagement - [Better page engagement](#)

<https://en.wikipedia.org/wiki/Facebook>

Use Instagram for Business – You Need to Tell Your Brand’s Story

Are you being dynamic? Authentic? Spontaneous? Well, Instagram is here to help you with that! With a reach of over 400 million and most under 35, this service must be part of your marketing platform because it is changing to accommodate a new generation of brand advocates!

Instagram’s Polaroid-like instant camera has expanded since it jumped onto the social media scene in 2010. This summer [Instagram added Stories](#) as a new way to share photos and videos. Stories can be created and disappear within 24 hours but during that time you can combine other images into a tale about your business.

Companies creating a successful brand narrative using Instagram Stories are:

- Camera company, [GoPro](#)
- ecommerce site, [Shopify](#)
- Online news source, [Huffington Post](#)
- Clothing store, [LOFT](#)
- Entrepreneur [Gary Vaynerchuk](#) (check out all of his social media platforms!)

And, finally, you can see that the space race is running full speed ahead on [NASA’s Instagram](#) feed!

So how can you make the most of Instagram’s new Stories feature?

Show another side of your business. NASA posted [details about the Perseids meteor shower](#) and shared research and scientific interviews. Offer behind-the-scenes photos like setup shots or the photos that didn’t make the final cut.

Let your customers follow along. Take Instagram to your next Meetup and take photos of the people who attend and video them having fun. This works for conferences, retreats and team lunches and status meetings as well.

Draw your customers out and photo-post. Turn a blog post into a photo story by adding captions using the pen, highlighter, or marker to draw on images or insert text.

Take customers on a virtual tour. This has worked for realtors for years and now you can use this for your business. Let customers see the inside of your store, your stock room, and what craziness goes on behind the counter. Mark each picture with something interesting about a teammate or manager.

Link and Tag. Got a contest going on or wanting to share volunteer work that your business does? Put a link on your business photo to your company’s site and encourage customers to sign up for the contest. Use a hashtag to promote your volunteer outing and inspire customers to join you.

Get Creative! In the next post, those images your company took at the last picnic or retreat will come in handy when using Instagram’s Slideshow...we’ll show you how!

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Snapchat – Snap your way into the marketing world of the future!

Need to tell the world where you are? Snapchat has geofilters! Today's post, Part 4 in our series, will show you how to use this fun feature to increase business and drive traffic to your door. In [Part 1](#) of this series, we introduced Snapchat as a tool not just for your kids, but as a way to promote your brand. [Part 2](#) detailed specific benefits available through this app while [Part 3](#) showed how you could create a brand story, save it to memories and promote it on your social networks.

Setting Up the Geofilter

In [February 2016, Snapchat introduced geofilters](#), which allow users to create their own overlay to show where they are and what they are doing. Create a .png file in your favorite graphics editor. The image should be 1080 by 1920 pixels and have a transparent background. Design your filter, but be sure to leave enough space for a person's face in the center of the image then upload the image to Snapchat. Select start and end dates and times then you can draw the ["geofence" around your business area](#). The cost of this service starts at \$5.00, but the price may vary depending on how long the filter remains active.

As a business, you can use any form of branding except photos of people, URLs, phone numbers or any content you don't own when creating an On-Demand Geofilter.

Advertising, Engaging and Promoting

Specific ways you can advertise to your audience and get them engaged with your content so they can promote your business for you is for your company to:

- Share New Products – Use snaps of your new items or sales promotions and use geofilters to announce the dates, times and any specific details about the launch.
- Company Outreach – Do you want to bring awareness to a favorite charity? If you or your employees are volunteering or attending a charity event, create a filter to share this event with your customers and encourage them to participate with you and donate.
- Personal Brand Filter – If your company has a booth at a trade show or your employees are attending a conference, snap some pictures and add your geofilter so other attendees can find you. And your customers may see your filter and decide to promote your business for you!

Traveling Geo-Stickers

Flying to San Francisco, Los Angeles, New York, Washington, D.C., Honolulu, London, Sydney, Paris, São Paulo and Riyadh for business? In early August, [Snapchat improved the app once more by introducing location specific filters](#). You will need to be in one of these cities to access the filters, but if you are, add a geo-sticker to your snaps and promote your business on-the-go!

Snapchat is not only a great way to share your stories, memories and funny filters for your friends, it also allows you interact with your customers and gives them insight into the daily happenings in your company. This interaction gets them engaged, inspires them promote your business and drives new traffic to your front door.

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5 Steps to Creating a Tweet Marketing Campaign!

A Twitter marketing campaign reaches influencers and users alike with a few simple steps and can propel your business with more click-through rates and engagement.

True, Twitter does have 23% of online users and claims a younger demographic; however, new users (men and those 65 and older) are setting up accounts every day. Taking advantage of this growing audience can be as easy as following the prompts to setup [Twitter Ads](#) and posting between noon and 6pm during the week. Brand advocates are created all the time by engaging influencers in a conversation, re-tweeting posts, creating mentions, and by having valuable, personal and persuasive content in your tweets.

Define Objective

Prior to starting any marketing campaign, goals must be defined. Determine what you hope to accomplish and ask questions: “What do I want to achieve with my campaign?” “Who is my target market?” “How can I best reach them?”

Be Personal

Once a marketing strategy has been created, consider how you want your company to be perceived on Twitter. Write posts based on the company personality; add a human element to the business. Keep the content personal but professional. Create a “voice” for the organization and make it consistent.

If you are a company that does accounting but you want to come across as accessible, reach your audience with some fun tips or a training video on how to record their monthly expenses. Maybe create a few tweets linking to the simplest and most used apps for money management: “Don’t be stressed during tax time 2016! Use *XYZ.com* to download the best apps to record your expenses all year long!” The content is engaging, helpful to the user and interesting because it will solve a problem for them. No sales pitch just a personal conversation about fixing a problem.

Along with sharing unique content, you need to speak with your audience as you would a close friend. Use plain language, pull large industry-only words, slang or lingo out of your Twitter vocabulary; you need to make your audience feel like you understand them, not that you must be the smartest person in social media. Save the industry words for your next convention! Be personal and personable but skip the self-promotion, users want to read valuable content and become genuinely interested.

Aside from tweets written with valuable content, make sure your company bio is great.

Get Engaged

As a marketing strategy, you can bring more attention to your brand if you identify and join conversations related to your industry on Twitter. Look for life events, news or products connected with your business. Make sure you have an appealing bio as well high-resolution graphics and brand logo so that when users jump to your page for details, they can see you are professional and worth engaging!

To further connect with followers, make a list of keywords related to your product or service then do a search to bring up the top tweets based on the search entered. You can also select to view live tweets which will show you the most recent activity specific to your search.

If you find a post that you think would be of interest to your followers you can retweet it and a notification will be sent to the person who originally created the tweet. An individual response can also be sent to person who created the original tweet. Either way, you have engaged with someone who shares interests in similar brands. A retweet will display in both timelines; however, a response will only show in the original creator's timeline. Adding a mention (@mention) to the conversation will also encourage engagement and will display in both the timelines for you and the person being mentioned. The real goal of searching, mentioning, retweeting and responding is to build relationships, add value and show respect for those reviewing your product information.

Another place to become engaged is through [Lists](#). Twitter Lists contain the brands you and your company like to follow and you can make this list public or private. You might create a list of brands related to your brand and share it with your followers to spark a conversation. Or you could share a specific curated list with prospective clients indicating you understand their needs and want to provide value.

Other areas of free brand awareness to explore are [Advanced Search](#) and [Lead Generation Cards](#).

Analyze Data

Measuring what's happening on Twitter with your impressions, tweets received, engagement rate, overall reach and clicks made, can easily be seen through [Twitter Analytics](#). This site will show you tweet rankings, profile visits, mentions, how many tweets were linked to you and highlights such as Top Tweet, Top Mention, Top Follower and Top Media Tweet. You can gauge what posts do well and plan your content marketing strategy accordingly.

[Google Analytics](#) can also be used to measure your Twitter successes through the Reporting tab.

Prepare for the Future

Like all social networks, Twitter is evolving. This evolution comes in the form of emoji searches and updates to advertising options.

Twitter has introduced [targeting emojis used on the platform](#) through the help of select ad partners. This would allow anyone searching for, for example, the pizza, ring or biking emojis to target the users who used those in a post with ads for restaurants, jewelers and sports drinks.

An update for advertisers on Twitter is ["Dubbed Promoted Tweet Carousel, it allows brands to curate multiple tweets within a single, swipeable ad unit that can include videos, images or text."](#) The process allows advertisers to do a search for brand mentions, collect them and pull the comments into a previously paid ad. This allows "testimonials" to display right in the ad. Any advertiser using a comment MUST have the permission of the person tweeting in order to use their post in the company's ad. It can

be mutually beneficial; the advertiser will get positive testimonials and the person tweeting can be seen by millions of more twitter users; thereby garnering a larger following.

By defining your objective for a marketing strategy, creating personal content and engaging other users, you will find the conclusion to your data analysis is that you are very much prepared for the future.

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