

Why aren't you Generating Leads and Sales ?



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Introduction

If you have studied business ten years ago, most of what you know about successful business and marketing strategies is already obsolete. Technology has taken over the world and the evidence is everywhere around us. Even though there is a debate about how good this is, technology gives young entrepreneurs chances that their predecessors have never had before.

Nowadays with a few simple clicks you are able to connect to hundreds of thousands of people. Regardless of your situation if you have connection to internet you are able to share your voice and opinion with others via the various social networks, even with people who live miles away. However, this is not only good when it comes to social communication, but is also for any business, regardless of how small or big it actually is.

But this isn't new information to you, right? Almost every business is trying to get into the social media marketing game nowadays, trying to achieve a wider audience and gain popularity, yet only a few succeed. This book is aimed at introducing you with the basic mistakes most business make when they are building their social media strategies. Moreover you will be provided with a detailed six step process that will take your business and social media marketing to the next level. From planning to attracting and converting your audience, the six steps will give you the exact information you need to know, without providing you with unnecessary technical explanations.

While most books are aimed at delivering a successful marketing strategy focus around search engine optimization and the various ways you can achieve top ranks for your website and social media web pages and profiles, this book will give you timeless advice on how to successfully build an audience via social media marketing, engage it and successfully convert your audience into customers.

While SEO is definitely an important part of every internet marketing strategy, it is not the core basis of it, and that's where most businesses make mistakes. Even if you are familiar with every detail and the technicalities surrounding the way search engine crawlers work, you will never truly build a successful business, if you don't know how to keep your audience once they have visited your site. This book is aimed at explaining to you in detail what you need to consider when you are building your online social media marketing strategy, without giving you excess information about the technicalities or things that don't truly concern you.

Note that the six step program to generating leads and sales using social media marketing truly does work. However, it needs to be successfully implemented in your business. While you will be provided with every tool you need in order to successfully do so, everything is up to how you are using the tools and whether or not you know what you want from your business. But even if your business is started a bit prematurely, don't worry, as this book will ask you just the right questions to help you out every step on the way of successfully using the internet and online social media to your advantage in order to generate leads and sales for your business.

What you need to know about the six-step program

While other books and websites provide you with superficial programs and steps to success, the six-step program presented in this book is built around simple, yet powerful principles that will let you successfully generate leads and sales by implementing successful social media marketing strategies in your business. However, this book does not provide you with blueprints of such successful strategies. While one marketing strategy may work for one business, it may not work so well with another. This is why the six step program presented in this book is aimed not to give you a successful marketing strategy, but instead teach you how to do it yourself.

Although the six step program does not have a limited timeframe in which you can finish each step, it is recommended that you give each step as much time and attention as possible. The six step program is pretty straightforward, as in order to successfully implement social media in your business everything you need to do is:

- Plan
- Attract
- Convert
- Engage
- Delight
- Measure

However, what does exactly this mean?

Plan - The first step of the program will give you information on how to successfully plan out your actions that you need to take in order to take your business online, implement social media marketing and successfully earn leads and make sales online. It is focused on giving you just the right information you need to know about how to build your brand in the social media sphere, what target audience you should focus on having in mind the purpose of your business as well as introduce you to further business strategies as SMART goal development, customer lifetime value measuring, strategic development and more.

Attract

The second step in the six step program is aimed at targeting the qualified prospects of your business in order to drive traffic to your blog or website via social media. Here you

will be given just the information you need to know about Seo, Blog creation, implementation and successful social media marketing tricks and tips that are not as common and may be risky at times, but that can truly boost the traffic and successfulness of your business, such as guerlla marketing, viral videos and creative content.

Convert

The third step of the six step program will get into more detail about how to successfully convert your audience and traffic into valuable customers. This includes the custom calls to action, creating a 24/7 online sales department, marketing workflows and far more. Although in this step things might get a bit more technical, you will nonetheless be presented just with the information you will need in order to successfully rethink your business strategies, especially when it comes to online and social media marketing.

Engage

Although most people think that after your traffic is converted into sales your social media marketing strategies are already complete and have done their work, this is not the case. If you want to successfully turn the social media into a true powerful tool and asset for your business and if you want to build a successful business online, you must know exactly how to keep your audience and traffic, even after a sale is complete, in order to ensure future sales and satisfied customers. The fourth step in this program will help you out by introducing you to various ways and strategies with which you can engage your audience and further make them trust you and be left satisfied by your service via social media marketing, content marketing, info-graphics, video marketing and more.

Delight

The process of building a successful social media marketing campaign and strategy does not stop with the engaging of your audience. You truly want your audience to be engaged, converted and wowed. You want them to be delighted by your services and what you offer. This step is aimed at helping you build a successful army of marketing around your business and brand by helping you out with the social media management your creative contests, videos and more.

Measure

The last step of the process is concentrated on taking measurement and improving your social media marketing plans and campaigns based on your statistics. Although each one of the steps is equal when it comes to success and success rates, the measure step is probably the most important, because it lets you to continue with improving your overall statistic and the successfulness of your social media marketing in your business.

The step will show and teach you how to get the most out of your marketing, including how to track your marketing efforts, how to use Google Analytics and more.

Once you get familiar with the six step process you will be able to successfully implement the social media into your business and you will increase the number of your sales, you will generate leads and you will be able to create successful marketing strategies for your business, because you will have all the right tools and knowledge at your disposal.

Step 1: Plan

The most important thing in order to achieve success is start doing something, right? When it comes to dealing with self-discipline and other issues, such as weight loss, diets and more, this is extremely true. Going forward and just doing something, without much planning is a strategy most people prefer, because the hardest step in doing something is to truly do it. However, when it comes to successful business and successful social marketing strategies, planning is essential.

Even though this step is a bit tricky, because most people simply get addicted to the planning process and never truly do anything, you have to take your time and be certain in the successful planning of your strategy.

Developing a marketing blueprint for success is essential to the success of your business and generating leads and making sales via social media marketing implementation online. However, the planning is also one of the easiest and most fun steps of the process that you will encounter. Even though the planning process and how to plan out strategies can be stretched out as various strategies can be implemented in it, here in this book we will cover the basics that you truly need to know in order to plan your strategies out right.

You need to work smarter, not harder

Regardless of what you are doing, working harder will lead you to success. However, if you truly want your business and social media marketing strategies to be successful, you need to work not harder, but smarter. If you plan out your social media marketing strategies from the beginning and if you set out goals that you can achieve, you will be able to finish your work and strategies much quicker, thus leading to greater sales without much hassle.

Know Your Audience

You've probably heard this phrase before – 'Know your audience.' Repeated over and over again through various seminars, books and more, this phrase is given out as an advice to every entrepreneur and the leaders of every business. However, while it is certain that if you want to be successful, you need to know your audience; no one truly gives you an explanation as to how you get familiar with your audience. The answer is quite simple – generate a buyer's persona.

The online social media networks are a perfect tool when it comes to getting to know your target audience. Although most advertising campaigns that are online nowadays have their own ways to get in touch with just the audience you are looking for, spreading the right message or selling the right product or service to the right audience is just for you. For example, if you want to reach out to most teenagers, you will need something hip that can grab their attention, while if you want to reach out to an adult audience in a selected niche, you will need to be more strict or serious, and your message should be concentrated around your niche.

Knowing how to build the right message is important, but in order to get it right, you will need to get into the heads of your audience. In order to do so you will have to create a buyer's persona and have it in your disposal for future reference and future marketing strategies you will be planning out.

The best way to create a buyer's persona is to fill out a few key bullet points in detail.

- Gender – Write down, what gender your audience is. If its gender-neutral, do you expect a certain gender to prefer it more? Why?
- Age – One of the most important factors in the buyer's persona – age. What age do you want your buyers to be? Will your product appeal to them? What do they like?
- Profession – What type of people will your business most appeal to? What profession are they? Will your product/service fit their lifestyle and truly be helpful to them?
- Financial Situation – What financial situation your target audience would most likely be in? Would they be able to afford your product?
- Purpose – Why will the audience buy your product or service? What will the main purpose of your product or service be in their lifestyle? Think about this one, as it is quite important as well.
- Free Time – How does your audience spend their free time? Where do they like to hang out? Have this one in mind as it can tell you more about their lifestyle.
- Buying decision – What factors does your audience take into account when buying a certain product or service? How will they react to your product/service? Take this into account, when creating the buyer's persona for your business as well.

Other things you might include in the buyer's persona include education, shopping habits and more. Make sure that you truly capture what your target audience is as it will be far easier to you to plan out ahead the further steps for your business and further marketing strategies, if you already are familiar with your audience and how they act.

Moreover this way you will have a better, more realistic assumption as to how they might react to your business and/or marketing strategy.

S.M.A.R.T. Goal Development

If you want to plan out your business and social media marketing strategies the right way, you should definitely be familiar with the S.M.A.R.T goal development process. Although it may seem quite extensive and hard to grasp, the process is actually quite easy and fun to do. All it stands for is:

- S – Specific – Set Specific goals that you want to accomplish with your business and/or marketing campaign
- M – Measurable – Make sure that it would be easy to measure your goals and extensively evaluate the results of your campaigns
- A – Achievable – Make sure that your goals are dreamy enough to be big, but not imaginative enough to not be achievable.
- R – Relevant – Make sure that the goal that you've set either for your business or marketing strategy is relevant to your overall goals and brand.
- T – Time-Bound – Your goals should be time-bound as well. Make sure to put deadlines on every step of the process, as a timetable will help you out with general procrastination and self-discipline issues and combined with the previous points, you should not experience any trouble in achieving the set goals.

If you follow these five points when making up a business plan or social media marketing strategy you will find out that your overall success rates will definitely increase. Knowing the S.M.A.R.T. technique and successfully implementing it in your daily planning routines could also help you out with dealing with any further self-discipline, motivational or other personal issues. Make sure to use the S.M.A.R.T. goal system whenever you can.

Customer Lifetime Value Measuring

Do you want your customers to simply buy a product from you and walk away, forgetting about your business? You most certainly, do not. If you want your business to be successful you should definitely think about the lifetime value of your customers. When planning out your social media marketing strategies and business plans, make sure to include your customer lifetime value measuring into the process, as this will serve you as a reminder that you want to keep the customers, who you will attract via your campaigns, and it will also give you a good estimate of what to expect and a better estimate on what you want to achieve.

Strategic Development

If there is one thing that can truly be useful in any business, it is strategic development. Business and social media marketing strategies are important in all of their forms, but when it comes to looking at the big picture, you have to know what is going on with your business and how you can grow faster and better.

As aforementioned, you don't have to work "harder" but you need to be working "smarter." If your plan is to attract new customers, make sure that you have already prepared a few steps in advance, including how are you going to get them interested in your business, how are you going to keep them as future clients? Make sure that you have a strategic development plan that includes the future of your social media marketing strategies in realistic estimates for a certain periods of time. Put goals, but also put troubles that you will have to face. Make sure that you have at least one or two plans to back up your original strategic development plan, if your goals and estimates are just not met. Make sure to consider the implementation of strategic development in your plans and brainstorming sessions for the social media marketing in your business and its future.

Brand Creation

You may have already come across this step, but if you haven't you should definitely get to it right away. Although your call to action and motto can be improved and worked on in the future, your brand should be already solid enough to hold off at least for a few years.

Creating your brand is a step of the planning process that is often overlooked, but can have serious impact on the success of your business. Think about the name of your company, the logo and more, and how it would be received by your target audience. If you were just a passer-by and noticed your brand, what would have been your thoughts?

Make sure to put as much time as it is needed in the creation of your brand. Even if it is not entirely unique, your brand should be unique enough for your purposes. It should also attract your target audience. Note that your brand is not only your name and logo, but the way your business is perceived. Put as much time in that as possible, as brand creation is truly an important part of the planning process and is definitely a thing you should have, when starting to implement social media marketing in your business.

Step 2: Attract

Once your planning stage is completed, you already know who you want to attract and probably have a general idea on how exactly you want to attract your target audience. However, do you know how to do so? Especially if you are familiar with older business strategies and haven't researched much on how to get well-known and recognized on the internet and the social networks out there, you most probably don't have an idea on how to get the much needed likes, shares and retweets.

Don't worry, this step will provide you with the needed information, without giving you too specific information that you really won't need. This chapter of the book will introduce you just to the information you need in order to successfully implement any social media marketing strategy to your business and how to attract your target audience to your business as a whole, social media marketing, and product or services.

Search Engine Optimization

While SEO is a big part of the attracting process, as getting higher ranks in the search engines does bring easy and free traffic, it is not the only option for attracting people. Moreover, with hundreds of thousands of websites trying different SEO strategies every day, getting higher in the ranks is simply not the most optimal choice today. However, it is a vital part of the online multimedia marketing process, so you should get familiar with the mere basics of the it and what exactly your site needs to have, in order to get ranked in the various search engines on the internet.

First and foremost, in order to aim for SEO, you need to have a blog, a website or a social media page (e.g. Facebook, Twitter, etc.) If you don't have anything online, than SEO should be the least of your worries.

If you have only a social media page or if your web blog is hosted through a blog hosting platform that has its own SEO, you shouldn't worry much about SEO as the sites on which you are hosted on already have their search engine optimization strategies and systems.

However, if you want to implement SEO in your website, you will need an expert. While you may spend thousands of hours learning how SEO works, your best bet is to simply contact a SEO company or if you want to save some bucks – a SEO freelancer, that will take a look at your website and upgrade and update it as much as needed in order for the SEO ranks to be better. Moreover, if you contract a specialist you will receive a fair estimate of your website and brand and advice on how to keep it up in the search

engine ranks, as the strategies needed to be implemented are often different depending on the website, the content, the multimedia and more. That being said, make sure not to through SEO out of the window, nor to start and try implementing it yourself, but rather contact a specialist to do it for you. With the competitive edge offered by social media today, you will be able to get a prefect search engine optimization for just a few bucks. Just make sure to do extensive research on the SEO specialists on the internet and make sure that you check their background and their work and previous clients, as after all there are scammers on the internet.

One of the best ways to ensure that your SEO is up to par with your competitors is via social media. The various social networks present you with amazing opportunities to boost your SEO rankings for free, by simply creating profiles of your brand and business online and putting links that link back to your official website and/or business web page.

Creative Content

In order to attract people online you need to have creative content and implement it in your social media marketing. While the strict and solid representation of your business might be useful in a business-to-business environment, the old-fashioned style of presenting your content won't directly attract the online society.

Depending on your audience you have to think about new and untouched ways to attract new customers to your business. What does it take for a video to go viral? Do you have all the ingredients to make a viral video for an advertisement campaign? Would your audience be mad, because the viral video is fake and how can you prevent that?

Make sure to check out other websites, such as reddit, 9gag and tumblr and notice how the people there talk and connect with each other. If the users there are part of your target audience can you use those sites as a leverage to attract new customers?

Always try to think outside of the box, because old, already used up strategies, just won't work online. Even though the basic frame should be there, if you want to achieve success in your goals, you should try to paint outside the frame for a bit and try out some new stuff, which might bring visitors to your web site.

Guerrilla Marketing

One of the best ways to attract people, especially for low budget projects is guerrilla marketing. Even though this word may seem as if it has been taken out from a business notebook for scholars, it is actually pretty simple. Everything the word stands for is unconventional ways to get your brand 'out there.'

How can you draw attention to your brand? Would graffiti and stickers work? Especially if you want to go for a viral video or a viral marketing campaign you have to think of something extremely special for your business that both captures your ideas and imagination as well the overall call to action and brand of your business. Do you have an idea for a flash mob that will fit your ideas? There are always enthusiasts to do that. Don't be scared to try out new stuff, when it comes to online social marketing.

Social Media Marketing when Attracting New Customers

If you want to attract people, you should definitely have a website or a blog at your disposal. However, being on all of the possible social networks where you and your business can get recognized is also a very vital part of the process.

Don't settle for only the most famous social networks as well. Make sure to try out new social networks and untouched grounds as you might attract more customers this way. Although each network has its own rules on how to get more visitors and how to be more attractive in the said social network, make sure to simply spread the word out of your brand and business as well as you can and continually keep posting and updating everything in every social network profile you have, in order to stay up to date. In order to do so, you might use one of the many online and desktop apps to help you out by sending a notification to all of your social media networks with the simple push of a button.

When attracting people to your business, you need to try out new things and ideas. Get out of your comfort zone and don't go by the book. Moreover, you need to remember that if certain out of the book strategy fail, you have to immediately start a new one and keep trying. Even if your strategies don't seem as successful as you've estimated, they will surely be attracting at least a few visitors to your website and every view counts and can potentially be a customer.

Step 3: Convert

Once you've attracted a selected number of visitors and have the exposure you need, you have to know how to successfully convert those views and clicks to paying customers. In this step of the six step process, simply called convert, you will learn how to build your social media marketing strategies, so you are able to turn as much views and clicks into leads, customers and sale as possible.

In order to turn your website into a lead generating machine you need to develop strategic workflows. Having constant content updates is truly important when it comes to social media marketing, but so is the call to action and the landing pages of your website. Here are a few valuable things you need to know in order to convert your audience into costumers.

Custom Call to Action

Similar to your brand message or motto, a custom call to action is generally added to a certain marketing campaign for a business and is aimed at inspiring people to act and buy the product or service. Depending on the type of business you are offering, your custom call to action can be pretty much anything. However, you have to be specific and truly touch your audience emotionally with it.

Landing Pages

Probably the most important factor in the converting of your views into customers is your landing page. No matter how good your marketing advertising campaign actually is, if your landing page is unorganized and messy, it will most probably drive people away.

When building your website there are various factors you should consider. However, when thinking of your landing page, you might change stuff a bit. People love simple and straightforward designs, so if your site has more information on it, it would be a good idea to create a simple flawless landing page that invites your audience to your webpage.

Make sure to put links to all of your social media profiles into your landing page in a way that are noticed by people, but at the same time not harassingly begging for 'likes.' Make sure to turn to a professional designer for ways you can achieve just that.

The landing page of your website can truly be anything you like. Even though you should think outside of the box, don't make the mistake most entrepreneurs without

social media marketing experience do and post “bait” content on your landing page, such as “click here to see this amazing that.” Such a message will drive your audience further away and they will have a harder time trusting you.

The same stands for diet pills and other variations of health improving pills and more. Rather than promoting your product as the “next revolutionary thing” make sure that you have proof of its effect. Moreover, rather than using a simple “before” and “after” picture, think of something different that will truly engage your viewers and audience and make them trust you. Even though it is the easy way out and most people get away with false advertising when it comes to social media marketing campaigns, make sure to stay away as far as possible from it as you can.

Marketing Workflows

One of the best things you can do in order to convert your audience from simple views to actual leads is managing your marketing workflows. Even though at first glance this might not seem directly connected to the converting process, it truly is something worth mentioning.

Once your website and social media profiles are up and going and you have everything planned out, you should make sure that your marketing workflows and the time spent on your advertising campaigns once they start rolling is good enough so you can evaluate the process and change something up, while everything is rolling and running. Most people make the mistake to start up their advertisement campaign and turn away, expecting new customers. While this may get you a few clicks, make sure that you truly follow and evaluate every step of your advertising campaigns and marketing campaigns. You can ensure this by developing straightforward marketing workflows and implementing it into your work schedule, thus improving your time management.

Step 4: Engage

The fourth step in the valuable six step process is concentrated on the engagement of your audience. Once you start up to build your audience online, you will have to successfully keep their attention and nurture your leads, in order to retain them as potential future customers as well.

Treat your customers the way you treat your closest friends. Make sure that they always feel welcome and try to look from their perspective. What do you first notice, when entering your website? What do you think your audience will think about certain offers? Would you like to be further engaged from your business? In what ways would you like to be engaged? Would you like to receive e-mails from your business or will you consider them as spam? Make sure to truly take into account as many possible aspects of the situation at hand as you can, as this will truly be helpful to you, once you start out the engagement step of this six step process of implementing online social media into your website.

Social media marketing is far different than most of the other types of marketing as people are so used to with the internet that they truly feel connected to everyone, including businesses, as if they were connected to a real person. That being said if you are friendlier with your customers and you truly do nurture them and their needs, the success rate of your business and/or marketing and/or advertising strategies will truly work. People are used to buying from people who they know, like and trust, thus you will have to engage with your audience and succeed in relationship marketing in order to truly achieve better leads and generate amazing and astonishing sales numbers.

E-Mail Marketing

Even though this is considered a bit outdated, e-mail marketing is still used to this date as a great tool for engaging your audience. Whether it would be for sending out newsletters or special deals to your followers, having an e-mail service and e-mail subscription service is a must have for any business that wants to get into the online game.

Moreover, statistics show that the people who are more likely to purchase your goods or services are checking their e-mails more often. Thus if you have a nice evaluating system of how much of your registered users actually check and click back to your emails, whether they would be newsletters, coupons or offers, you will have a better

estimate as to how much sales you should expect to do each month to your goods and/or services that you offer.

Social Media Marketing when Engaging Your Audience

Content is king, when it comes to social media marketing. As mentioned in the 'convert' step of this book, it is quite important that you present your audience with information that truly captures their attention, while being truthful and honest at the same time.

If you manage to make your social media page and your web page full of content that truly satisfies and engages your audience, you will be one step closer to generating amazing leads and sales numbers. In order to do so you must find the balance between casual and professional that your audience will best appeal to.

Make sure to try out a few different strategies with the content that you intend to put on your social media pages and your web page and evaluate properly, the reaction of your audience, in order to get a better estimate of how well you are doing with finding the balance and what direction you should face.

Infographics for Better Exposure

One of the best ways to grab the attention of your audience is via infographics. This new design style of presenting data is getting more and more popular with the day and it makes information be easily understood and visually appealing. Even if you can't do infographics by yourself there are various web services that offer them at low costs. Plus an infographic is an amazing investment, as it can be easily shared and spread to almost any social network and it will definitely reach a wider audience than your usual graphic images.

Make sure that the information, which you wish to put in the infographic, is relevant to your business and includes a call to action and is based around your business. Although infographics may seem quite easy to do, they actually are quite tough to plan out.

Before you decide to order an infographic you must choose whether your infographic will be statistical (full of numerical data and statistics), timeline based, process based or location based. After you are done with that and decide, which one will send out the right message that you want to send, you need to decide on the colors that are to be used in your infographics, including the color coding, the colors of the graphics and the colors of the reference icons that will be used to orient the reader within the said infographics.

Once you have picked up the colors, all you have to do is collect the data needed for your infographics. It is truly a great new way to spread your message across and you should definitely try it out as a part of your business strategy.

Marketing Automation

If you are too busy with your business in order to be staying endless hours to evaluate and calculate everything that is happening with your business and your audience online, you might consider a simpler option. Marketing automation software has been one of the main ways quite a few starter businesses and big businesses alike are engaging with their audience.

Used in almost every modern marketing process, the marketing automation software gives you the lead generation, segmentation, lead scoring, lead nurturing, relationship, customer retention, marketing and other important measurements and tools for you to use.

Even though most of these things can actually be done manually, technology and the marketing automation software make it far easier. Most software available today in this niche has a central marketing database, which is basically a place for all of your marketing data, including detailed customer interactions and behaviors, as well as the option to segment and target the right message to each customer.

The marketing automation software has an analytics engine that gives you the proper tools to test, measure and optimize your social media marketing and the way it impacts on your revenue. Moreover, it features a relationship marketing engine that is basically an environment for creation, management and automation of your social media marketing process and it can even be extended to further offline sources.

Getting familiar with marketing automation and marketing automation software is a must for bigger companies and businesses that just have too much on their hands to handle. However, you should also factor in the cost of such software. Even though there are a few cheaper options available on the market, most of them don't feature extensive tools for a truly automated process.

Video Marketing

Depending on the type of your business you might truly consider video marketing. There are various ways to engage your audience, but spreading your message across video networks is always a good way to entertain, educate and gain leads at the same time.

Considered to be the true future of content marketing, video marketing is a great way to engage your audience. Many consider that articles are already an outdated medium and

that in the very near future we will be watching articles, instead of reading them. Video marketing is a great way for you to achieve success without putting too much effort into it, as the possibilities in video marketing are endless and the potential reach is of the charts. For example, YouTube, the most famous online website for video marketing, currently receives more than one billion unique visitors every month and the numbers are just keeping to growing up. These numbers are far more than those of Facebook and Twitter, which are considered to be the two most famous social networks.

There are a ton of stories of videos that have gone viral and have become a true success for their owners. From big budget companies, such as Volkswagen, to homeless people that get their lives changed forever, viral videos have the possibility to truly change the world in a few seconds. Moreover, by using video marketing you will be getting additional revenue stream, thus increasing your overall revenue. Instead of having to pay in order to keep your video streams possible and reach out to new audiences, video marketing will be able to pay for itself.

However, much like with every other thing online, you will have to face persistence in order to succeed. Even though there are a ton of stories from people and businesses that never really tried, but made it big via video marketing, from the very first try, the more likely case is that you are going to have to try at least a couple of times, before you are able to truly see the benefits of online video marketing.

Video marketing can be implemented through your various social networking services as well. At the end of the day, videos are far more accessible than articles and written content and it is nothing else, but a different way to present your content that can truly go viral and help you achieve your wildest dreams. Regardless of what business you are running, video marketing may hold some special treats for you especially that it is not as competitive as other social media. Also, make sure that you don't concentrate on your videos as only videos, but make sure to implement them in your social media marketing and build your marketing strategy around them. Make sure that the videos, much like your other content, represent your brand and business and the message you are trying to get across. While you might have an idea for a viral video that can truly go viral, if it is not revolving around the ideas behind which your business is built on, don't go through with it as a social media marketing campaign for your business. While you don't want to strictly be business online, you need to be professional on your own, in order to get recognized as such in your own niche and business and from your audience.

Moreover, with video marketing you will have the possibility to reach a wider audience and video marketing is currently an environment in which not that many online

businesses have stepped into, thus your competition would be far lower than compared to other social media and the online environment as a whole.

Step 5: Delight

The delight step of the process is aimed at converting your online fan base into a true social media marketing army around your brand. What is most probably the best part of the social media marketing process is that people are actually able to start doing the marketing for you, without you having to do much work.

Once the product and/or service your business offer has been tried out and bought by the consumers they have the option to quickly respond to you via the various social networks. Although this makes you vulnerable, as you truly have to concentrate on satisfied customers, you will truly be receiving a free social media marketing boost by the people that actually keep your business going by buying your products and/or services.

However, in order to be able to let your audience help you out in your social media marketing strategy, you truly need to delight them. In order to convert your online fan base into a true marketing army, you simply have to ‘wow’ them. In order to do so, make sure that from the very beginning of your planning phase you plan out your strategies and advertising campaign by under promising and over delivering. Even if you believe that you should point out every special thing about your business that makes you stand out, make sure to keep a few special gems hidden, in order to truly keep your customers satisfied.

Creative Contests

One of the best ways to quickly get the word for your business spread out through the various social networks is through a creative contest. Even if the prize for your contest is quite moderate one, you will be left surprised by the amount of traffic you will get, because of the shared content from your network.

People love to get creative and they love when their work gets recognized by someone. At the same time, people love to receive free stuff, whether it would be cash, products or services. Creative contests are a great way to both engage and delight your audience, while receiving recognition and more visitors. Depending on the numbers of your fan base, so to speak, a creative contest may prove far more valuable in the long run than investing in a simple advertising campaign.

Choosing to do such contests daily, weekly or bi-weekly, depending on your budget, is also an amazing way to build your marketing army around your brand, as people will constantly be checking out your content and you will definitely be getting the attention of

new people, even those who initially might not be interested in your business, might prove a valuable asset and might get attracted to your business and brand, just because of the creative contests you are offering.

Use your money wisely. For example, if you have enough likes on your Facebook page or followers in your Twitter profile, instead of giving fifty to a hundred bucks to advertising campaigns that will barely give you more likes and followers that are potential customers, make a small contests and make the entrants have to like your page and follow you on twitter and share, like and retweet. This is a simple strategy that is used by a lot of businesses either intentionally or unintentionally, but has proven to truly work time and time again. If there is one strategy that truly works for almost all businesses when it comes to social media marketing and delighting your audience it definitely are the creative contests that you can offer.

Testimonial Videos

One of the best ways to prove your worth to new customers is by having testimonial videos of already satisfied customers. Once you have managed to satisfy your customers with your products and/or service contact them for further feedback and ask them to make a short and simple testimonial video. Although such fake videos can be bought and people rarely find themselves trusting testimonial videos, it certainly makes you look more professional. Moreover, if you don't have just one-two, but hundreds of testimonial videos that give out some cons as well as the pros of your business, your videos are far more likely to be considered real, rather than a fake attempt at trying to reach out to more people.

You can combine testimonial videos with a certain discount and/or creative contests for better response rate. For example, you may include a deal, where you give a certain percentage of the sale back to the people, who after a week/month of using your products or service post a real testimonial video with a certain hashtag or anything else that might be further implemented into your online media strategies.

Podcasts

Another area of social media marketing that is just starting to get explored by businesses, but has true potential is online podcasts. Depending on the type of your business, you might get into podcasts as soon as you reach a certain threshold of an audience. The podcasts are not only a great way to reach out to new people, but they are a way to give back to your customers and audience the time and attention that they deserve.

Especially if you include special daily surprises or deals in your podcasts that are connected with the products and/or services connected to your business, people are that more likely to listen to the podcast of your business.

Moreover, you might find some podcasts useful to yourself as well, while researching how to create and implement one in your business. There are a ton of helpful podcasts for starter businesses and online entrepreneurs that always give out valuable advice, tips and tricks and more, which you can implement in your business and online multimedia strategies.

Make sure that your customers are satisfied and delighted by your business, because if there is one thing that is true for both online and offline businesses, that there is nothing more important than the satisfaction of your customer. Moreover, this is especially true for online businesses, as online people are interacting far more easily and they have the power to both bring your business to new heights and bring it down, so be careful as to how you treat your audience and always try to convert and wow them, by under promising and over delivering in order to build a true marketing army around your brand that will do most of the social media marketing work for you, at no cost, just because they are satisfied with your business and/or products and services that you offer to them as an audience.

Step 6: Measure

The final step often overlooked may be considered one of the most important steps of the whole process. Measuring the results of each and every marketing campaign you do online and keeping an overall track of how your business is doing may seem as necessary from the very start, but the truth is that most people just tend to let things go, as the process of measuring either seems mundane or that it requires too much effort and not much reward in return.

However, with the technology offered today and the various online tools at your disposal it is far easier to keep track of almost any marketing and advertising campaign you start online as well as keeping an overall track of your business. Measuring is truly important as it gives you a fair estimate of what your audience is up to, how they react to your actions and what you should be doing in order to change up your numbers for the better or if you are doing something good, to just keep doing it.

Google Analytics

One of the most powerful internet online tools to keep track of your business is by far Google Analytics. Once you get your website or webpage into Google Analytics you will be offered with an extensive variety of tools that include almost any information regarding your target audience that you can think of. Moreover, as it is owned by Google, the information you will find on Google Analytics will be as accurate as it can be online.

With Google Analytics you will be able to measure and keep track of almost anything regarding your online business and marketing and advertising strategies. Some of the many tools offered by Google Analytics that you should be familiar with include:

- Long-Term Statistics – While by default Google Analytics shows the results from the past 30 days, you have the option to expand and examine the graphs from 3 to 6 months, which gives you the opportunity to pick up on larger trends.
- Examine Visitor Activities – In Google Analytics you are not only able to check out the page views and total visitors, but you are also able to understand how many of the people that visited your site actually found it useful. The web tool gives you data for the entrances, the bounce rate, the % Exit on your site and more. You can find the additional data right under the content tab, under site content and content drilldown in Google Analytics. Make sure to keep an out for

those numbers as they are pretty good estimates as to how many people actually stay on your site after they've visited it for one reason or another.

- The Location of Your Audience – Google Analytics also gives you great information regarding the geographical location of your audience. This is extremely helpful, especially if you are an international online business or you simply want to reach out to as much people as possible.
- Checking Web Browsers – While this might not seem as a powerful addition to the tool, Google Analytics gives you the power to check from which browsers your audience has entered your site. This might give you a fair estimate as to where you should put your effort, especially if your site has a mobile section. Make sure to always test out your web site through various web browsers and devices in order to ensure that it works properly.
- Content With Popular Keywords – One of the best ways to ensure that you are aiming at the right audience is via the right keywords. Google Analytics gives you a detailed overview of which keywords attract the audience to your website. In order to get to the information you simply have to go to the traffic sources tab, click search and select organic. There you will find an extensive amount of information regarding your keywords.

Google Analytics is truly an amazing web tool that can give you amazing insight and information regarding your online statistics. It is definitely a great tool to use when measuring the success rates of your website campaigns and from it you can generate valuable steps as to what to do further with your business and social media marketing strategies.

Social Media Statistics

Although there are various ways to keep track of your statistics, regarding a certain social media webpage of your business, including various free and premium tools, probably the best way to measure them is via the already integrated tools offered by the social network. For example, Facebook and Twitter both have amazing integrated tools that let you know almost everything about the engagement of your posts and tweets, as well as the exposure.

If the social network you are using doesn't have such statistics there is a high chance that you will be able to find a free or an affordable tool online that lets you get the information regarding the statistics of your social media page that you need in order to measure and give fair estimates regarding the success of your social media marketing strategies.

CTA Conversion

Call To Action, as aforementioned is truly important in your business as you have to engage your audience in order to gain leads and further sales. However, achieving CTA Conversion is not that easy process. Make sure to keep track of your CTA Conversion rates, by simply checking the analytics of the people that actually engaged in your call to action compared to your visitors and try out new strategies whenever you see fit.

While it is true that your CTA should stand out from your website, various audiences react differently to various approach methods. Will that “download” button be clicked more if it stands out from the overall color scheme of your website, or will the people trust you more if it fits the overall style of your website? Is text actually better for your audience, as they get distracted by images, or are images attracting them?

You will find answers to all of these questions and more just by trial and error. You shouldn't worry as a few little experiments in the begging with your CTA will truly help you out in the long run and at the end of the day, you most probably won't be losing many customers, but make sure that the changes you make in your overall brand and business are not huge and that they won't drive your audience away. However, make sure that your CTA Conversion is spot on. In order to do, all you have to do is go by the trial and error method and see what method works best for your audience via proper measurement of the statistics and analytics of your website, web page or social networking profile.

In order to get the most out of your marketing you truly have to always measure and improve. In order to do so, be sure to get familiar with Google Analytics, Hubspot Integration and CTA Conversion as they are amazing tools to help you track your marketing efforts with actionable analytics.

Combining It All Together

You are now familiar with every step of the way that will lead you to success. However, in order to truly be able to successfully implement your social media strategies you must know how to tackle the task of online media marketing and online business as a whole.

Especially if you are new to business and/or social media, you should make sure to spend at least a month planning out every step of the way. Even though this might seem as too much, the time will definitely be returned in revenue in the next couple of months, because if your planning isn't up to par and your estimates are off charts, you will just have to work harder, while missing out on the opportunity to work smarter.

Make fair estimates about your success each step of the way and create bite-sized goals that you are truly certain you can achieve. Especially if you have procrastination and/or self-discipline make sure that you create a time schedule and keep track of the task that you got to do through the day/week.

Implementing the six step program in your business will guarantee success, but it is much like a healthy diet and/or exercise plan. If you put your soul into it and work hard to achieve your goals, you will manage to do it. However, if you slack off, you just won't be able to.

The six step program gives you the tools you need in order to create the perfect blueprint for implementation of social media marketing into the overall strategies of your company and your business, but even if you do create the perfect blueprint it is still up to you as to how this blueprint will actually turn out in real life.

After you plan out everything that is to plan out, make sure to start your social media marketing strategies. Attract audience to your website and social pages through various methods, including thinking outside of the box for a bit, make sure to convert the attracted visitors into true leads and customers and engage with your audience.

Make sure that every single person in your audience feels special and delight them. Under promise on what you are about to deliver and over deliver on their expectations, engage with them in various ways through creative contests, videos, podcasts and more.

Then at the end of the working week or a month or simply at the end of your marketing campaign don't forget to use one of the many tools available at your disposal, some for free, others for a price, and measure your success. What are the trends in your statistics? What did your audience react best to? Which reaction was the worst?

Rethink your strategies and build upon them. When you complete step 6, don't sit and relax, even if you have achieved the greatest success imaginable, but rather set new goals and start again at step one.

If you have failed, don't worry. See what you did wrong and try again. Set new goals and try harder. However, no matter the case, never stop moving forward. If you want your business to be successful, especially now that you have all the right tools and knowledge at your disposal, you should get up and start doing things that will truly help out your business.

Conclusion

With the six simple steps presented in this book you will be able to rethink the social media marketing funnel and truly get on the right path of success. Although social media marketing uses some old techniques from the offline business models, things have changed now. Whether for the better or the worse it is up to you to decide, but don't forget to step out of your comfort zone and try out new and different strategies, as you just might not know what will successfully work on the internet.

Whenever you feel stuck, you may take this book, go to whichever step you are on and re-read the advice mentioned in the chapter. Although the book contains all the information you need in order to make your blueprint for success and successfully implement the social media marketing strategies in your business, it does not give you all the information on how to use every tool available, thus further research on some topics mentioned here may be needed.

However, at the end of the day make to remember that you need to plan out everything in advance, you need to try new ways to attract your audience and create amazing calls to actions and marketing workflows in order to convert your views into actual sales. Once the sales are in, you have to engage with your audience through the various methods that social media marketing and online social media and the online society as a whole provides you with. Be sure to nurture your leads and once you convert them, to truly 'wow' them. Delight your audience and make them feel strong and secure when they are using your product and/or services. Build an army around your brand and let the online community you've created around your business help you out with your marketing goals.

Then at the end of the day, sit back, relax and let the numbers speak. Measure your progress and think about the things that you might need to do differently in order to achieve even better success.

Then simply start again at step one, as this should be a never ending process, if you truly want your business to grow and to become one of the best in your niche.

Now that you have all the right tools, knowledge and information it is up to you to start acting on your goals. Implement the six step program of social media marketing integration and implementation into your business and enjoy the ever growing numbers of your leads and sales.