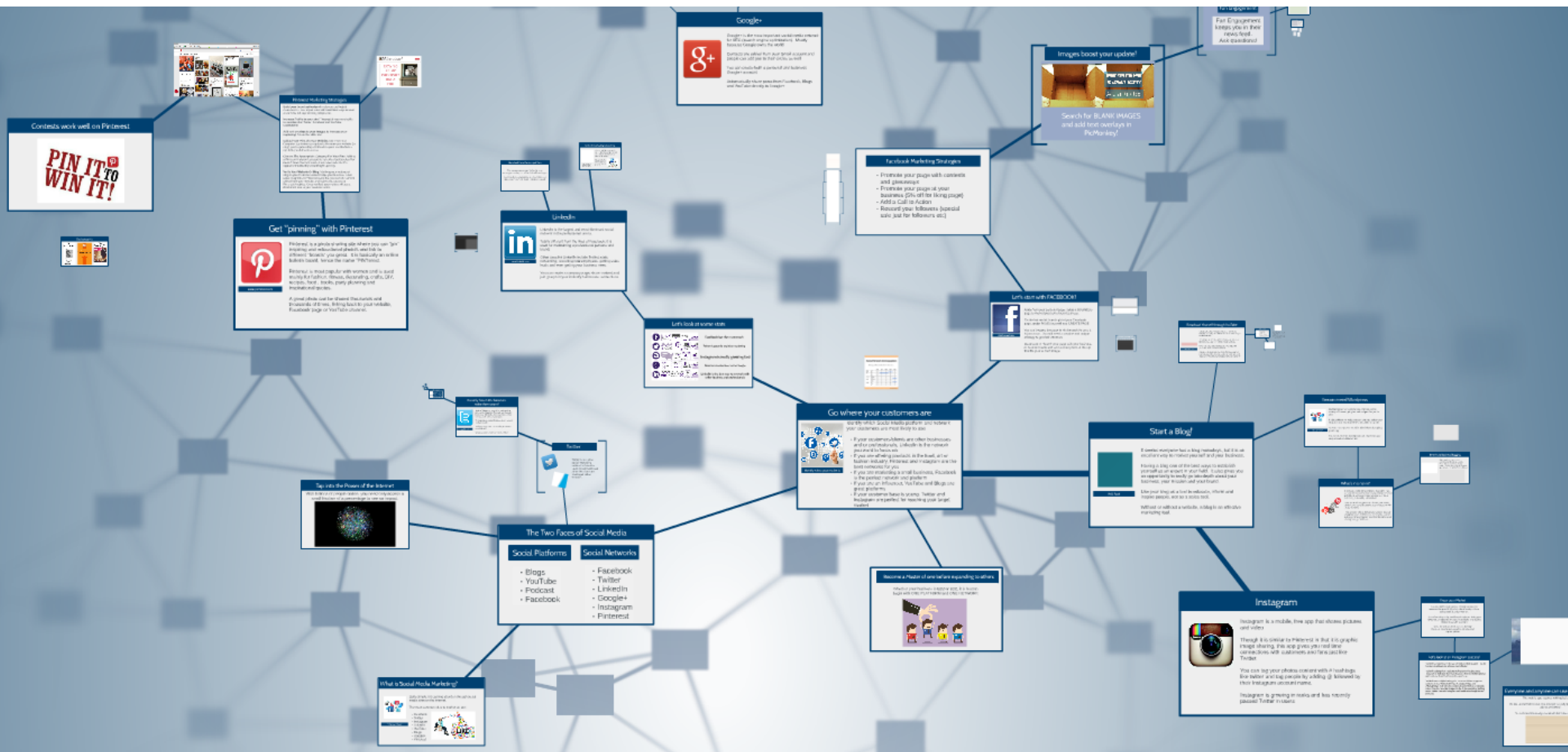




Introduction to Social Media Marketing

by Cassandra Aarsen



Introduction to Social Media Marketing

by Cassandra Aarssen

What is Social Media Marketing?



"Like" and "Share"

Quite simply, it is gaining attention through social media sites on the internet.

The most common sites to market on are:

- Facebook
- Twitter
- Instagram
- LinkedIn
- YouTube
- Blogs
- Google+
- Pinterest



Tap into the Power of the Internet

With billions of people online, you need only access a small fraction of a percentage to see an impact.





messages called
"tweets".

The Two Faces of Social Media

Social Platforms

- Blogs
- YouTube
- Podcast

Social Networks

- Facebook
- Twitter
- LinkedIn

The Two Faces of Social Media

Social Platforms

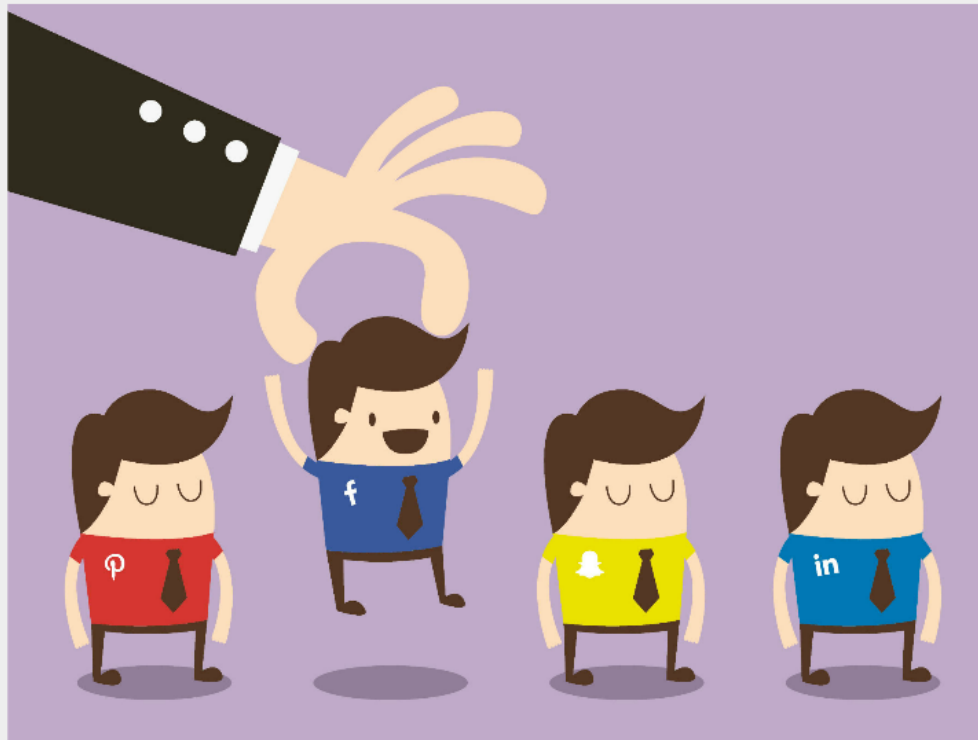
- Blogs
- YouTube
- Podcast
- Facebook

Social Networks

- Facebook
- Twitter
- LinkedIn
- Google+
- Instagram
- Pinterest

Become a Master of one before expanding to others

Whether your business is B2B or B2C, it is best to begin with ONE PLATFORM and ONE NETWORK



Go where your customers are



Identify where your market is

Identify which Social Media platform and network your customers are most likely to use

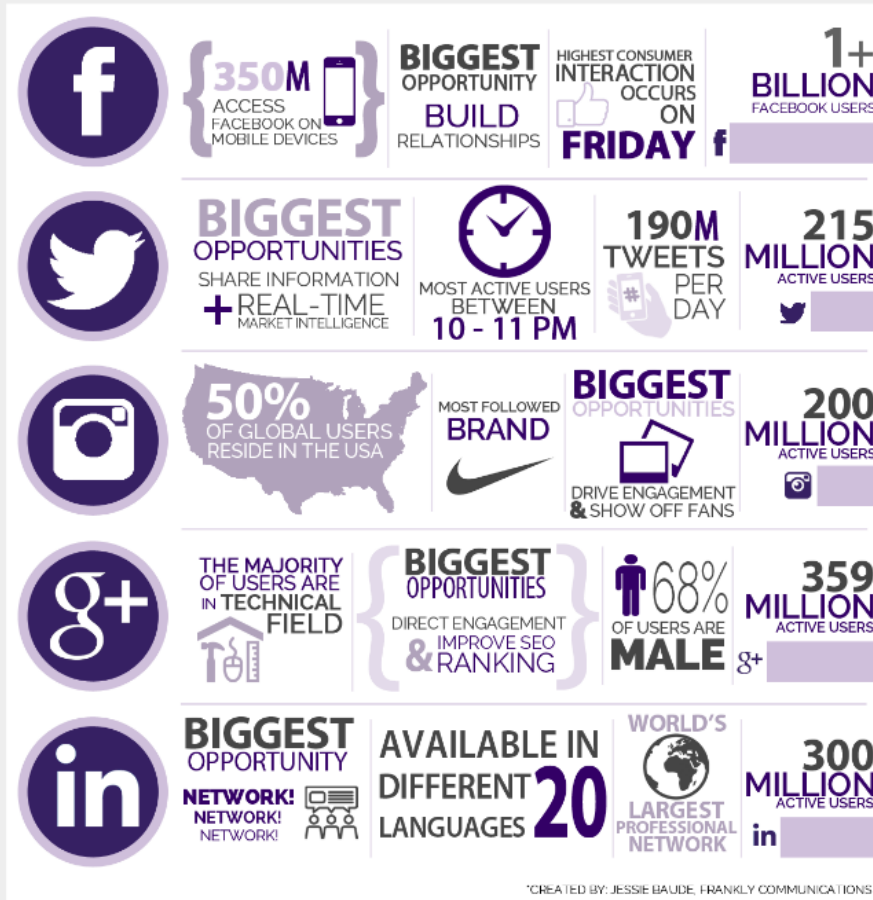
- If your customers/clients are other businesses and or professionals, LinkedIn is the network you want to focus on
- If you are offering products in the food, art or fashion industry, Pinterest and Instagram are the best networks for you
- If you are marketing a small business, Facebook is the perfect network and platform
- If you are an influencer, YouTube and Blogs are great platforms
- If your customer base is young, Twitter and Instagram are perfect for reaching your target market

Social Network Demographics

Among online adults, the % who use ...

		Facebook	Twitter	Instagram	Pinterest	LinkedIn
Usage	All users	71	18	17	21	22
Gender	Male	66	17	15	8	24
	Female	76	18	20	33	19
Age	18-29	84	31	37	27	15
	30-49	79	19	18	24	27
	50-64	60	9	6	14	24
	65 and up	45	5	1	9	13
Education	HS grad or less	71	17	16	17	12
	Some college	75	18	21	20	16
	College +	68	18	15	25	38
Income	Less than 30k/yr	76	17	18	15	12
	30k to 49k	76	18	20	21	13
	50k to 74k	68	15	15	21	22
	75k and up	69	19	16	27	38
Location	Urban	75	18	22	19	23
	Suburban	69	19	18	23	26
	Rural	71	11	6	17	8

Let's look at some stats



Facebook has the most reach

Twitter is great for real time marketing

Instagram is really growing fast

Educational content does well on Google+

LinkedIn is the best way to network with other business and professionals

Let's start with FACEBOOK!



Aside from your personal page, setup a BUSINESS page to market yourself or your business.

On the bottom left hand right of your Facebook page, under PAGES you will see CREATE PAGE

You can't expect the page to do the work for you, it is just a *tool*. You still need a creative and unique strategy to get their attention.

Make sure to "brand" your page with your business or branded name and add a cover photo at the top that fits your current image.

DAILY TO DO LIST:

- Organize Something
- Crush Some Netflix
- Be Awesome

Organizing Tips from ClutterBug.ME
Public Figure

ClutterBug Me
what ClutterBug are you?

Watch Video Liked Message

Timeline About Photos Likes More

Promote

THIS WEEK

29,011 Post Reach

3,197 Post Engagement

17 Watch Video

73% Response Rate

1 hour Response Time

72% response rate, 1-hour response time
Respond faster to turn on the icon

18k likes +335 this week
Leanne Elizabeth and 100 other friends

29,011 post reach this week

Invite friends to like this Page

Find New Customers

Status Photo/Video Offer, Event+

Write something...

Organizing Tips from ClutterBug.ME
20 hrs ·

I felt like I really had to share this with you. I am nervous to hear how you feel about it.

Anna-Marie Clark shared Florida Man's photo.

Lisa Fraser and Bonnie Beuckelare are now friends.

Scott Pillon likes Veterans For The Conservative Party of Canada's photo.

Victoria Tortolini likes Jessica L. Smith-Moor's post.

Rose Aarssen shared Aunty Acid's photo.

Tina Myers Kids helped us at advance poll. "This is "Our" election please VOTE" #vote #Canada

Glenda Mailloux

Lora Craig

Sue Harden

Leanne Elizabeth 1h

Jessica L. Smith... 44m

Scott Proulx

GROUP CONVERSATIONS

Lisa, Shannon, Scott, ...

PicMonkey is AMAZING for banners, covers and thumbnails



Facebook Marketing Strategies

- Promote your page with contests and giveaways
- Promote your page at your business (5% off for liking page)
- Add a Call to Action
- Reward your followers (special sale just for followers etc)

BURT'S BEES
TINTED LIP BALMS



- Wall
- Info
- Lips Go BLOOM**
- What Skin Says
- Give Some Good
- Bee the Change
- Video
- Photos (98)
- More ▾

About
 Welcome to the Official Burt's Bees Facebook Page! Burt's Bees Terms Of Us...
 More

331,273
 people like this

Burt's Bees Like

Health/Beauty

FOR LIPS THAT
GO BLOOM!

NEW TINTED LIP BALMS

inspired by the NATURAL

WE LIKE YOU. DO YOU LIKE US?

Please click the "Like" button above to interact with this page.

Celebrate the natural beauty in your life.

▶ SEND THEM A BLOOM



DO THIS, NOT THAT!

Facebook Edition

As a business on Facebook, you want to connect not repel customers. But how can your content break through the Facebook clutter without annoying your fans in the process? Follow our "do this, not that" advice:

DO THIS

FOLLOW THE 80/20 RULE

Mixes a mixture of both work and play.



DO THIS

RESPOND WITHIN 1 HOUR, NO LATER THAN 24 HOURS

Acknowledge customer interactions, even just to say "thanks!"



DO THIS

KEEP YOUR POSTS UNDER 80 CHARACTERS

According to Kinematics



DO THIS

BUILD YOUR FACEBOOK FOLLOWING ORGANICALLY

Reach out to your established networks and spread the word about your Facebook page by linking to it in your emails, website and blog.



DO THIS

ASK QUESTIONS + POST ENTICING CONTENT

Facebook fans love a good question.



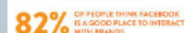
TIP: ASK YOUR QUESTION AT THE END OF YOUR POST

Posts that have a question located at the end have a 19% higher overall interaction rate and a 2x higher comment rate than those asked in the middle of a post.

DO THIS

POST NO MORE THAN 1-4 TIMES A WEEK, 1-2 TIMES A DAY

Later24 research reveals:



NOT THAT

SELL, SELL, SELL

Constantly posting promotional content annoys your followers in flux.

"Throughout the time in the equivalent of advertising during your dinner table conversation, you have to go through the commercials, you leave the room. Trying to connectively call on Facebook will cause your customers to leave your page in a hurry, just like you run from the room during commercials."

Scott Hancock
Director of Social Media at Marketing Plan

NOT THAT

IGNORE YOUR AUDIENCE

There should always be a human behind the "social" media platform.

Ignoring customers, whether they write positive or negative comments about your business on Facebook, will only disappoint, or worse, make them angry.

NOT THAT

WRITE A LENGTHY POST

Adding content to a photo or link is key, however, crafting a novel length status update would cause followers' eyes to glaze over.

STATUS UPDATE: Adding 7 or more lines of text to a status update causes a 10% drop in engagement. Adding 10 or more lines causes a 20% drop in engagement. Adding 15 or more lines causes a 30% drop in engagement. Adding 20 or more lines causes a 40% drop in engagement. Adding 25 or more lines causes a 50% drop in engagement.

YOU DON'T WANT FANS TO "HIDE" YOUR FUTURE POSTS FOR BEING TOO LENGTHY.

NOT THAT

BUY LIKES

A plethora of likes may seem important to the success of your Facebook page, but a fake fan following can have definite drawbacks.

Fake fans can appear to be an engagement, which will negatively impact the likelihood of people seeing your content. If a low percentage of people engage with your content, the less likely you'll appear in the newsfeed. Proceed with caution.

NOT THAT

WRITE FAKE COMMENTS

Engagement is a big factor when it comes to success on Facebook, however, writing fake comments will do you a disservice.

Fake comments are also easy to pinpoint and customers will happily tell you so. Getting real customer feedback, good or bad, will help you determine which content works best for your audience.

NOT THAT

CLUTTER THE NEWSFEED

Overloading customers with a constant stream of content screams, "look at me!"

THE NUMBER ONE REASON



SOURCE: 100,000+ Facebook users surveyed by Buffer on Facebook. 100,000+ social media users surveyed by Buffer on Facebook. 100,000+ social media users surveyed by Buffer on Facebook.

DO THIS, NOT THAT!

Facebook Edition



As a business on Facebook, you want to compel not repel customers. But how can your content break through the Facebook clutter without annoying your fans in the process?

Follow our "do this, not that!" advice:



DO THIS

FOLLOW THE 80/20 RULE

Provide a mixture of both work and play.

80%

of your posts should be social

(yet still relate to your industry or audience)

20%

should pertain to your products/services.

DO THIS

NOT THAT

SELL, SELL, SELL

Constantly posting promotions could cause your followers to flee.

"Posting ads all the time is the equivalent of advertising during your favorite television show. You don't sit through the commercials, you leave the room. Trying to constantly sell on Facebook will cause your viewers to leave your page in a hurry, just like you run from the room during commercials."

DO THIS

RESPOND WITHIN 1 HOUR, NO LATER THAN 24 HOURS

Acknowledge customer interactions,
even just to say "thanks!"



What about negative comments? Hancock suggests the following motto: acknowledge in public, solve in private. "In my experience, if negative comments are handled correctly, people will actually apologize on your page," he says.

DO THIS

KEEP YOUR POSTS UNDER 80 CHARACTERS

According to Kissmetrics

POSTS WITH LESS THAN
80 CHARACTERS
RECEIVED
66% MORE
ENGAGEMENT
(LIKES AND COMMENTS) THAN
LENGTHIER COUNTERPARTS

DO THIS

run from the room during commercials.

Scott Hancock

Director of Social Media at Marketing Plus

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behind the "social" media platform.



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business on Facebook,
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worse, make them angry.

NOT THAT

WRITE A LENGTHY POST

Adding context to a photo or link is key,
however, crafting a novel length status update
could cause followers' eyes to glaze over.

STATUS UPDATE

A lengthy post. Long
winded. Going on and on
and on. Waxing poetic.
Jibber-jabbering. Gonna
keep on typing. A very very
very long drawn out status
update. A lengthy post.
Long windy. Going on and
on and on. Waxing poetic.
Jibber-jabbering. Gonna
keep on typing. A very very
very long drawn out status
update.

**YOU DON'T
WANT FANS TO
"HIDE" YOUR
FUTURE POSTS
FOR BEING
TOO LENGTHY.**

BUILD YOUR FACEBOOK FOLLOWING ORGANICALLY

Reach out to your established networks and spread the word about your Facebook page by linking to it in your emails, website and/or blog.



Send an email specifically telling people they can find you on Facebook; create special offers for only Facebook fans, etc. You also build a robust Facebook fan following by posting great content, links and photos. Quality fans are more engaged, active, and more likely to read/share your content, and make a purchase.

DO THIS

ASK QUESTIONS + POST ENTICING CONTENT

Facebook fans love a good question.

QUESTION POSTS HAVE
92% HIGHER COMMENT RATES
THAN NON-QUESTION POSTS

TIP ASK YOUR QUESTION AT THE END OF YOUR POST

"Posts that have a question located at the end have a 15% higher overall interaction rate and a 2x higher comment rate than those asked in the middle of a post."

- SALESFORCE BUDDY MEDIA

NOT THAT

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Fake fans can equate to low engagement, which will negatively impact the likelihood of people seeing your content. If a low percentage of people engage with your content, the less likely you'll appear in the newsfeed. Proceed with caution.

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Engagement is a legitimate desire for all businesses on Facebook, however, writing fake comments will do you a disservice.



Fake accounts are also easy to pinpoint and customers will happily call you out! Gaining real customer feedback, good or bad, will help you determine which content works best for your audience.

NOT THAT

CLUTTER THE NEWSFEED

Inundating customers with a constant stream of content screams, "look at me!"

managing customers with a constant stream of content screams, "look at me!"

DO THIS

POST NO MORE THAN 1-4
TIMES A WEEK, 1-2 TIMES A DAY

Lab42's research reveals:

82% OF PEOPLE THINK FACEBOOK
IS A GOOD PLACE TO INTERACT
WITH BRANDS

----- HOWEVER -----

47% OF PEOPLE DON'T LIKE BRANDS
ON FACEBOOK BECAUSE "THEY
CLUTTER MY NEWSFEED."

THE NUMBER ONE REASON

73% OF SOCIAL
MEDIA USERS
"UNLIKED" A BRAND



ON FACEBOOK
WAS BECAUSE THE BRAND
POSTED TOO FREQUENTLY.

SOURCES:

<https://blog.kissmetrics.com/more-likes-on-facebook/>

<http://www.salesforcemarketingcloud.com/resources/ebooks/strategies-for-effective-wall-posts-a-timeline-analysis/>

<http://blog.lab42.com/like-us>

verticalresponse
Marketing | Just Like That

Images boost your update!



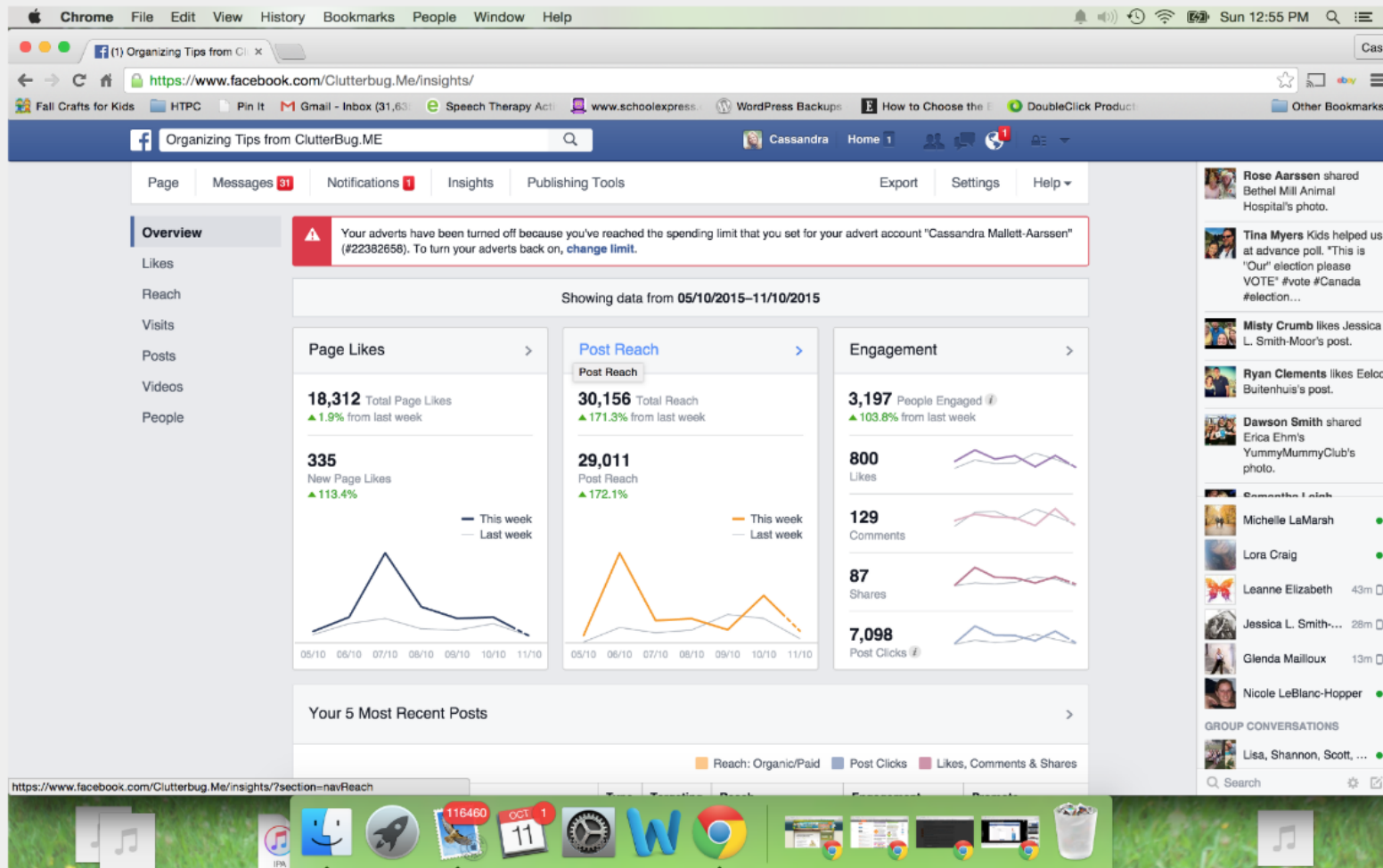
Search for BLANK IMAGES
and add text overlays in
PicMonkey!

Fan Engagement

Fan Engagement
keeps you in their
news feed.

Ask questions!

Facebook Insights



Facebook Advertising



You can boost posts, create ads, market a specific demographic and more with Facebook Adverts

Sponsored posts can be effective if done correctly!



We asked mothers
how they felt about their bodies

0:18 / 2:54

HD

Dove
Liked · September 30 · 

Dove: Legacy

8 out of 10 girls stop doing the things they love because they don't like the way they look.

Our short film Dove: Legacy reveals the opportunity of women have to make their beauty legacy a positive one for the next generation.

#FeelBeautifulFor

401,183 Views

Like · Comment · Share

👍 5,223 people like this.



🗨️ 1,822 shares

Top Comments · 

 Tanya Winton Why is it so hard for us as women to love our bodies and to feel beautiful?? Our daughters get it. My daughter gets it. How do we change this view?? I want to love my body and feel beautiful.
Like · Reply ·  0 · September 30 at 2:13pm

👍 Dove  replied · 10 Replies

 Vanessa Witalpando Wata me think, cry and question. You reinforce the idea that it all starts when we're little girls, and how we as moms lay the critical, foundational groundwork. You've done real awareness raising videos in recent times. Wonder if the next "step" in this "conversation" is to take things a step beyond awareness...love your work guys! Always love!
Like · Reply ·  0 · October 1 at 8:13am

 [Write a comment](#) 

 Dove
November 19

Tag your aunt and tell us why you love her!



Like · Comment · Share

1,805 Shares

3,850 people like this.

Top Comments ·



Write a comment...



Sylvia Winrich My auntie Nancy is a wonderful auntie with love and joy for all



Oreo

November 21

As if chocolate couldn't get any better, we mixed it with raspberry. Try our #OreoCookieBalls recipe for yourself. <http://oreo.ly/1xKvI73> — with Stefy Bee Snchz and 12 others.

1 CRUSH & MIX



2 ROLL



3. DIP



4. DECORATE



Like · Comment · Share

19,780 Shares

29,205 people like this.

Top Comments ·



Starbucks
November 7

Steeping time is key in releasing the true flavor of tea. Here is what we recommend for the #Teavana loose leaf teas now available at Starbucks:

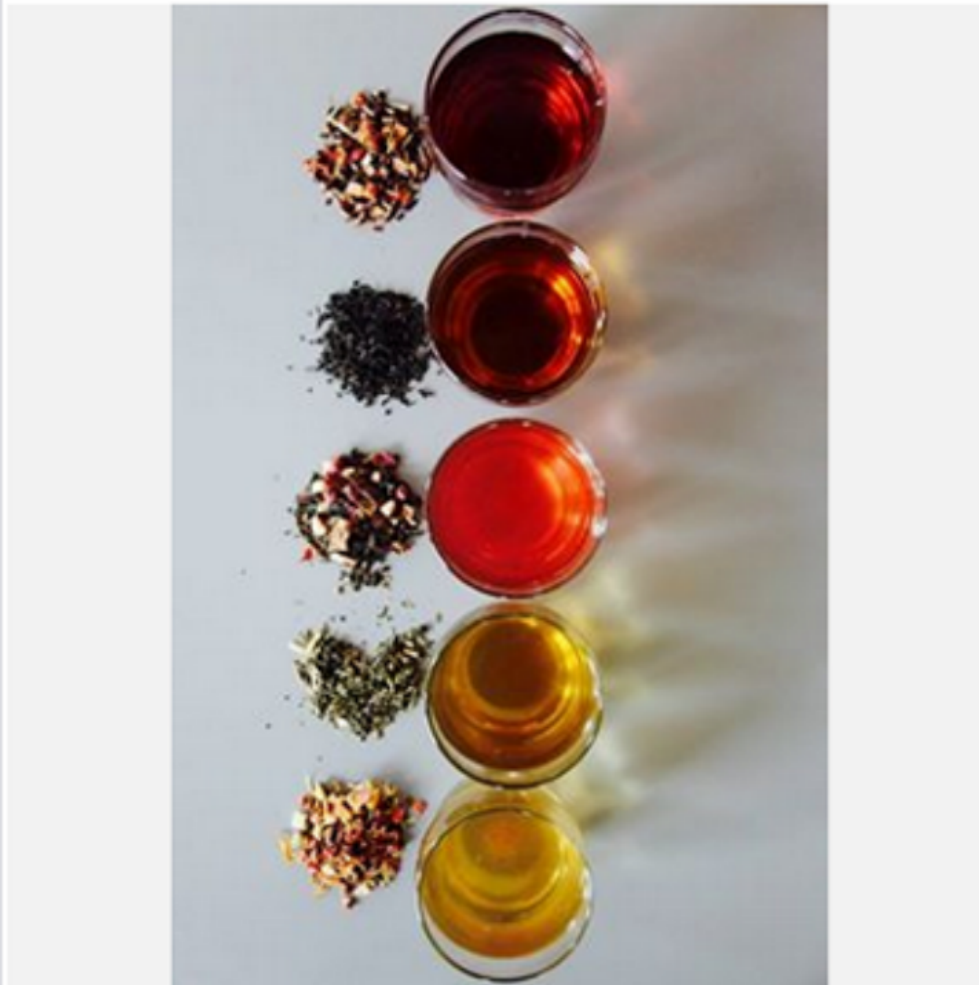
Passion Tango: 5-6 min

Royal English Breakfast: 2-3 min

Youthberry: 2 min

Jade Citrus Mint: 2 min

Pineapple Kona Pop: 5-6 min



Like · Comment · Share

1,702 Shares

45,984 people like this.

Top Comments ·

The average person gets 50-100 birthday messages, but only one or two LinkedIn messages

Use LinkedIn to congratulate, give best wishes or simply say "hello" and stand out from the crowd!

LinkedIn



www.Linkedin.com

LinkedIn is the largest and most dominant social network in the professional arena.

Totally different from the likes of Facebook, it is used for maintaining a professional persona and brand.

Other uses for LinkedIn include finding a job, networking, recruiting new employees, getting sales

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www.Linkedin.com

LinkedIn is the largest and most dominant social network in the professional arena.

Totally different from the likes of Facebook, it is used for maintaining a professional persona and brand.

Other uses for LinkedIn include finding a job, networking, recruiting new employees, getting sales leads and even getting your business news.

You can create a company page, share content and join groups in your industry to increase connections.

Browser tabs: Cassandra Aarssen | LinkedIn, Cas

Address bar: https://www.linkedin.com/profile/preview?locale=en_US&trk=prof-0-sb-preview-primary-button


Search: Search for people, jobs, companies, and more... Advanced

Navigation: Home Profile Connections Jobs Interests Business Services Try Premium for free

Banner: Executive Coverage - Succession Planning & Key Person Coverage. Learn More. Step Benefits Group! | [Read More >](#)

Profile Preview: This is what your profile looks like to [Connections](#) [Return to your profile](#)

What ClutterBug are you!



Cassandra (Mallett) Aarssen 1st

Owner of ClutterBug Organizing Services, Blogger, Influencer

Ontario, Canada | Individual & Family Services

Current Clutterbug.me, Clutterbug Professional Organizing
 Previous Ontario Lung Association, Copper Terrace Nursing Home
 Education Mohawk College

249 connections

[Send a message](#)

<https://ca.linkedin.com/pub/cassandra-aarssen/2b/ba/2/5bb> [Contact Info](#)

Background


Summary


Organizing has become a passion of mine. An organized home saves money, time and reduces stress for the entire family.


My goal is to share my knowledge, tips and tricks in order to help families in my community feel the freedom of a clean and organized home.

Specialties: I specialize in maximizing space and creating efficient and creative organizing solutions for your home.

Ads You May Be Interested In


- 


Want to Migrate to AWS?
Ask us how you can migrate to AWS for free!
- 


Need A Good Biz Book?
Emotional Intelligence 2.0 is a best seller endorsed by the Dalai Lama.
- 


Gov Social Media Workshop
Learn how to develop a social media strategy in the public sector.

People Also Viewed

- 

Astrid Zoer
Owner at Hendriks on Fourth.
- 

Anne Williams
boss
- 

Nadine Willis, BA, MTP, CLC
Owner, Inspirational TLC
- 

Dave Fields
Retired Fire Chief at Windsor Fire and Rescue Services

LinkedIn is amazing networking



Use LinkedIn to schedule real life connections

Search and find contacts in your industry, join groups and send emails that stand out through LinkedIn!

Posting content can really increase your contacts and even make you a LinkedIn Influencer!



Stand out from the competition

The average person gets 50-100 birthday messages, but only one or two LinkedIn messages

Use LinkedIn to congratulate, give best wishes or simply say "hello" and stand out from the crowd!

Twitter



Twitter is an online social networking service that enables users to send and read short 140-character messages called "tweets".

You only have 140 characters,
make them count!



My best Twitter marketing tip for business is to make a list of keywords that best describe your business and industry. Use these words as you compose your 140-character posts.

Think quality over quantity. Make every character and tweet count!

You only have 140 characters, make them count!



www.twitter.com

My best Twitter marketing tip for business is to make a list of keywords that best describe your business and industry. Use these words as you compose your 140-character posts.

Think quality over quantity. Make every character and tweet count!

Hashtags are a great way to make your tweets searchable (#)

@ tags a person or company to your tweet

Twitter is microblogging!



Twitter is Unique!

Facebook: A tweet is like a short Facebook status update. However, with Twitter, every tweet arrives at every follower's feed, unlike the filter of Facebook's EdgeRank.

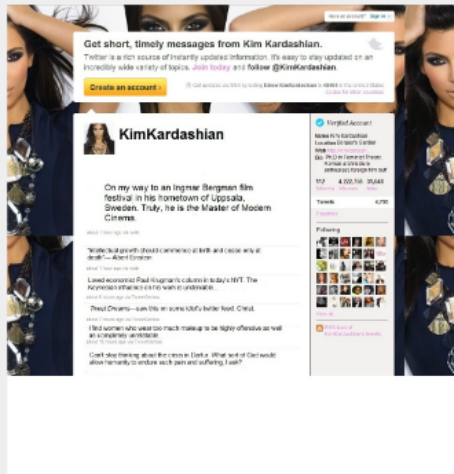
Pinterest: Twitter allows you to share photographs and provide commentary in your tweet. However, with Twitter, it's much easier to have conversation around a shared image than with the comment feature on Pinterest.

LinkedIn: A tweet is like a short LinkedIn status update. While LinkedIn is based on trust relationships (and two-way agreements), Twitter allows you to follow anyone, including strangers. This is helpful when you target potential customers.

Google+: A tweet is like a short Google+ status update. Twitter also allows you to organize people into lists that organize conversations similar to Google+ groups.

YouTube: A tweet can contain a link to a video. However, Twitter doesn't allow you to create a channel or organize your videos for easy location and commentary.

Keep Twitter in line with your BRAND



Choose Your Twitter Username

Nothing expresses your brand on Twitter more than your account username. This name appears next to all of your tweets, and is how people identify you on Twitter. (Your name can be changed)

Profile Images

Twitter uses two different images to represent your account. You upload these images under Profile in your account settings.



Your Twitter profile photo is a square photo that appears next to every tweet you send.



Your Twitter profile header is a large background photo where you can tell a story about your business. Similar to the Facebook cover photo, your header photo appears at the top of your profile page.

Cassandra Aarssen (@Clutterbug_Me) x

Twitter, Inc. [US] https://twitter.com/Clutterbug_Me

Home Notifications Messages Search Twitter Tweet

ClutterBug.Me

What ClutterBug are you?




TWEETS 756 FOLLOWING 223 FOLLOWERS 193 Edit profile

Cassandra Aarssen
@Clutterbug_Me

I am a blogger, Youtuber, professional organizer and stay at home mommy to three beautiful kids! Follow me on my youtube channel [youtube.com/organizedclutterbug](https://www.youtube.com/organizedclutterbug)

windsor
clutterbug.me
Joined April 2009
Born on December 29, 1979

441 Photos and videos

Thrift Store Haul! get a clean organized home with the help of a professional organizer Our Home Tour

Tweets Tweets & replies Photos & videos

Cassandra Aarssen @Clutterbug_Me · 16s

Feeling the Urge to Purge! Tomorrow I am helping my home lose a few pounds! What can you donate? #21itemtoss #ORGANIZE



Who to follow · Refresh · View all

- Jessica Allen @jessierae... Follow
- Kourtney Kardashian @kourtneym... Followed by Daisy Gomez a... Follow
- Snapchat @Snapchat Follow

Find friends

Trends · Change

#DWTS
The PenaVegas' DWTS Blog: Carlos Opens Up About Getting Vulnerable...

Getting Started on Twitter



Add your contacts from your email

Start Following People

Start Tweeting

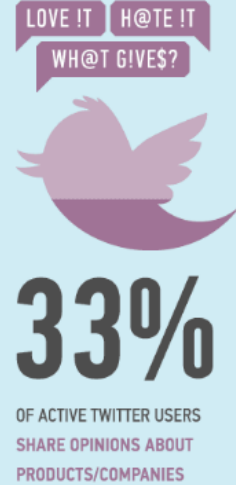
Reply to other people's tweets

Retweet tweets you like and want to share

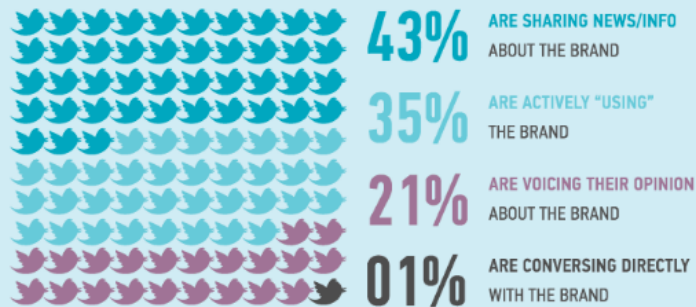
THE POWER OF TWITTER

"Twitter users are 3 times more likely to follow brands than Facebook users. Combined with their above average income and above average education, Twitter users' propensity to interact with brands make them a huge potential source for Mass Influencers."¹

HOW MANY TWITTER USERS ENGAGE BRANDS

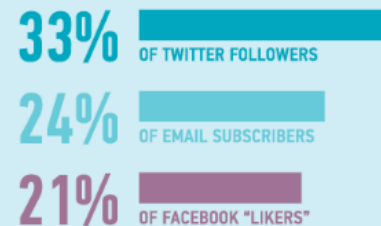


WHY TWITTER USERS ENGAGE BRANDS

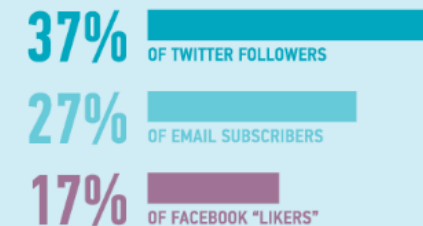


TWITTER VS. EMAIL AND FACEBOOK

Likelihood of recommending a brand



Likelihood of purchasing from a brand



ADDITIONAL INFO

A collaboration by @PivotalChicago and @benwagner
 Infographic by Ben Wagner www.benwagner.com

SOURCES

1. Baer, Jay. "7 Surprising Statistics About Twitter in America." *Social Media Today*. 29 April 2010. <http://socialmediatoday.com/index.php?q=SMC/193503>
2. *Twitter Usage in America: 2010*. Edison Research. 29 April 2010. http://www.edisonresearch.com/twitter_usage_2010.php
3. Hanely, Andrew. "101 Social Media Stats to Make Your Spirits Bright and Your Head Spin." *Social Media Explorer*. 15 December 2010. <http://www.socialmediaexplorer.com/social-media-marketing/social-media-statistics/>
4. "One-Third of Twitter Users Talk Brands." *eMarketer*. 14 June 2010. <http://www.emarketer.com/Article.aspx?R=1007750>
5. "Are Twitter Followers Better Than Facebook Fans?" *eMarketer*. 16 September 2010. <http://www.emarketer.com/Article.aspx?R=1007928>

Brands

29%
follow a brand

58%
of Facebook
users have liked
a brand

39%
have tweeted
about a brand

42%
have mentioned
a brand in a
status update

29%
have retweeted
about a brand

41%
have shared
a link, video
or story
about a brand



USERS WANT TO TALK
ABOUT YOUR BRAND, SO
GIVE THEM A REASON TO



Find your Target Audience

Use tools such as **Follower Wonk**, Twellow and Wefollow to find people who are in your region (if you're a local business) and interested in your industry. Then start following them.

After you find your targeted audience, don't just tweet at them—tweet with them. Follow their conversations; add in your two cents from time to time. Follow anyone who talks about your brand and thank them for their compliments or help them with their concerns. Follow anyone who talks about your industry and show why you are an authority.

Start with an icebreaker!



Icebreakers help you share a common connection with a stranger—and make you memorable enough to begin and sustain a long-term relationship.

When you find relevant tweets from among your followers, retweet their blog link—and follow the author’s feed. Then send them an @message, detailing something insightful about their blog post. At the end of the tweet, link to a similar post you’ve written.

This should result in more blog comments, retweets and followers, all from 10 minutes of effort. Twitter is all about icebreakers, and collecting followers who instantly recognize you in a sea of faces. Invest time in your introductions and they’ll make all the difference to your feed.

Use Hashtags



The image shows a screenshot of a Twitter search for the hashtag #hungerchallenge. The search bar at the top contains the text "#hungerchallenge" and a magnifying glass icon. The navigation bar includes "Home", "Profile", and "Message". The search results display five tweets, each with a profile picture, name, bio, text, and timestamp.

twitter  #hungerchallenge  Home Profile Message

 **OlgaLuciaGulati** Olga Lucia Gulati
I spent all of my morning trying to figure out what my husband and I were going to eat today, that we could afford **#hungerchallenge**
1 hour ago

 **cookingwithamy** Amy Sherman
Maybe cilantro should be de-legalized. Amazing recount of the **#HungerChallenge** experience from **@ProjectOpenHand**
tinyurl.com/5tjq47y
2 hours ago

 **ProjectOpenHand** Project Open Hand
Amazing recount of the **#HungerChallenge** experience:
tinyurl.com/5tjq47y **@cookingwithamy** **@sffoodbank**
@beenthere8that **@ztastylife** **@Klo321**
2 hours ago

 **goblueELTblog** Stacy Anderson
Now is when I would normally snack or get something to drink. I only have goopy cottage cheese. I need 4pm! **#hungerchallenge**
2 hours ago

 **SFFoodBank** SF Food Bank
Many thanks to everyone who took the **#HungerChallenge** last week! We hope it gave you a new perspective on hunger issues.
4 hours ago



Periscope is a live stream app owned by twitter that allows you to broadcast and watch live videos!

A
bro
mess

O
Peris

You'
off

Anyone can watch your live broadcast and send you instant messages and "hearts" during your broadcast

Once your broadcast is done, Periscope saves your broadcast for 24 hours only

YouTube and Facebook both now offer live broadcasting options

Start a Blog!



RSS Feed

It seems everyone has a blog nowadays, but it is an excellent way to market yourself and your business.

Having a blog one of the best ways to establish yourself as an expert in your field. It also gives you an opportunity to really go into depth about your business, your mission and your brand.

Use your blog as a tool to educate, inform and inspire people, not as a sales tool.

Without or without a website, a blog is an effective marketing tool.

What's in a name?



Choosing a name for your blog is important! If you are a business owner, obviously your blog name will probably either be your business name, or have something to do with your business.

If you are marketing yourself, choose your name carefully and consider starting a gmail account with the same name.

If you already have a domain and website, you can simply import your Wordpress directly into your site and your name will remain your domain name when sharing through RSS feed.

I recommend Wordpress



"Like" and "Share"

Wordpress is free, easy to use and has a wide variety of themes, plug ins and widgets for you to use.

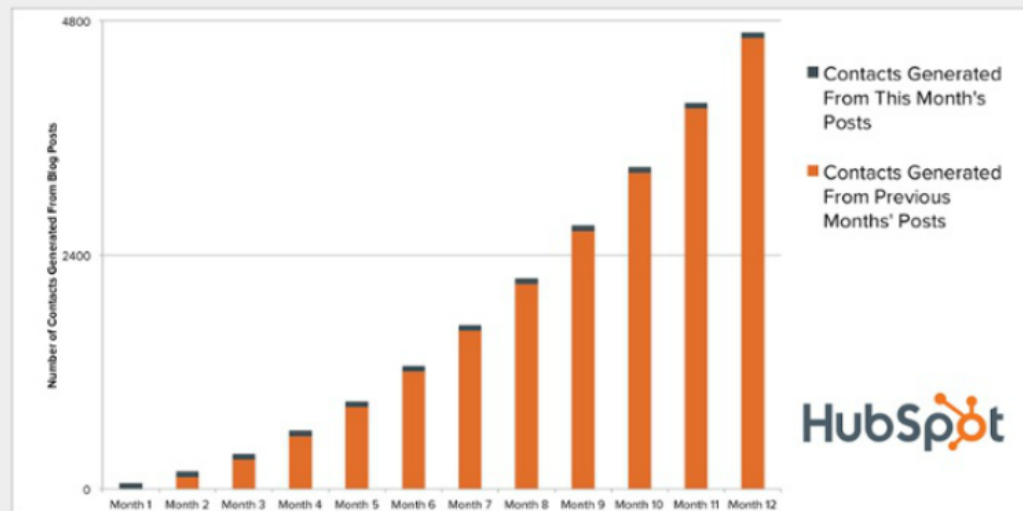
In about fifteen minutes you can sign up, setup your blog and start sharing information with the world!

Be sure to keep your brand in mind when designing your blog.

You can even earn money from ads placed on your blog as well as affiliate links!

Benefits to Business Blogging

- Drive traffic to your website
- Call to Action button gets results
- Your blog establishes authority
- SEO will mean your blog continues to
- generate leads and views, indefinitely.



ClutterBug.Me

what ClutterBug are you?

- Home
- Videos
- Blog
- What's Your Organizing Style
- Printables
- Q

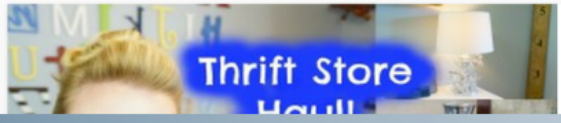
Latest articles



Organizing Blog
Facebook, YouTube and Pinterest are NOT reality
3 days ago



Organizing Blog
Tricks for some "kid-free" mommy alone time!
5 days ago



YouTube
Thrift Store Haul

Follow Me

 69,830 Subscribers	 18,353 Fans	 1,990 Followers
 447 Followers	 3,298 Followers	 1,593 Subscribers

Don't Miss A Post

Subscribe now to always get the latest super awesome organizing tips first!

Broadcast Yourself through YouTube



www.youtube.com

Create and share valuable video content that's relevant to what your ideal customer is searching for on the Internet.

This might be an answer to a frequent question, a tutorial or a customer review of your services.

When you use video strategically, YouTube will generate leads for your business

Create a channel trailer and use this space to tell new viewers who you are, what your business is all about and what they can expect from your content?

Strategy for growth



- YouTube has 1 BILLION active users
- Search channels similar to yours and subscribe and comment
- Focus on creating great content that educates, entertains and inspires (all three at the same time is the secret sauce)
- Tag, Tag, Tag
- Make your title is searchable (SEO)
- Your name will be your linked to your Google account (I suggest creating a new gmail account just for YouTube)
- Create custom thumbnails with PicMonkey or another photo edited software



You  **Tube**

VS





While Facebook has a bit of a larger reach and makes it easier to share content, YouTube can offer a more intimate experience for the viewer. This feeling of a personal connection can create a more solid and devoted fan base.

Facebook also restricts content to only 20% of your followers without paying additional money while YouTube will send your content to ALL of your subscribers everytime you upload.

YouTube CA

Home
My Channel
Subscriptions 99+
History
Watch Later 5

PLAYLISTS

- Decorating Tips
- Organizing Tips
- DIY Projects

Show more

SUBSCRIPTIONS

- LaurDIY 1
- DoltOnaDime 3
- TANNYRAW 10
- AtHomeWithNikki 1
- Clean My Space 2
- Bemyguestwith... 1
- Veri Keri
- Christine Kobzeff 1
- TheNotSoOrdina... 1
- WhatsUpMoms 4
- Jen's Little Place 1
- sparklyblonde1 1
- Bits of Paradis 3
- Lisa Pullano 1
- MomCave 9

70,227 subscribers 6,130,180 views Video Manager



ClutterBug.Me

what ClutterBug are you?



Weekly Organizing and DIY Inspiration on a budget!

Visit My Site

ClutterBug View as: Yourself

Home Videos Playlists Channels Discussion About

For returning subscribers **For new visitors**

Get Organized with a Kitchen Command Centre
30,545 views 2 months ago
Get organized with a Kitchen Command Centre right on the side of your fridge!
Magnetic memo pads, grocery list, calendars and pen holders make staying organized easy!
I love using a paper sorter for those random pieces of paper I need to deal with like birthday invites, school letters, flyers and coupons!
...
[Read more](#)

Channel tips

- Update your email address
- Get free music for videos
- Get local updates
- Refresh your thumbnails
- Featured channels

[View all](#)

Malitose79

+ Add channels

Uploads

Related channels

DoltOnaDime
Subscribed

Instagram



Instagram is a mobile, free app that shares pictures and video

Though it is similar to Pinterest in that it is graphic image sharing, this app gives you real time connections with customers and fans just like Twitter.

You can tag your photos content with # hashtags like twitter and tag people by adding @ followed by their Instagram account name.

Instagram is growing in ranks and has recently passed Twitter in users

Know your Market

The overwhelming majority of Instagram users are between the ages of 18-34 with the majority of them being youthful, urban women.

As the fastest growing social media network, Instagram gives you an opportunity to get in and build long lasting relationships with your fans

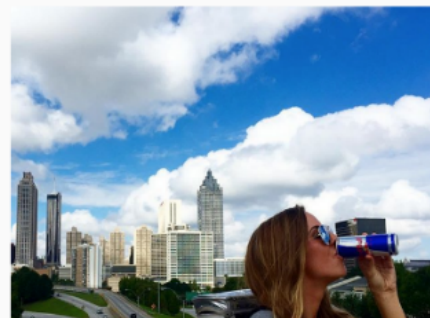
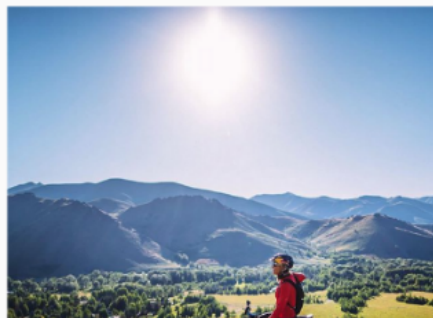
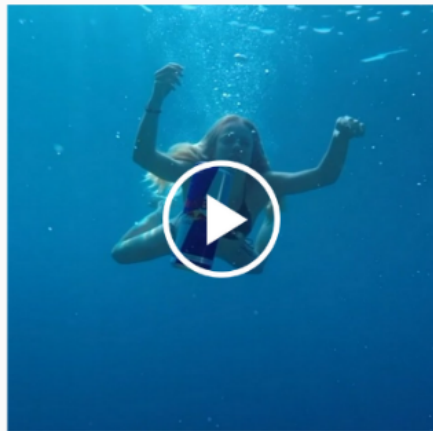
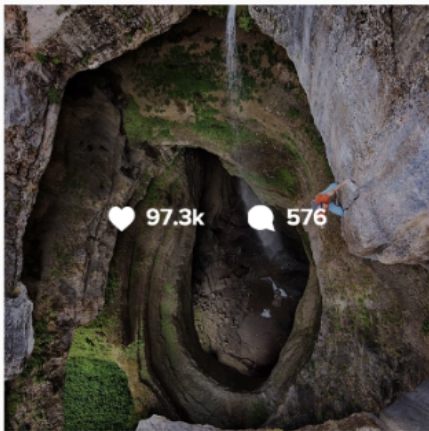
Great for fashion, food and art; the only thing you need to get started is a phone and a great picture

Let's look at an Instagram success!

Red Bull is a huge force in the social media marketing world – mostly focused on outdoor and extreme sport athletes.

Red Bull is taking their visual storytelling to new heights using Instagram to both post their own images (to their 3.5 million subs) as well as photos from their fan and follower base.

Red Bull uses multiple hashtags that represent different types of content, such as **#GivesYouWings**, **#shareyourwings**, and **#FlyingFridays**. Red Bull also created a branded hub on a microsite, where fans can share their images via the **#shareyourwings** hashtag across Twitter, Facebook, Instagram and Tumblr in exchange for free products.



Everyone and anyone can use Instagram!

This mobile app requires nothing but a phone!!

So fast and simple to use, this network is really popular with younger adults and teens!

No technical knowledge required! Just take a pic and post!!



Get "pinning" with Pinterest



www.pinterest.com

Pinterest is a photo sharing site where you can "pin" inspiring and educational photo's and link to different "boards" you great. It is basically an online bulletin board, hence the name "PIN"terest.

Pinterest is most popular with women and is used mainly for fashion, fitness, decorating, crafts, DIY, recipes, food , books, party planning and inspirational quotes.

A great photo can be shared thousands and thousands of times, linking back to your website, Facebook page or YouTube channel.

Pinterest Marketing Strategies

Build your brand authority with relevant and helpful resources ie - how to pair wine with food, best ways to wear a scarf this fall, top five icing recipes etc.

Increase Traffic to your site! Pinterest drives more traffic to websites than Twitter, Facebook and YouTube COMBINED!

Add text overlays to your images to increase your repinning! Follow the 20% rule!

Upload Your Pins Via Your Website, Not From Your Computer. Each time you upload a Pin from your website (or blog), you're generating a link back to your website from a reputable, well-known source.

Choose The Appropriate Category For Your Pins. Adding a Pin to an irrelevant category is not only a bad practice that doesn't reach the right users, it can also make the Pin appear untrustworthy or downright spammy.

Verify Your Website Or Blog. Verifying your website or blog on your Pinterest account helps your business in two ways: it signifies to Pinterest users that you own the content pinned from your website, and it gives you access to Pinterest Analytics. Once verified, your visitors will see a checkmark next to your business name.



Beth Hayden via **Kirsten Lily**

Repinned 18 weeks ago from Gotta try this...

Follow

HOW TO
PAINT
FURNITURE
LIKE A
PRO



Cassandra Mallett-Aarsen [Edit profile] [Settings]



from One Little Project
Easy Tissue Paper Pumpkin Favours

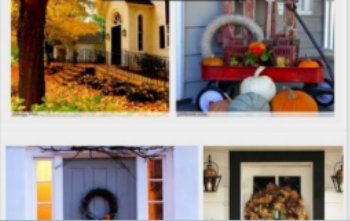
These tissue paper pumpkin favours are a great treat to send to school on Halloween or they make super cute party favours! Use them for any fall occasion!

Saved to Fall Decorating Ideas

Saved to Fall Decorating Ideas



50+ Fall Porch Decorating Ideas

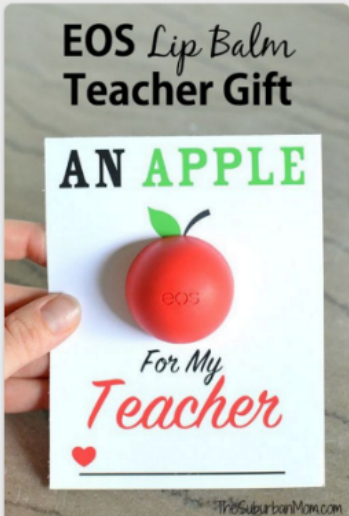


Art supply storage with buckets and hooks! Think it turned out cute. (totally think I could use these for hair stuff and other odds and ends)!

Saved to For My Kids

DIY Pottery Barn Inspired Pumpkins - Using Dollar Store Pumpkins!
8

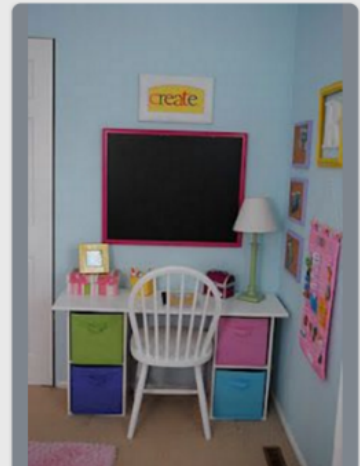
Saved to Fall Decorating Ideas



from TheSuburbanMom
An Apple For The Teacher - EOS Teacher Gift

Back to school teacher gift idea -- An EOS Lip Balm Apple for the Teacher. (Free printable makes this an easy DIY gift for anyone!)

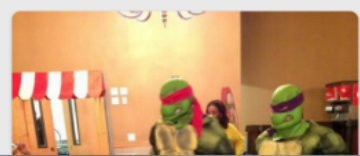
DIY



from The Organised Housewife
{Inspiration} Desks in kids bedrooms

Kid's desk out of 2 storage shelves & a piece of plywood!
2 1

Saved to For My Kids



Contests work well on Pinterest



The Perfect Pin

The Perfect Pin

DIY: Beachy Waves



Mix together

- 2 cups hot water 
- 1 teaspoon salt 
- 1 teaspoon coconut oil 
- 1 teaspoon hair gel 

Pour into spray bottle

Twist hair while you spray, air dry

IN SEARCH
— OF THE —
PERFECT
PINTEREST
PIN SIZE

(THIS PIN IMAGE SIZE IS)

736 PIXELS WIDE × **1128** PIXELS HIGH

DesignRobRusso.com

The Perfect Pin

DO THIS 3X

- 10 push ups
- 20 sit ups
- 25 squats
- 20 lunges (per leg)
- 80 jumping jacks
- 60 second wall sit

Google+



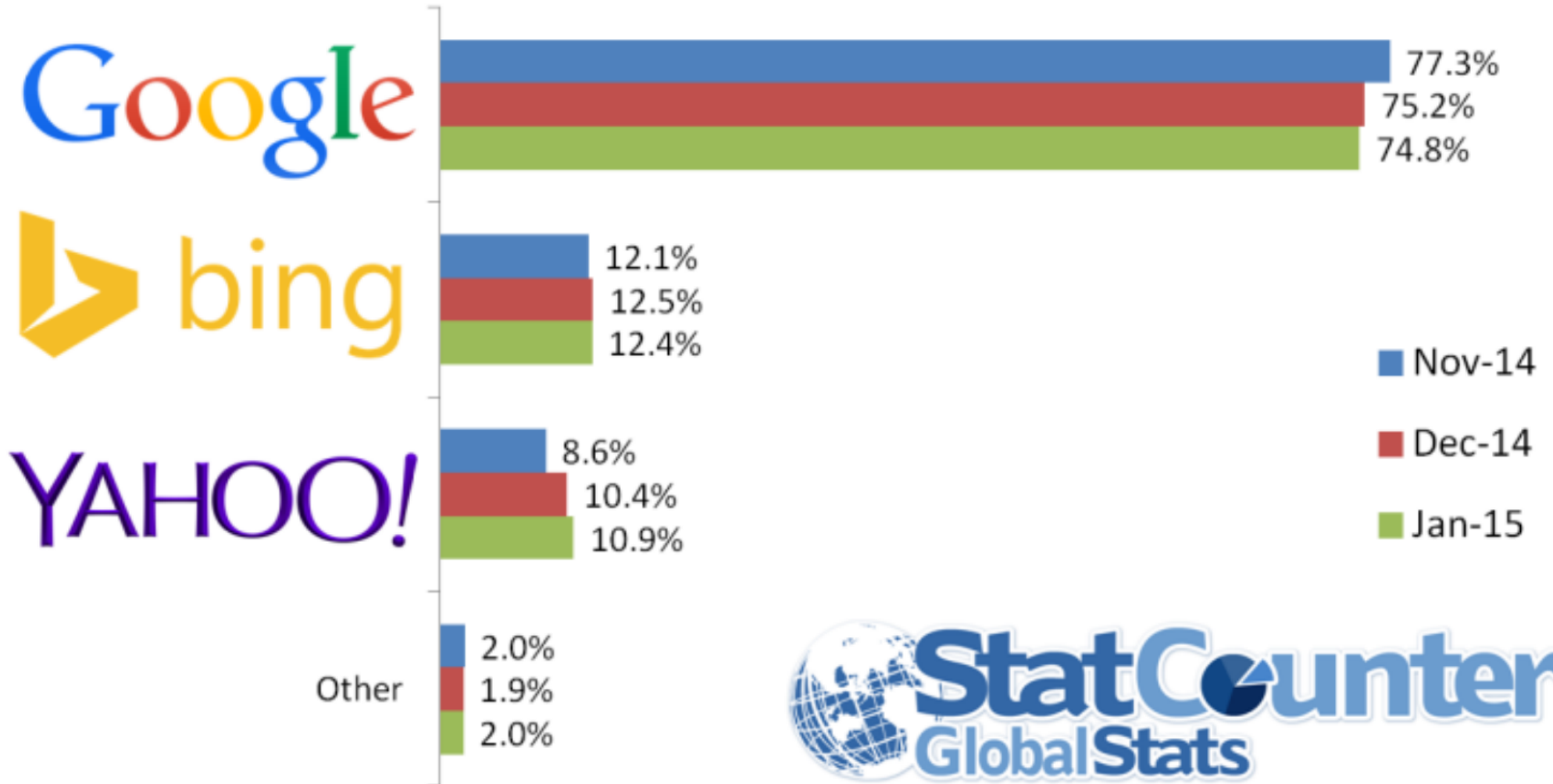
Google+ is the most important social media network for SEO (search engine optimization). Mostly because Google owns the world

Contacts are added from your Gmail account and people can add you to their circles as well

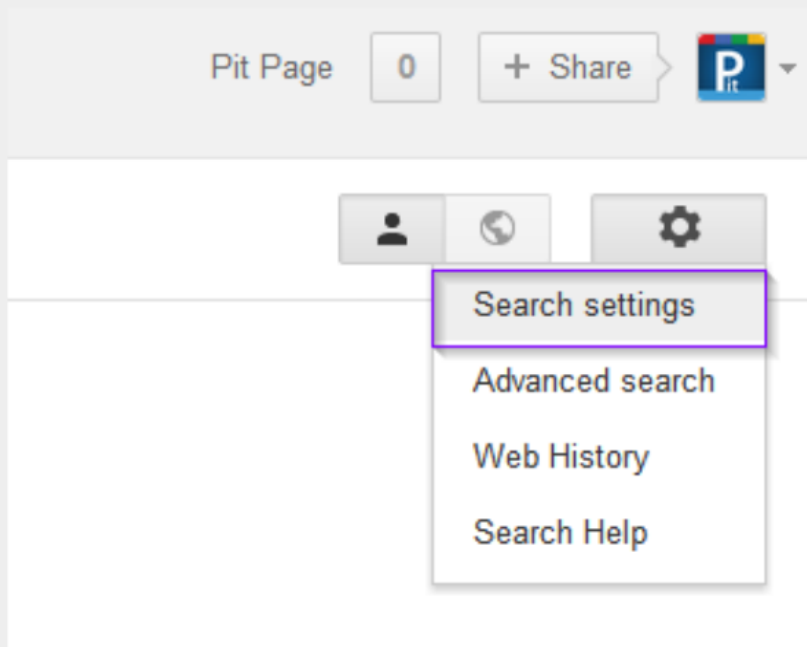
You can create both a personal and business Google+ account

Automatically share posts from Facebook, Blogs and YouTube directly to Google+

US Search Share



Google Personal Search



The great majority of people use Google as their default search engine.

What most people don't know is that Google automatically sets your search to "Personal Search"

This means that your top search results will be directly connected to your Google account

This also means that the more Google+ contacts you have means the more you will show up in their top search results

Google+ Communities are an AMAZING sharing tool for your content!

Google+ has community pages with thousand of like minded people joining together.

There are communities for EVERY topic you could think of and you can join these communities and SHARE your content with them for free!

The number of communities you can join is endless and it can drive huge amounts of traffic to your site and increase your contacts through sharing!



Meta Data is just simply "data about data"
For example, a digital image may include metadata that describe how large the picture is, the color depth, the image resolution, when the image was created, and other data.
A text document's metadata may contain information about how long the document is, who the author is, when the document was written, and a short summary of the document.

Social Media Strategies!!



attention of other influencers!!

at the "SHARING RATIO"

six pieces of content should be from your influencer market!

original content is related (coupons, advice, press release or






Search engine optimization (SEO) is the process of affecting the visibility of a website or a web page in a search engine's unpaid results - often referred to as "natural," "organic," or "earned" results.



Meta Data is just simply "data about data"
For example, a digital image may include metadata that describe how large the picture is, the color depth, the image resolution, when the image was created, and other data.
A text document's metadata may contain information about how long the document is, who the author is, when the document was written, and a short summary of the document.



Search engines, like Google, use metadata to search for related information.

To help increase your search engine ranking, use descriptive keywords in the file name, title, description, url etc.

If you are selling "dog food" make sure that the title of you post or video has "dog food" in the title, description and that any photos are named "dog_food"



**Always include a
"Call to Action"**

Take a Tour

See in Action

Download NOW!

ACT NOW!

» Check it out!

GET IN



Join Now

✓ BUY NOW!

GET A BLOG NOW



▶ ACT NOW!

DOWNLOAD NOW!

Add To Cart

ADD TO BAG

Create a Wiki



MailChimp

Log In

Sign Up Free

Pricing

Features

Resources

Support

Blog


Search



Easy Email Newsletters

MailChimp helps you design email newsletters, share them on social networks, integrate with services you already use, and track your results. It's like your own personal publishing platform.

Sign Up Free

 **Compare the size of the logo element...**

We bring your vision to life

Lifetree Creative is a design agency based in Kansas City, MO. We specialize in creative solutions that empower organizations to communicate their message effectively, and connect people to a common vision.

 **...vs. CTA button**

[Request a FREE Quote Today](#)

Make Following Part of Your Routine

Connect and follow others in your industry



Build Online Influence

You ARE the expert and you can help others while helping yourself by:

INSPIRING EDUCATING HELPING

**Focus on becoming an
influencer in the market!**



**Get the attention of other
Influencers!!**

Let's talk about the "SHARING RATIO"

**For every six pieces of content
you share, 4 should be from your
influencer market!**

**ONE original content
ONE sales related (coupons,
product notice, press release or
other ad)**

Link Up Parties!!

Allowing your fans to promote their own businesses or blogs on your site is a great way to grow while helping others grow as well!

Social media allows everyone to benefit from sharing instead of traditional competition



Tasty
Tuesday

RECIPE LINK-UP PARTY



Welcome to
the Party!

It's Fan Page Friday!

Aletha McMahanama, Digital Marketing Maven

Make Real Life Connections!

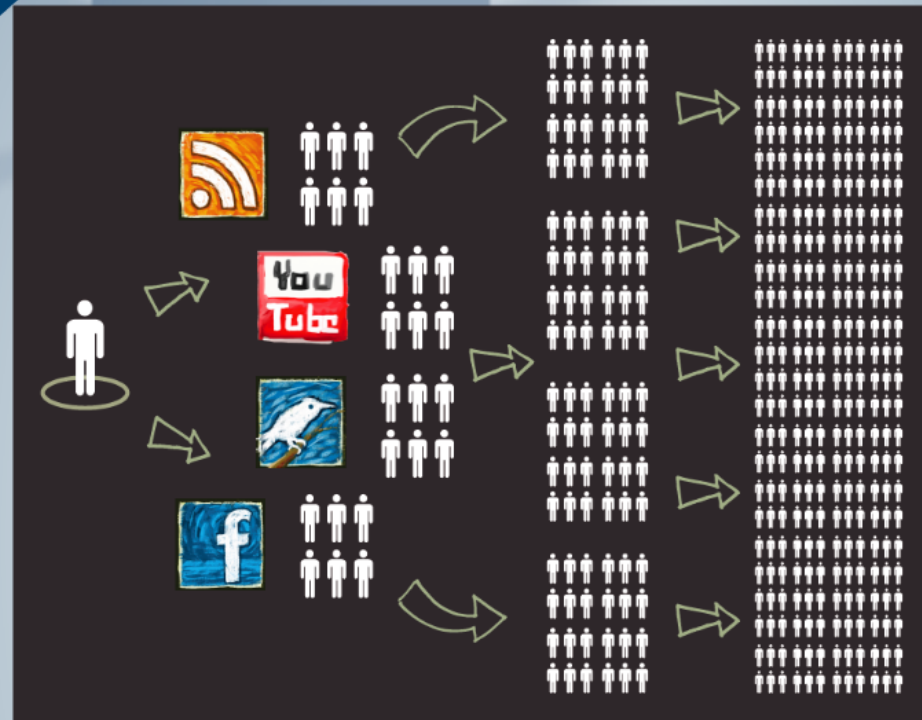
Most of the people who share your content have meaningful connections with you!

Start with family and friends and then make new connections with fans!

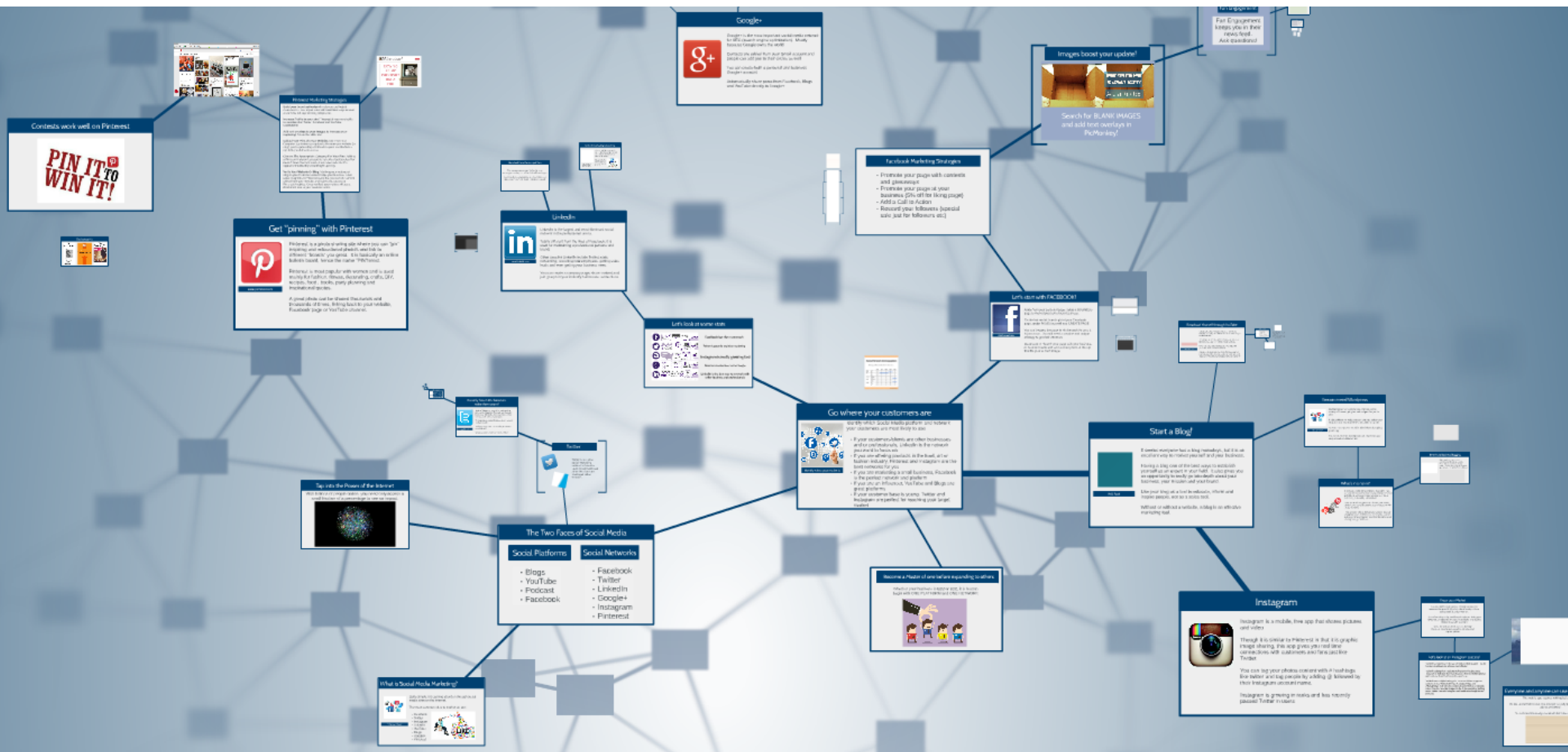
Reach out, reply, skype and do live broadcasts (like Periscope) to connect



Create great images and
Thumbnails!
Light box and PicMOn



Be patient, every connection
you make will grow and
multiply



Introduction to Social Media Marketing

by Cassandra Aarssen