

The background of the entire cover is a dense, overlapping collage of various social media icons. Recognizable icons include the Instagram camera, Facebook 'f', Twitter bird, YouTube play button, and the red 'P' of Pinterest. The icons are in various colors and orientations, creating a vibrant and busy digital landscape.

brandigo

100

SOCIAL MEDIA MARKETING

TIPS & TRICKS | 2019

**"THE BEST STRATEGIES, TIPS & TRICKS FOR SOCIAL MEDIA
MARKETING USED BY THE TOP BRANDS IN THE WORLD"**

HASAN ANSARI

100 SOCIAL MEDIA MARKETING TIPS & TRICKS

WHY USE SOCIAL MEDIA MARKETING FOR YOUR BUSINESS SUCCESS?
QUITE SIMPLY BECAUSE YOUR CUSTOMERS ARE THERE TOO

BUSINESSES TRYING TO ACHIEVE SUCCESSFUL SOCIAL MEDIA MARKETING MUST OVERCOME SEVERAL COMMON CHALLENGES. CARVING OUT ENOUGH TIME, CREATING HIGH-PERFORMING CONTENT, AND PROPERLY MEASURING THE RESULTING METRICS ARE ALL ASPECTS THAT, IF HANDLED INCORRECTLY, CAN TANK THE PLAN AND LEAVE THEM WITH A BIG GOOSE EGG AS THE OUTCOME..

MORE THAN 50% OF SMES IN THE US RELY ON SOCIAL MEDIA AS THEIR PRIMARY DIGITAL MARKETING METHOD. SIMPLY BECAUSE YOU CAN FIND NEW CUSTOMERS AND NETWORK WITH THEM VERY EFFECTIVELY. AND UNLIKE SOME OTHER TRADITIONAL MARKETING METHODS, THAT DOES NOT COST A FORTUNE.

HERE ARE 100 PRACTICAL TIPS AND TRICKS AROUND SOCIAL MEDIA MARKETING.



HASAN ANSARI
CEO OF IBRANDIGO

100 SOCIAL MEDIA MARKETING TIPS & TRICKS

- 1 START WITH A PLAN
- 2 IDENTIFY YOUR AUDIENCE
- 3 CREATE A BUSINESS PAGE NOT A PERSONAL PROFILE
- 4 OPTIMIZE YOUR PROFILE PICTURE
- 5 OPTIMIZE YOUR COVER
- 6 CLAIM YOUR PAGE'S VANITY URL.
- 7 FILL OUT YOUR BIO & ALL DETAILS
- 8 EARN THE "VERY RESPONSIVE TO MESSAGES" BADGE.
- 9 CREATE CUSTOM PAGE TABS
- 10 SET A CONSISTENT POSTING SCHEDULE
- 11 SCHEDULE POSTS AT THE OPTIMUM TIME
- 12 USE VIDEO TO ATTRACT THE AUDIENCE

100 SOCIAL MEDIA MARKETING TIPS & TRICKS

- 
- 13** TARGET THE RIGHT AUDIENCE USING FACEBOOK'S IN-APP TARGETING FEATURE
 - 14** KEEP YOUR MESSAGES SHORT
 - 15** DON'T EVER AUTOMATE YOUR DIRECT MESSAGES
 - 16** CREATE HEADLINES FOR YOUR POSTS
 - 17** KEEP YOUR PHOTOS STYLED WITHIN ONE COLOR SCHEME
 - 18** EXPERIMENT WITH YOUR POSTING TIMES
 - 19** USE A SOCIAL MEDIA MANAGEMENT TOOL
 - 20** DON'T BE AFRAID TO PAY -TO-PLAY
 - 21** ENGAGE & INTERACTS
 - 22** WATCH YOUR COMPETITORS
 - 23** GIVE PEOPLE A REASON TO FOLLOW YOU
 - 24** CAPITALIZE ON HASHTAGS

100 SOCIAL MEDIA MARKETING TIPS & TRICKS

- 25 USE CONTESTS FOR AUDIENCE GROWTH
- 26 USE SOCIAL UPDATES TO WRITE BLOG POSTS
- 27 TARGET WEBSITE VISITORS WITH SOCIAL ADS
- 28 BUILD AND JOIN SOCIAL COMMUNITIES
- 29 A/B TEST YOUR CAMPAIGNS
- 30 COLLABORATE WITH BRANDS AND INFLUENCES
- 31 NEVER BUY LIKES OR FOLLOWERS
- 32 DON'T OVERSELL
- 33 PIN THE BEST POST
- 34 WRITE BACK & RESPOND
- 35 SHARE TUTORIALS THAT USE YOUR PRODUCTS
- 36 HAVE A 'CAPTION THIS' CONTEST

100 SOCIAL MEDIA MARKETING TIPS & TRICKS

- 
- 37 CREATE YOUR OWN MEME
 - 38 CELEBRATE YOUR COMPANY'S HISTORY ON #TBT
 - 39 START A WEEKLY SERIES
 - 40 INTERVIEW CUSTOMERS
 - 41 EXPERIMENT WITH YOUR POSTING TIMES
 - 42 SUPPORT A CHARITY OR CAUSE
 - 43 ASK CUSTOMERS FOR PREDICTIONS
 - 44 HAVE BIRTHDAY SALES
 - 45 MEASURE YOUR RESULTS
 - 46 RETARGET
 - 47 USE EMOJIS
 - 48 CREATE POLLS

100 SOCIAL MEDIA MARKETING TIPS & TRICKS

49 SHARE TIPS & FACTS

53 THANK YOUR FANS

57 LIVE STREAMING

50 BE TRENDY

54 PROMOTE A FREE DOWNLOAD

58 GO BEHIND-THE-SCENES

51 POST STATISTICS OR DATA

55 POST A PHOTO COLLAGE

59 INTEGRATE YOUR LOCATION TO EXPAND YOUR CUSTOMER-BASE

52 POST A VIDEO TESTIMONIAL

56 ANSWER AN FAQ

60 STEER CLEAR OF INFLUENCER MARKETING

100 SOCIAL MEDIA MARKETING TIPS & TRICKS

- 61** USE VARIATION IN YOUR AD CREATIVES
- 62** PUBLISH A MIX OF VIDEOS TO INCREASE ENGAGEMENT
- 63** DO NOT OVER POST
- 64** GIVE VALUE TO THE AUDIENCE
- 65** POST FRESH CONTENT, DON'T REPOST PAST CONTENT
- 66** CREATE YOUR OWN CONTENT
- 67** WATERMARK YOUR CONTENT
- 68** DON'T JUST PUBLISH, PROMOTE AS WELL
- 69** MAKE A RESPONSIVE WEBSITE,
- 70** CLAIM & VERIFY YOUR COMPANY'S INFORMATION ONLINE
- 71** COLLECT EMAIL ADDRESSES
- 72** TARGET MILLENNIALS WITH YOUR EMAIL MARKETING

100 SOCIAL MEDIA MARKETING TIPS & TRICKS

73 EARN BRAND VISIBILITY FROM HIGH-TRAFFIC INDUSTRY COMMUNITIES

74 TREAT YOUR FANS TO SOCIAL MEDIA-EXCLUSIVE COUPONS OR DISCOUNTS.

75 INCLUDE A CALL-TO-ACTION IN YOUR POSTS LIKE "CLICK BELOW TO LEARN MORE!"

76 POSTS WITH LESS THAN 250 CHARACTERS

77 CROSS-PROMOTE ON FACEBOOK AND INSTAGRAM

78 CREATE SHORT, ENTICING VIDEO POSTS

79 ADD MILESTONES

80 REMOVE LINKS FROM YOUR POST COPY

81 POST YOUR MOST COMPELLING VISUAL CONTENT

82 IMPROVE YOUR LOCAL SEO

83 GET YOUR WEBSITE BASICS RIGHT

84 MONITOR ONLINE REVIEWS

100 SOCIAL MEDIA MARKETING TIPS & TRICKS

- 85** ACCEPT CONSTRUCTIVE FEEDBACK
- 86** KEEP YOUR INFORMATION CONTINUOUSLY UPDATED
- 87** PUT REMINDERS IN FOLLOW-UP EMAILS
- 88** TELL IN-PERSON CUSTOMERS WHERE TO FIND YOU ONLINE
- 89** CONSTANTLY TWEAK YOUR EFFORTS BASED ON RESULTS
- 90** OFFER MULTIPLE CONTACT METHODS
- 91** INVITE YOUR CONTACTS
- 92** DEVELOP A LOYALTY PROGRAM
- 93** DELIGHT WITH RAPID FULFILLMENT
- 94** OFFER TARGETED UPSOLLS AND PROMOTIONS
- 95** CREATE URGENCY AND SCARCITY
- 96** LEVERAGE USER GENERATED CONTENT

100 SOCIAL MEDIA MARKETING TIPS & TRICKS

97 EXPAND THE LIFETIME VALUE

98 OVER-DELIVER IN ALL YOU DO

99 ANSWER ALL QUESTIONS ON EVERY PLATFORM

100 BE PATIENT

TAKE YOUR
BUSINESS
TO THE
NEXT LEVEL

