MINDMAP

Modern Social Media Marketing:
Unleash the Power of Modern Social Media Marketing in 10 Steps

The key to success:

Run your social media marketing campaigns through a FUNNEL
- Top of funnel: HUGE social media reach and visibility
- Bottom of the funnel: Proven buyers who convert predictably

Automating social media marketing to turn reach into CASH requires you use a MAILING LIST
- this is the TOOL you use to convert traffic into CASH
- the money IS in the list if you know what you're doing!

The END GAME? Convert SOCIAL MEDIA REACH into LIST membership. Sell to your list. Shape the conversation and continue to SELL/CONVERT your list over the LONG TERM.

Use CURATED CONTENT mixed with ORIGINAL CONTENT and CALL TO ACTIONS to turn reach into traffic. Use your list to turn traffic into CASH.

This is the SECRET to social media marketing!

What social media marketing is and what it isn't

- Managing your expectations
- Social media marketing can build brands through content that delivers solid VALUE
- BUT... content marketing can only go so far

8 Reasons WHY you need to do social media marketing

- Reason #1: Social media's huge direct and viral reach
- Reason #2: Social media is HABITUAL
- Reason #3: Target audiences using different content formats
- Reason #4: Most social media platforms can be segmented
- Reason #5: Sharing content on most platforms can be automated
- Reason #6: You can run a two track marketing campaign using mailing lists
- Reason #7: Your brand gets natural repetition through multi-platform marketing
- Reason #8: Save money through content repurposing

Different business types require different content and publishing strategies

- publishing
- ecommerce/dropshipping
- email list
- traffic sales

Different strategies require different content types
- audio

- slide shows
- infographics
- diagrams
- blog links
- videos
- Don't just think LINKS!

Follow – Spam – Unfollow Used to work... not anymore

Social media platforms will reward or punish you based on engagement
- Audiences are looking for QUALITY CONTENT
- Low quality means low engagement means less reach

Other failed methods
- hashtag hunting
- Influencer spamming
- Automated publishing with no outreach ('Spaghetti on the Wall' 'strategy')

OVERVIEW : 10 Steps to Faster and Easier Modern Social Media Marketing
- Niche research / targeting
- Content curation
- Reverse Engineer TOP content
- Fine tuned PAYLOAD content
- Market your LIST right!
- Unlock the power of REPURPOSED (multi-platform) content
- Automating Content Sharing
- Scale up Your Targeting
- Sell to your LIST differently (use lots of social proof)
- Reinvest your profits the right way

Niche research / targeting

Identify your business' target audience
- Find your competitors and let them do your niche/target audience research for you (who are they targeting / how are they categorizing themselves / which hashtags are they using)

Pick your target niche
- How big is this at the different platforms?
- How competitive are they?
- How active are they? (see objective indicators)

List out your niche indicators
- hashtags
- categories
- keyword targets
- labeling patterns
- tags

Content curation Basics

Why curation?
- original content is expensive
- you need these to establish credibility with your audience cheaply
- you use content that's tried and proven *takes all guesswork out)
- use others' content (win / win : they get traffic, you get to entertain/build street cred with your target audience)

Content Curation Strategy
- use original 3rd party content to build authority for your social media accounts
- intersperse your own original content
- mix in your Call to Action (CTA) content (ie., mailing list / squeeze page with freebies)
- always CTA recipients to share your posts

Content Curation is very automation friendly

Reverse Engineering your competitors' TOP content

Content curation must start with your competitors' most successful content
- based on objective indicators (existing likes / shares / anything else you can easily observe)

Content curation enables you to figure out what type of content works best on your accounts
- you are not wasting money taking wild guesses

Find the most successful of your curated content and create ORIGINAL versions

If your original content replicates or builds on the success of curated content, create DERIVATIVE and CROSS PLATFORM VERSIONS
* Hot blog post > video > diagram > inforgraphics > lists of questions for Twitter

Finetune your PAYLOAD content

After letting your curated campaign run, you should know the following
- which content gets the most engagement
- which content gets the most clickthroughs

Study these pieces of content closely
- What problems are people interested in
- How are these pieces of content positioned or presented
- How are they formatted?

Using the information above create Payload content
- Content used to sell your mailing list
- Content that is most credible / most likely to be shared
- must not be obvious spam
- Must be valuable – adds value to lives of readers

Market your LIST right!

Figuring out PAYLOAD content should clue you in on:
- type of FREE PREMIUM content you can use to get people on your list
- create feeling of exclusivity
- all your original content should push your mailing list FIRST (ie., get updated etc)
- once you have identified payload content / content that works, PLAY UP your mailing list with premium content freebie

Set up your squeeze page for maximum social appeal
- Use your content to upsell your squeeze page BUT
- Your squeeze page must be well designed enough for it to be marketed well on social media (ie., previous / video / graphics / etc)

Set up the right confirmation page
- When people join your list, thank them and make them feel welcome – make them feel they just did the right thing!

Unlock the power of REPURPOSED (multi-platform) content

Observe your stats

Pick out your best-performing content

Make more of them

Turn them into other content and re-share
- strip into questions and tweet and rotate hashtags
- turn into slideshows and put on youtube
- turn into infographic and share on pinterest
- share its link / header picture / video / infographic on your FB page + share on FB groups

Automating Content Sharing

Share content randomly at different times first

Check your stats and pick your best times

Use automated software to cluster publish your content at most optimal times

Twitter: republish most successful content many times using different hash tags

Facebook: republish most successful content by sandwiching among curated content

Scale up Your Targeting

Experiment with different hashtags

Experiment with tagging niche-focused influencers
- Find influence leaders

- Rotate tags among them
- Objective: GET ON THEIR RADAR - get them to share your conten with their following – engage with them later for guest posts / content contributions / get interviewed

Experiment with PAID traffic
- Study your stats
- Use your stat patterns

Sell to your LIST differently

Use different content on your list
- Use original stripped down versions of your most popular content

Use social proof/case studies

Upsell, upsell, upsell

Use the $1 List filtration method
- split your list strategy: GENERAL LIST / BUYERS LIST
- sell high quality content for $1 to get people to your buyer list
- WHY? Use general list to filter using quality content / Use buyers list to MAKE REAL MONEY using affiliate offers + social proof + case studies + premium launches/messaging

Reinvest your profits the right way

Move into other niches after you master your system

Buy more targeted traffic after you find out what works
- Use FB's lookalike audiences technology

Invest in more original content

Invest in more content updates (more original materials)

Invest in your original products

Sell your own video-based membership courses

Focus on RECURRING INCOME