

SOCIAL MEDIA

Become a Social Media Marketing Master

**How to Easily Start Marketing on Facebook,
Twitter, Instagram, YouTube & More**



ALEX JENKINS

Social Media
Become a Social Media Marketing Master:

*How to Easily Start Marketing on Facebook, Twitter,
Instagram, YouTube, and More*

Alex Jenkins

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FREE BONUS GIFT

Introduction

When building a social media presence for your business, selecting the appropriate platforms can be tricky. Even for those who are used to working with technology daily, the sheer number of options for social media can be daunting and juggling them all can often be exhausting. That's where this book is here to help. *Social Media* aims to help readers sift through the most prominent social media outlets in order to build a platform from which their newly budding business' can shine. You'll read about how to find your target audience, which website is best for certain businesses, what platforms will contribute to marketing and sales simultaneously, and how to set up accounts on each of the major social media platforms. So sit back and relax, because spreading the word about your business and gaining clients just got a whole lot easier.

P.S. Make sure you read through the whole book, as there's a special bonus gift waiting for you at the end! Happy reading!

Chapter 1: Facebook

Finding Your Audience

Facebook

is undoubtedly one of the most popular and well-known social media platforms out there today. Many of the least tech savvy members of modern society are taking part in the online platform. Some use it to connect with old friends from high school or college; others use it to secretly plan birthday parties.

For the purposes of this book, however, this chapter will explore how to shape Facebook into a business tool by reaching out to a target audience and keeping them involved in the every day events of the reader's company.

If

you have never broached the subject of social media marketing before, this may all seem a little disconcerting to you. So first, determine what your business is and if Facebook is the right way to conduct the marketing for that business.

If the company founder is opening a grocery store, this may not be the best social media platform to use, although it can have some uses. This is because Facebook is used in large part to share and comment on information, as well as discuss new ideas. So for a grocery store, it may be best to create a website where you can share recipes, deals, and allow access to coupons via barcode scanning (no worries, we'll get to this later!). However, if you are planning on becoming a freelance photographer, Facebook is a phenomenal way to get your foot in the door.

Now

that you have determined that Facebook is indeed a positive way to spread the word about your company, figure out your target audience. Let us look to the previous example of a photography business. Take into consideration what kind of photography you do; is it headshots, landscapes, or weddings? If you are geared towards headshots, market to both the business and arts community, because of the potential white collar professional clients who need headshots for their business cards, and the actors who need headshots in order to submit for

men business cards, and the actors who need headshots in order to submit for

auditions. If you conduct landscape photography, invite everyone you know to “like” your business page in order to gain popularity, as well as Facebook groups that belong to publications (such as National Geographic and Time) so that they can see the quality of your work in addition to how popular you are. Larger publications are especially apt to take note if your content is frequently “liked” and “shared” (more on this below). And of course, if you are taking engagement and wedding photographs, market like crazy to those in their late twenties, but be sure to include their parents. While this may seem confusing, remember that there are more ways to target specific age groups than to exclude undesired ages groups. If you take wedding photos and prefer to market to those in their late twenties or early thirties, try posting photographs of people in your target age group, or writing about an experience at a wedding that

featured a couple in their late twenties.

However,

what if you are founding a company instead of working as a freelancing artist?

Facebook can also be used to your advantage here, albeit in a slightly

different way. Let’s take another example that is drastically different from the first. If a Facebook user were to begin an accounting firm, they could certainly create a business page within their personal Facebook account to promote the company. For the target audience, you would select those who are 18

and older since that is when adults are responsible for doing their taxes.

Please note that the minimum age for Facebook is thirteen, so if you invite everyone in your area via Facebook to like the page for your new liquor store, you’ll be catering to minors. Thus, it is not just strategically important, but also legally advisable to select an age minimum when targeting an audience. Another example of appropriate age marketing would be if the business in question were an old folks home. In this case, you would want to market your services for older people and their children who are making the living arrangements. When conducting marketing for our theoretical accounting firm, frequent posts that detail the different services the office offers would be beneficial, perhaps

spacing them out seasonally, such as notary services in the summer for weddings and tax specials from January 1st through April 15th.

There are numerous ways to boost your business' social media presence; the limits are bound only on your imagination.

There

are a few Facebook terms users need to be familiar with that are listed below.

Status: This is how you post information on Facebook. At the top of every user's

Facebook page, below their profile pictures, is a space to type out whatever is on your mind. This would be the place to post information, insert links to interesting articles, and speak directly to your audience.

Like: This means exactly what it infers. When someone reads your status on their Facebook and likes it, they can press a button just below your status that says "like." The more popular your status is, the more "likes" you'll generate.

Facebook also recently added a new feature that allows users to specify their emotion, so that instead of just "liking" a status, they can say the status makes them angry, shocked, sad, or that it made them laugh. The "like" button also applies to photographs you post.

Comment: There is a comment box that appears just below your status update as soon as you post it. Anyone who sees your status (you will be able to specify that audience but for the purpose of a business, you probably want the post to be public) will be able to comment. The same rule applies to photographs.

Share: This is where the online marketing work really gets done. If someone really likes the picture or status you've posted, they have the option to hit the "share" button located next to the "like" button, which will allow them to repost your status or picture on either their Facebook page, a friend's page, or send the status/picture to someone in a private message.

These

terms and marketing strategies are very simple tools that will not take much time

to become familiar with. Remember, determine your business, decide which demographic of the populace is most likely to purchase your product/services, and then narrow in on a target age group. Additionally, keep in mind that you do not have to target only one age group, as with the landscape photography

example. If you are vigilant in posting on your Facebook page, people will share your information, word will travel quickly, and you'll be able to

accumulate a lot of followers. Don't believe me? Read up on Humans of New York and how that got started.

Setting Up Your Account

Now,

let's go through the step-by-step process of setting up your account.

In

order to create a page for your business, you will first have to establish a personal Facebook account. Thus, we will first chronicle how to set up a

personal account and then how to create a business page. If you already have a personal Facebook account, please skip to the next subsection.

Creating A Facebook Account

1. First, go to www.facebook.com.

As it says on the page, Facebook is free, so you don't have to worry about any fees. Fill out the information requested, read the Terms, Data Policy, and Cookie Use agreements, then click, "Sign Up."

2. Facebook should now have sent you (or will in a few seconds) a confirmation code. Online, you should have been directed to a page that's labeled "Confirm Your Mobile Phone Number." Click "enter the code," which should appear in the first sentence beneath the page title. When a

small box appears prompting you to enter your code, enter the number sequence that should by now have appeared in a text from Facebook on your phone.

You can also simply enter the code into the small box labeled “Enter Code” on the top right hand corner of the page.

1. In the event that you have not received a text, double check that the number you used when signing up was correct. If not, click the link that says, “Change your phone number.” Then enter the correct phone number in the provided box and repeat step 2.
 2. If you are doing all of this over your phone, consider doing it on your computer because it is much easier. However, if this is not an option, than click on the link that was sent to you in the text, and from there you should also be able to enter your code and apply step 2.
 3. If for some reason you need another code, click “Resend Confirmation SMS” and you will receive another text. Afterward, follow step 2.
3. Once you have entered your confirmation code, you should receive a message both on your phone and Facebook page saying you have been

confirmed. Click “Ok” and you will be redirected to your new Facebook account; Facebook will use your phone number to automatically log you in to your account. Additionally, if you no longer wish to receive text

messages from Facebook, text back “STOP” and they will no longer send messages. If you do wish to receive messages, be aware that charges may apply.

From

here, you can do a number of things, like add pictures, post status updates, and add friends. However, from this point, we will move on to creating a

business page.

Creating A Facebook Page For Your Business

1. Again, go to www.facebook.com.

Log in, and then scroll to the bottom of the menu bar located on the far left hand side of the page. The last item under the heading “Pages” should be “Create Page.” Click on it.

2. Select the appropriate button, which in this case is most likely “Local Business or Place.”
3. When you click on “Local Business or Place,” a drop down menu should come up. Fill out the requested information, including what type of business you run, its name, the street address, and phone number. Be sure to read the Facebook Pages Terms; it’s pretty short and full of useful information.
4. Fill out the requested information. Tell people what the page is about and make sure your description is concise and specific. If you

already have a business motto or description for your business, try tying your Facebook description in with that, if not using the same material. Include your business website if you have one, personalize your Facebook link (i.e. <http://www.facebook.com/landscapephotos>), and select “Yes” when asked if your business is a real one. This will help distinguish your business from fan clubs and similar groups.

5. After selecting “Yes,” you will be asked if you are the official representative of the business. Select “Yes” again, and then “Save Info.”
6. Now upload your profile picture. This picture will be the first image visitors see when clicking on your page, so it should be an accurate illustration of the business, whether that be a storefront, a photo of the merchandise the business sells (i.e. shoes for a shoe craftsman), or a personal photo of you if the business is a personal one (tutoring,

personal coaching, etc.). You can either upload it from your computer or you can upload from your already existing business website. In the case that

you do upload the photo from your computer, the photo in question will already have to exist on your hard drive.

7. Now comes the time to implement your target audience strategy. Select who you prefer to be able to see your page (though since it will be

public, anyone should be able to view it). You can add specific areas if you like, such as the towns surrounding your business. Then select the age of the people you are targeting (if you are starting a winery, the minimum age should be 21). You can also select things that are gender specific, but this is sometimes best left alone. If you are starting up a maternity store, you never know if the father/grandfather/etc. will want to stop in and purchase something for the mother-to-be. Lastly, select what interest your business falls under. This should help cater to those who have

already expressed an interest in that area on Facebook. After you have made all of your selections, click “Save.”

Congratulations,

you have now started your business page! From here, Facebook will help you to navigate the management of your page. You can upload statuses (i.e. current sales at your business location, if you are closed due to weather, stories/ideas to get people excited about your product) and pictures (make sure they are high quality!), invite people to “like” your page (which will help spread the word about your business), and add information such as hours and locations.

There

is an endless amount of potential for marketing on Facebook. Don’t be

intimidated if you have never used it before; not so long ago Facebook was non-existent and millions of people all over the world have since learned how to navigate the blue and white social media website. Learn how to use Facebook as a tool in order to help your business grow, and approach it just like any other mode of marketing. If you are diligent in regards to regularly updating your customers (after all, you have to keep them interested in your merchandise), then Facebook should help you grow your business into a thriving enterprise!

Chapter 2: Twitter

How to Use It to Your Advantage

The

first thing to keep in mind here is that Twitter is almost completely different than Facebook. Yes, both allow you to post similar content, but they operate differently. Mainly, Twitter is used to gain attention and share information.

This particular social media platform is most useful for news outlets, sports, and personalities (political, celebrity, etc.). Thus, consider carefully whether Twitter is the right place to promote your business. If you are starting an animal shelter it may work wonderfully, since you can post pictures of the animals in your care, those that are up for adoption, and data on the number of animals in the United States whom are in need of homes every year. However, you are going to find very few popular accounts on Twitter for hardware stores.

However, if you are an individual starting your own business as something like a stylist and can promote your work online, Twitter would be an acceptable marketing option. But mostly importantly, Twitter can only work for you if you find a way to capture your desired audience's attention and keep it. You have to post regularly, find content that is relative to the reader, and keep it short and sweet.

A Few Twitter Rules

Twitter

has a specific rule regarding tweets. If you post a "tweet," it may comprise of only 140 characters. This means that sometimes, people will sacrifice grammar for space.

With

Twitter, you can also reference other Twitter accounts in your tweet with a hashtag (the symbol for which is the pound sign), which acts as a sort of hyperlink. For example, if one were to tweet "Prepping for the #BostonMarathon,"

then clicking on “#BostonMarathon” would lead you to the Twitter account for that group. Note that if you use a hashtag, you cannot use spaces between words for the entirety of the Twitter account name.

On

Facebook, you invite certain people to “like” your page or be friends with you.

On Twitter, it works the other way around. Anyone can decide to follow your account. The upside of this is that the more followers you get, the more profiled and visible your account will be. The downside is that some people are just mean and will only follow some accounts to leave rude comments (these people are called trolls and for the most part must be handled individually).

Thus, it is important to use Twitter at your own discretion.

As

inferred before, Twitter is not necessarily a two-way street. Keep in mind that you may follow forty people, but unless those people also follow you, they will not see anything you tweet. In order to gain popularity, you will have to do a lot of tweeting so that other people follow you. Another way to help gain followers is to follow people and/or establishments you genuinely like and comment on those tweets. People who find your comments interesting will then go to your account and potentially follow you. Remember, however, to not merely use the comment box on other Twitter accounts as free advertising. Genuinely engage in a conversation so that people will follow you. It may also help to follow Twitter accounts that are similar to your own business. For example, if you are trying to become a celebrity stylist, follow other famous stylists and famous people who may want to hire you. Taking into consideration the animal shelter example, you would want to follow other local shelters and organizations such as PETA.

When

you establish your Twitter account, be patient and take your time figuring out how everything works. The website is not quite as self-explanatory as Facebook and can take a while to master. A helpful hint from the get-go: That little egg in a green box located at the top right hand side of your Twitter page? That’s your

profile and settings.

Here

is one last recommendation: If you post about a current event, include a link to the actual article reporting what happened. This way, your followers will be able to read up on what you are talking about, and perhaps will be better equipped to engage in conversation.

Setting Up Your Account

1. First, go to www.twitter.com
2. In the top right hand corner of the page, you'll see a button that says "Sign up." Click it.
3. Fill in the requested information with your full name, email or phone number, and a strong password. Be sure to consider the option below, asking if Twitter can use your previously frequented websites to tailor your Twitter account. Note that this means Twitter will be looking at the websites you have visited recently and if you are particular about privacy, it may be best to turn this option off. If you don't do so now and change your mind later, you can do so by visiting the safety and security settings. Also note that under "Advanced Options" just below the Terms of Use on the sign up page, there is an option for others to find your account with either your email or phone number. It is wise to leave this on so that other Twitter users can find your business more easily.

However, in the face of privacy, it would be wise to only use a business email and phone number to sign up for Twitter rather than a personal one.

This will also allow strangers who are interested in your business to look up the information on any search engine and then find your company's Twitter account. After filling out your information, deciding upon tailoring and advanced options, and reading the Terms of Use, click "Sign up".

4. Next, you'll be asked to enter your phone number. This is only for security

reasons and if you prefer not to give it, click “Skip”

located in blue underneath “Next.”

5. Now create a username for yourself. It should be something that you will remember easily and that customers will be able to identify as a part of your business. For example, if you are a stylist then the username should be something similar to your own name. However, if you are founding an animal shelter, the username should probably be the same as the name of the shelter. After selecting your username, click “Next.”
6. Click “Let’s Go.”
7. You will now arrive at a page with a list of Twitter account suggestions for you to follow. Note that Twitter has automatically selected all forty accounts for you. You can choose to stay with this list (you can always unfollow an account later) or personally tailor a list to your own preferences, including not selecting any accounts. After having done either, click “Continue.”
8. This next step is optional, but highly encouraged for the purposes of marketing your business. Here you can add a picture to serve as the face of your Twitter account. Uploading a picture is slightly different, in that you can either upload your photo from your hard drive or simply drag the photo from your desktop onto the square. Again, choose a picture that is representative of your business. After completing this step, click “Continue.”
9. The next step again is optional, but highly recommended. You can now find people you already know via your contact lists in Gmail, AOL, or Outlook. This is especially helpful because the contacts many people keep in those accounts are business associates or potential clients, who in turn may have Twitter accounts.
 1. If you do not currently have any of these accounts, select “Skip this step” and find your contacts manually later.
 2. If you do have one of these accounts, select the one from which you would like to add contacts; you will have to give Twitter permission to manage your contacts. After selecting “Allow,” give Twitter a moment to load your contacts, especially if your address book is large. After

accessing your contacts, Twitter will list them for you and then you can select whom you would like to follow. After making your selection, hit “Continue.”

10. Now you should have your Twitter account set up! Near the top of the page, there should be a yellow bar that says you must “confirm your email address to access all of Twitter’s features.” Log in to your email and click the “Confirm Now” button that should be in the email Twitter sent you. This will direct you back to your Twitter page.

At

this point, your account is all set up and you can begin to garner followers of your own! Like any other social media platform, the key is to stay active and make your presence known. So tweet away, respond to your followers, and stay knowledgeable by following accounts similar to your own. Happy tweeting!

Chapter 3: Instagram

The Basics

The first thing to know right off the bat is that Instagram is not a website, it's a phone application, also called an app. What does this mean? You will have to download the app in order to access Instagram. For most people this won't be a problem; if you are starting a business and looking for ways to build a social media presence, chances are you have a cell phone. The great thing is, this makes Instagram incredibly friendly to those who want high quality pictures for their business, but don't have a fancy camera. Instead, you'll be able to take pictures with your phone, put an interesting filter on it (more to come on that in a moment) and post within seconds, all from your phone. This is so important because Instagram is a platform purely meant for sharing photographs.

Since Instagram only allows for pictures (sorry, no tweets or status updates), it is really only suitable for certain types of businesses. Obviously photography immediately comes to mind, but Instagram can be useful for any business whose merchandise is of a sensorial quality. If the product is anything like make-up, food, or architecture, than Instagram is a perfect platform because it draws clients in with fantastic images. Yes, Instagram could be used for other things, but it would have a minimal effect on your business if you were a stockbroker.

When Instagram first

debuted, many users could not stop raving over the filter options. What this means is that when you go to post a picture on Instagram, you have the option of layering over the photograph with a different filter which will change the overall look, for example, turning a normally colored photograph into a sepia tone. This can easily help to boost the look of your photograph, but be careful not to distort the image too much. Sometimes pictures are best left in their natural colors.

Most importantly, when using Instagram, it is absolutely critical that you use high quality photographs. Pictures that are grainy or too dark to make out the subject matter often communicate a lack of sophistication regarding the business.

Reflect back to shopping for a home or apartment; if the pictures were bad, how likely were you to discard the listing? Professional photographs draw customers in and keep them searching for more. Thankfully, Instagram helps amateur photographers post photographs that look professional.

However, glossy photographs will only take the user so far. Be careful to select the proper subject matter and try to frame it in an interesting way. For example, if you are starting a bakery, take a photo of the latest cake you constructed, focusing in on what you would like to highlight (i.e. the whole cake, frosting, decorative piece).

Then over time, post onto Instagram a variety of cakes you have made for different occasions, like birthdays, weddings, and going away parties. Don't forget to also upload pictures of other baked merchandise. It would also help to show the world what the inside and outside of the store looks like, not only to act as a source of reference when customers come to visit, but also to act as an enticing and welcoming atmosphere that will hopefully lure in new clients.

Setting Up Your Account

As stated before, Instagram is technically an app, and therefore will need to be downloaded to the users

phone. However, much of this can still be conducted on the computer. Since all of the other instructions for social media platforms have been completed on a computer that is how this book shall proceed with Instagram.

1. Go to www.instagram.com.

2. Once there, the user will need to select a mode from which to download the app. If the user already has an iPhone, then select “Download on the App Store.” If this is not the case, select “Get it on Google Play.”

3. The following are instructions for downloading using the App Store.

1. In order to download

Instagram, open up your iTunes account. If you are not sure where to locate it, you can also click the “View it in iTunes” button directly below the camera graphic on the upper left hand side of the Instagram home page. This should redirect you to the iTunes App Store.

2. Beneath the picture of

the camera at the top corner on the left hand side, click the button labeled “Get.” Note that you will have to sign in to your iTunes account

in order to download.

3. If necessary (this step

may not come up for all users), verify your billing information. However,

this app is free.

4. Once you have verified

your information, click “Done” on the bottom right hand corner of the page.

5. Click “Ok” when the

page says Instagram will begin to download.

6. Agree to the Terms and

Conditions and click “Ok” again.

...and click "Ok" again.

7. Once iTunes has finished downloading, click on "My Apps," which is the first item listed on the iTunes menu bar.

8. Double click on the Instagram icon and enter your Apple password in order to authorize the account, and then click "Ok."

9. Skip to the sixth step in these instructions for directions on how to work Instagram.

3. The following instructions detail how to download Instagram from the app store on your phone.

1. Open the App Store on your phone.

2. On the bottom menu bar, select "Search," then enter and select "Instagram."

3. Select "Get," then "Install," and then "Open" to the right of the Instagram camera icon.

4. Skip to the sixth step in these instructions for directions on how to operate Instagram.

4. The following

instructions are for those who are downloading Instagram via Google Play.

1. Go to www.instagram.com and select “Get it on Google Play.”
2. Now click the green

button labeled “Install” that should be located to the right of the Instagram camera icon.

3. Hit “Ok.”

4. You will need to be

logged in to the Google Store App in order to download Instagram. After

you have finished downloading Instagram, click “Open.”

5. Now follow the below

instructions.

5. After downloading

Instagram, follow these steps to get started!

1. You should now be in

the Instagram phone application. At the bottom of the page, click “Sign

Up With Phone or Email.”

2. Enter your phone

number. After clicking “Next” you should immediately receive a

confirmation code. Enter the code on the prompted line and hit “Next”

again

again.

3. Create a username and

secure password for yourself, then click “Next.” If preferred, you can also add a photograph here as the face of your business. It may be best if this is the business logo, since so many pictures will be posted, followers may need a recognizable symbol to identify the company. This

photo can be uploaded either from Facebook, your photo library on your

phone, or you can take a brand new picture to use.

4. Since this account is

meant for business purposes, you can connect with Facebook friends here

if you like, depending upon how much crossover there is between clients

and friends. If you prefer to skip this altogether, click “Skip” at the bottom center of the screen.

5. Again, here is a chance

to connect with those you already know, except you can now find those who

already have Instagram accounts. If you do not wish to participate, hit “Skip” again.

6. Now you should be

prompted to select people to follow. Again, this account is for business purposes, so only select those whom you wish to have associated with your

business. After doing so, click “Done” in the upper right-hand corner.

7. Now click the back

button located next to “Explore Post.”

8. Click the camera icon

in the center at the very bottom of the screen.

You are now all set to

begin on Instagram! Allow Instagram access to your current library of photographs as you see fit. You will have to enable camera access, but then you should be off to the races. Once you take your first photo, you’ll be able to use different filters (located at the bottom of the screen after taking a picture) and change the settings.

Chapter 4: YouTube

Understanding Your Options

YouTube is unquestionably the most frequented site for sharing video content. Videos include film and newsreel clips, music and home videos, online lectures, and even step-by-step instructions for creating websites. Ideally, YouTube is used for any kind of visual or audio content. This is not to say that only artists can be successful YouTube users, but if the founder of the company is going to be on camera, they should certainly be comfortable on film and possess dynamic charisma. This can be applied to actors, musicians, those who wish to open a restaurant, begin a tutoring business, do craftsman work, or a multitude of other professionals. This is all dependent on how the founder decides to use YouTube to their advantage.

The most common way people use YouTube is by posting videos. In order to do this, the user must create a YouTube channel that will act as a file for all of the videos you upload. This way, if one of your videos becomes immensely popular, Internet surfers will be able to quickly find other content you may have produced. Having viewed the clip, users will then be able to subscribe to your channel. The more subscribers you have, the more your clips will be noticed, which leads us to one way people can make money off of YouTube: advertisements.

A video does not have to be phenomenally shot or of high quality to gain enough attention to garner advertisement offers. Take children into consideration: many of them have access to phones and iPads, watching movies and videos online while at home or riding in the car. One channel that is extremely popular with children is Ryan ToysReviews, which features a little boy playing with toys. This particular channel has over 2 million subscribers, and one video has over 6 million views. In cases like this, when so many people watch the videos, companies will pay channel owners to play their ads before the videos run. If the channel is popular enough, this kind of money can quickly accumulate and make producing YouTube videos a form of income. However, be aware that this will not happen overnight, and those who do earn money this way have to spend a lot of time building their fan base before creating a monetary profit. Also be aware that advertising agencies and other companies will most likely not consider your channel as a good source for advertising until you can consistently garner over a

million views per video.

You may still be asking yourself how these videos are supposed to be helping your business. Well, take the videos of children playing with toys for example. If you decide to create your own toys, then other children watching the video may want the toy, which in turn causes the parents to become aware of the toy and potentially purchase it. Another, more adult example, would be working as a craftsman. If an entrepreneur begins a business creating various pieces of art from wood, then showing certain aspects of the crafting of the art on YouTube may begin to build a fan base that will then want to purchase the art. If your business is an online tutoring program, consider posting videos in which you actually conduct lessons. Then, you can advertise at the end of the video that subscribers can go to your website to book a tutoring session. But just like with any other social media presence, it is important to stay continuously present in the online community and not let your social media marketing fall to the wayside.

Before detailing how to create and upload content for YouTube, let us explain the second way to use this platform for marketing purposes. As stated before, many companies will pay to have their advertisements run before highly viewed videos. It is possible, once the business has gained some success, to post ads before other people's trendy videos. Advertising before videos that are not as well viewed but still turn out a number of subscribers may also be an idea worth considering. This decision, though, all depends on the financial position of the company. If you cannot afford to pay for advertising now, create YouTube content instead, which is free.

Setting Up Your Account

1. Go to www.youtube.com to get started.
2. In the upper right hand corner, click on the button that says "Upload."
3. Put in a name that you would like to be known as online. It would be best if it is the name of your business or something easily associated with your business. After reading the Terms of Service, click "Create Channel."
4. Select the audience that you want to see this video. For a business, you should select public.
5. Choose what files you would like to upload by clicking "Upload" and then

selecting the file from your computer. These should be videos that you have already created and are saved to either your hard drive or in an online depository, such as Google Share or Dropbox.

6. Wait until the video is finished processing, then select a title for your video. Do some research on YouTube to find out what kind of highly viewed content there is that is similar to yours, then come up with a title that uses one of the key words that frequents the titles of those videos you researched. This way, when someone watches a popular video, your video will hopefully pop up as recommended. You also have the option to tag the subject of the video, which should also help with video visibility among users.
7. Write a description for the video. It is always best to keep these short, sweet, and enthusiastic.
8. When you are finished filling out all of the relevant information, click “Done” in the top right hand corner. A page should pop up that says your video is now ready for viewing, with a link. If you click the link, you should be able to view your video!

Note that if you made a mistake, you can edit the details of the video. In order to get to your channel home page from the YouTube home page, click on “My Channel” on the far left hand side of the page, underneath “Home.” On the next page, click “Video Manager” at the top center. From here you can delete, edit, and add new videos to promote your business.

Chapter 5: Other Platforms

While the basics of Facebook, Twitter, Instagram, and YouTube have now been covered, these four platforms only begin to skim the surface of social media business opportunities. In this chapter, other mediums will be briefly reviewed, identifying how they can be helpful to a business. Discretion is advised when selecting which platform to use for your business. In addition to discussing the benefits of each media outlet, some brief links are included regarding how those platforms may be accessed or created.

Business Websites

Creating your own business website is essential to the success of the company. While searching for a business online, information found on Facebook and other mediums such as Google Maps or Yelp may be helpful, but are not always the most reliable sources. Nothing is as reassuring as the business' own website, which users can be sure will always contain accurate and up-to-date information. A business website should list all of the important information including hours, location, phone numbers, and addresses.

In addition to this, the website should include links to any social media platforms created for the business. However, the purpose of a website goes beyond just sharing details; it is a way to capture clients' attention. Fill your home page with a mission statement and give visitors a clear idea of what services your company provides. If your company provides food, have a separate tab where the menu can be accessed. If you are starting a stock brokerage, say why clients should invest their money with you and review different types of investments. Back in Chapter 1, we mentioned opening a grocery store and using a website to promote sales and list coupons. There are easily found online tools that can help with this, such as creating your own bar code so that instead of physically printing out a coupon, customers can just present it on their phone. Business websites should be tailored specifically to the company in question, and the more unique and professional it is, the more likely the website will generate frequent visitors.

Many budding entrepreneurs do not know how to create a website from scratch. Luckily, there are a number of helpful websites that allow individuals to create a site specific to their needs. A few of those helpful tools are:

<http://www.wix.com>

<http://websitesetup.org>

<http://www.weebly.com>

Lastly, when creating your own website, pay attention to the site you chose to help establish your business. What was it about this site that set it apart? Did they list a variety of options or testimonies lauding the site's value? These are important aspects that hook the viewer and make clients out of researchers. Study the characteristics that you find particularly appealing and apply them to your own business site.

LinkedIn

LinkedIn is the most commonly used forum for sharing business contacts. In many ways, it is similar to Facebook, in that it involves a mutual relationship between users in which one person will request to "connect" with another and need an affirmative response in order to communicate. In this way, business information is shared and contacts are made.

However, LinkedIn does not just act as a virtual phonebook for the professional world. On each individual's profile, there is a picture of the individual and a list of their previous employers. In this way, LinkedIn acts as a sort of background check. Did someone offer to buy your product at a price that seems to good to be true? Check if they and their company are on LinkedIn. According to a recent study by Statista: The Statistics Portal, there were over 414 million members in 2015, so it's small chance that a large business has fallen through the cracks.

Unlike many other social media sites, LinkedIn is not meant to be a representative just for businesses. It also hosts the profiles of individuals, so that within one company, users can find out who holds the position of president, CEO, or another employee position. As stated before, each individual profile includes a form of the individual's resume. However, the profile also conveys information regarding the individual's education, skills, interests, and features a short summary of strengths. As you can see, LinkedIn quickly becomes a tool for networking, hiring, securing future jobs, and research.

If you are using LinkedIn to create a profile for your business, however, another door of opportunities is available to you. Similar to Facebook, users can post updates regarding the business, with like, comment, and share options at the bottom, so that those who visit the LinkedIn page will have the chance to promote and discuss the company.

Fortunately, LinkedIn is not meant for only one particular group of professionals. Those who work traditional forty-hour weeks are not the only ones to be found on this site. LinkedIn also hosts artists, craftsman, teachers, and numerous other professionals that don't fall under the category of suit and tie. Thus, it turns into an incredible tool that can be utilized by anyone with relative ease. To sign up for LinkedIn, simply visit their website. Accessing most features is free, however if you want a premium package, users are given the option to pay a monthly fee that will allow them extra benefits. Businesses who wish to use LinkedIn as their main source to find employee candidates may work with LinkedIn directly in order to create a specific and tailored experience.

Blogs

Blogs are a unique Internet creature that has helped to launch the careers of many individuals all over the world. Essentially, a blog acts as an online journal, in which the writer focuses on a particular aspect of life (food, travel, health and fitness, etc.) and writes on that topic several times a week, sometimes involving occurrences in the blogger's own life. The popularity of the blog often depends upon how relatable the material is to reader's lives, how well the content is written, and how quickly the blogger can produce new articles.

Take into consideration the earlier example of a fledgling photography business. A photographer could begin a blog and every day would post a new photograph and blog entry to accompany it. One entry may detail the journey to the mountaintop from which the picture was taken, and from there perhaps reflect on life and the natural beauty of the world. Another blog may accompany a portrait photograph and relate the history of the person sitting for the session. An excellent example of this is the blog *Humans of New York*, in which photographer Brandon Stanton snaps portraits of people from New York and Iran and posts them along with a quote from that person. That blog also has a Facebook page, which has allowed it to gain even more popularity since individual blog posts can be shared around the world in seconds, giving the blog a social media presence of over eight million followers.

It cannot be stressed enough how important it is to continuously turn out new blog posts. The Internet moves incredibly quickly and there is a relentless stream of information pouring in from all corners of the world twenty-four hours a day, seven days a week. In order to stand out from the crowd, the blogger will need to be diligent in their posts and find a unique niche. *Humans of New York* works

because the photographs are accompanied by personal and relatable quotes that convey a small piece of the human experience by a large variety of people. The blog *TechCrunch* works because it provides users with hourly updates and relevant articles regarding technology. However, bloggers don't just choose any interesting topic to write about. In this regard, it's always best to follow one of the cardinal rules of writing, "write what you know." Readers will be able to sense how well you understand the material you're writing about and authenticity always has readers coming back for more.

Blogging is an attractive option not only because it can help company founders create a fan base for their business, but also because blogging can easily become a business in and of itself. There are scores of bloggers who earn over \$100,000 per year just by blogging. They do this in a multitude of ways; some bloggers create books out of their posts while others sell products they discuss or are paid to promote others; and some bloggers are paid to post advertisements on their blog because they generate so many views every day. Whether you decide to use blogging as a platform for your business or as the business itself, it is key to find your niche and market yourself like crazy. Remember that blogging takes time and you will have to put in a lot of work before you begin to reap the benefits. Once you get there, however, the benefits can be incredible. For information on how to begin a blog, visit:

<http://amylynnandrews.com/how-to-start-a-blog/>

Below is a list of blog host sites that can assist you in creating the actual blog.

<https://www.bluehost.com>

<https://wordpress.com>

<http://www.dearblogger.org/blogger-or-wordpress-better>

There are many other blogging platforms out there aside from those listed. Be sure to review all of your options and decide what type of blogging and platform will work best for you. The type of platform you choose at the very beginning may determine what type of income you can incur later on, if you decide to make blogging your business, so do your research!

Yelp

Used mainly to review businesses, Yelp is the go-to spot when debating which establishment to frequent. It can be a little difficult to get off the ground, but

once the company has acquired a few positive reviews, it will turn up more quickly on the website, which can also be used as an app.

Yelp is used by a variety of businesses; mainly restaurants and bars, but pages can also be found for shopping, automotive services, education, hotels, and more. Yelp separates businesses by city, and then users are given an option of filters in order to narrow down their search. For example, if a user were looking to make a semi-cheap dinner reservation for an anniversary, they would be able to look in their specific city, select the desired price point, food type, and even preferable neighborhoods. Yelp will then list the location, hours, and sometimes the food menu for each restaurant.

The big selling or breaking point for Yelp, however, is the reviews. This can be both a blessing and a curse since Yelp does not remove bad reviews and the owner of the page cannot remove them either (although Yelp may remove a review if it involves profanity or is otherwise deemed inappropriate). Thus, it's important that the business is already running smoothly before creating the Yelp page and opening the company up to online criticism. While it is important to take this into consideration, it's also important to realize that many people who frequent Yelp know that there are some reviewers who will never be happy with their service, and so they are willing to forgive some of the more passionate negative reviews. However, if the Yelp page is full of great reviews, it is highly likely that the business will gain new customers.

It's obvious that Yelp can be a gamble and perhaps do just as much harm as good. However, if you are confident in your business and feel able to handle a large flux of customers, than Yelp may very well work to your benefit. Consider the pros and cons and if you decide to sign up, simply go to Yelp's official website and enter your personal and business information.

Amazon, Etsy, Pinterest, and EBay

If your business involves selling a tangible product like clothing, accessories, home goods, or a book, then any of these would be a viable option. Jump to the subheadings below for a quick look at each platform.

Amazon

Amazon is a great place for selling to those who may not be well versed in social media. There is a membership fee but there is no doubt that your product is reaching millions of people from around the globe when you become a member.

There are also options to upgrade your membership and have Amazon take care of the packing, shipping and handling, and even return of your products. The big feature Amazon has that other sites lack, however, is the opportunity to sell books. With the advent of eBooks, self-published and traditionally published authors alike can sell digital copies of their books online and receive reviews that help to boost sales. To sell on Amazon, click on “Sell” located just beneath the search bar.

Etsy

This particular website is a designer and craftsman’s paradise, best suited to those who construct things like clothing, diaper bags, and hard oak tables. You won’t find many corporations on this website and a majority of the products sold are handmade. The sales and shipping of items are mostly conducted solely between the seller and buyer, with some rules and restrictions applied that are enforced by Etsy (i.e. return policies). Visitors have the option of selecting favorite “shops,” and visiting the shop will take users to the business’ personal Etsy page, which will list all of the items they sell. As with other platforms, users can leave reviews for items. A unique aspect of this sales tool is the ability to virtually meet the owner of the business. Clicking on the link will take users to the personal profile of the owner(s). To start your own Etsy shop, go to the website and select “Sell On Etsy” at the top right corner of the page.

Pinterest

While Pinterest may at first strike many as an excellent hobby, it is actually a phenomenal marketing tool. Users create an account and can then browse through a variety of categories, which list anything (in photographic form with the option of a caption or short explanation beneath) from slow cooker recipes to sports. Not all images feature an item for sale, but many of them do. When users click on a particular image and it is for sale, the price of the item will then appear as well as a link, which will take the user to the website of the business who manufactures the item. In order to post items onto Pinterest, go to your account homepage and hit “Pin,” then “Add a Pin.” You’ll be able to pin content from the web, which means if the item you want to pin is on your business page, you’ll be able to pull it straight from there.

EBay

Now we come to the old stand by, EBay. Long known for it’s bidding practices,

EBay is useful when it comes to sales, although it is less likely that users will find handmade goods here rather than on Etsy. It is important to know that when you sell items on EBay, you should begin by marking them at a slightly lower price while at the same time not devaluing the work (EBay will send you suggestions stating what price similar items are starting at). Then users will begin to bid on your item, at which point the highest bidder will get the item after handling the final sale with you, the seller. If it makes you uncomfortable to leave the sale of your item from a brand new business to the chance of bidding, then it may be best to take your sales in another direction. Otherwise, EBay may be a good platform from which to begin your sales. To begin selling on EBay, go to their website and click on the “sell” button above the search bar.

Conclusion

By now, you should have a fairly good idea of what type of social media presence is best for your business. While it can be difficult to get the hang of the different platforms at first, being vigilant and frequently using your tools of choice will help you to grow more confident in your skills while at the same time gaining the trust of potential clients. Be sure to spend ample amounts of time marketing and selling on social media, thus to better tailor the platform to best fit your business plan. Millions of people from around the world visit social media websites every day. Learn how to use these websites to your advantage and soon enough, not only will you be a social media whiz, you're business will be reaping the rewards! So jump online and get started, because success is just a click away.

Best wishes, Alex Jenkins **Don't forget to turn the page to get my FREE BONUS GIFT offer just for you!**

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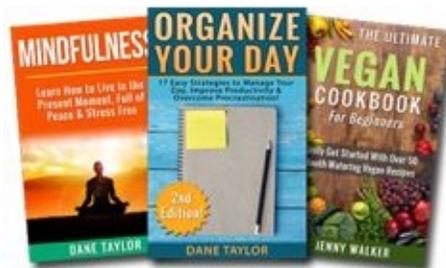
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