

# Course 19



**Content Promotion Course**

***Knowledge is Power.***

***Stop Guessing. Start Knowing.***

**BizAdemy** 

***GoDaddy Pro PPlus Partner ★★★★★ Rating.***

# This course will cover:

## **How to Use Social Media to Drive Website Traffic**

- Why is social media important to marketing?
- How can you use social media effectively?
- What are the social media monitoring best practices?
- What are the social media publishing best practices?
- How to amplify your content on social media?



**WHY IS SOCIAL  
MEDIA IMPORTANT  
TO MARKETING?**

**“WHY SHOULD I USE  
SOCIAL MEDIA FOR MY  
BUSINESS?”**

**DRIVE TRAFFIC.  
GENERATE LEADS.  
BUILD COMMUNITY.  
SOCIAL MEDIA.**





**Social media helps get your content in front of the right people and spread the word about your business.**

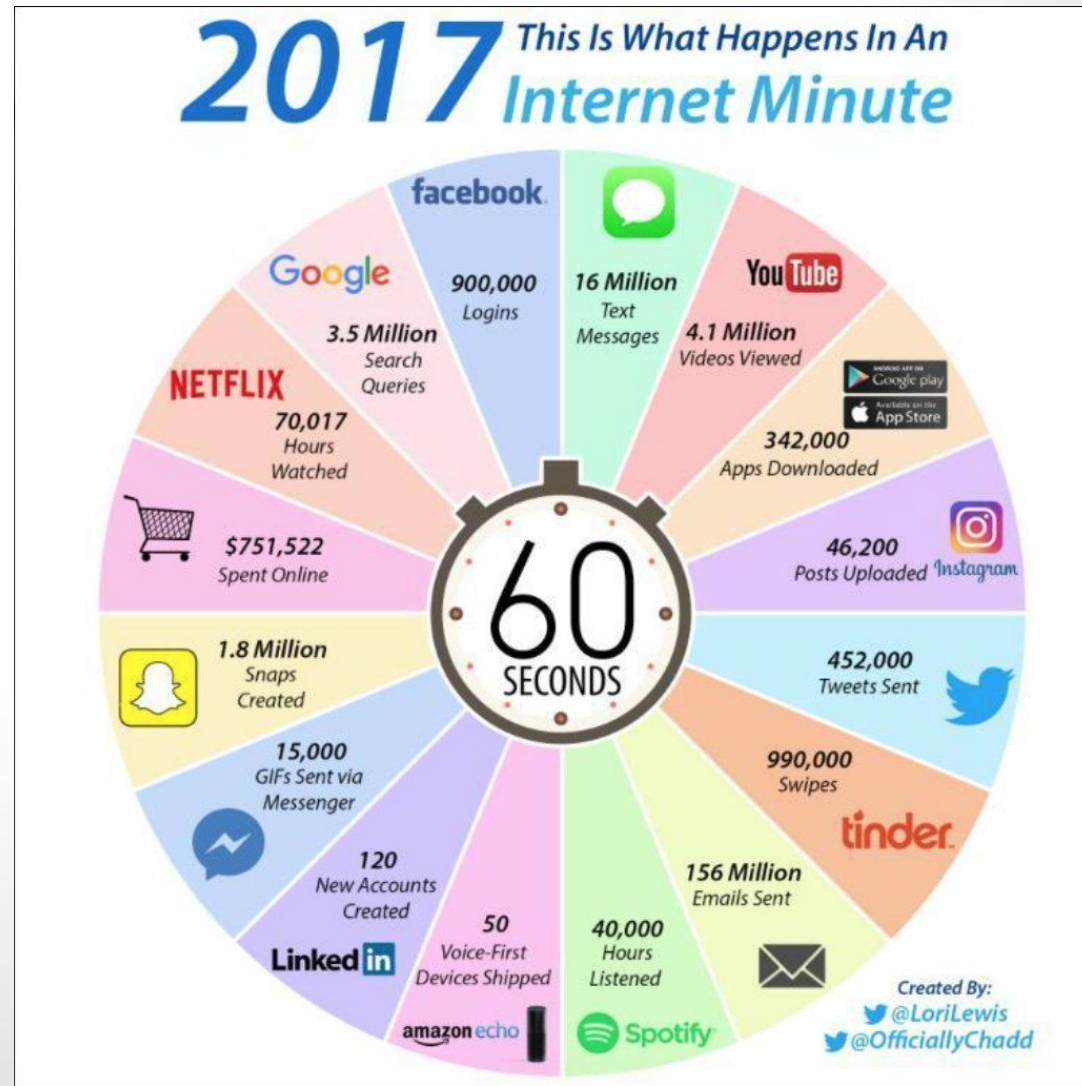


**2 billion people** are  
active users on social  
networks.

That's almost 70% of the entire world's  
Internet population!

This number is projected to grow at 25%  
year over year.

# IN JUST ONE INTERNET MINUTE



# 9/10

Businesses maintain an active presence on social media.

# 66%

of marketers saw an increase in leads from social media, after spending just six hours per week on their social channels.

# 66%

of businesses use social media as a core strategy.

**80%** of marketers and  
**60%** of sales professionals  
found qualified leads on  
social media sites.



**HOW CAN YOU  
USE SOCIAL  
MEDIA EFFECTIVELY?**



# Social media is like writing a research paper.

First you conduct research. Then you write. Finally, you get feedback.




#boston

Search Markiesha20

11

10:55am via Buffer

Visit [buff.ly/1BLkc8k](http://buff.ly/1BLkc8k) Boston Red Sox Art & #HomeDecor #BostonSports #ManCave #RedSox #Boston @BostonAttitude



Retweeted by Myhaverphoto

10:59am via Twitter Web Client

Today #SanFrancisco votes to protect #LGBT seniors in long-term care facilities. Let's do the same #CambMA & #Boston. [huffingtonpost.com/scott-wiener/p...](http://huffingtonpost.com/scott-wiener/p...)

10:59am via Twitter for iPhone

#Boston Mayor @marty\_walsh to open Office of Olympic Accountability in City Hall to review #Boston2024 numbers, improve coordination.

NYFW | Fashion

Keyword Markiesha20

30+

10:59am via IFTTT

#fashion, #model, #style, #love, #trends, #tattoos, #makeup, #beautiful, #sexy, #dress [pic.twitter.com/CXsgOI07pA](http://pic.twitter.com/CXsgOI07pA)

10:57am via Twitter for iPhone

Pulling stock for our fashion shoot for our 4th issue! #ayrshire #am #fashion #cherrysoda #lovemyjob



1 retweets

10:57am via TweetAdder v4

Hallo @wendys\_17 Jadikan Jam Tangan ini sbg teman fashion anda. Invite: Pin 7EA2164F 089660673157



Social monitoring is the **research stage**.

It should be used during the research stage of developing a social media strategy.

Social monitoring is a  
great way that  
marketers can gather  
information about  
their **buyer personas.**



15 hours ago

#FindingCarter

#BeingMaryJane

#TheFlash

#AprilFools

#callmejacob

Pastore

ME ESTOY COMIENDO A TU EX

#### TRENDING

📈 **Iran:** Talks Regarding Nation's Nuclear Program Extend to Extra Day

📈 **April Fools' Day:** World Takes Note of Practical Jokes and Pranks on Annual Celebration of Mischief

📈 **Kevin Ollie:** UConn Men's Basketball Coach Will Not Attend Final Four Due to State's Indiana Travel Ban

📈 **19 Kids and Counting:** Duggar Family Celebrates Daughter Jessa's Wedding in 2-Hour Episode

📈 **R2-D2:** Short Film 'Artoo in Love' Finds 'Star Wars' Droid on Quest for Love

#### Trending

▲ #AprilFools

▲ #WCW

▲ #LexusRX

▲ #EasterBunny

▼ #SpringCleaning

▲ #Maysak

▲ #RFRA

▼ #CERN

▲ #EventProfs

▲ #BestDayEver

Monitor to keep up  
with **industry trends.**

Listen for industry trends that will help  
you attract visitors and grow your  
business.

# **SOCIAL** **MONITORING** **BEST PRACTICES**

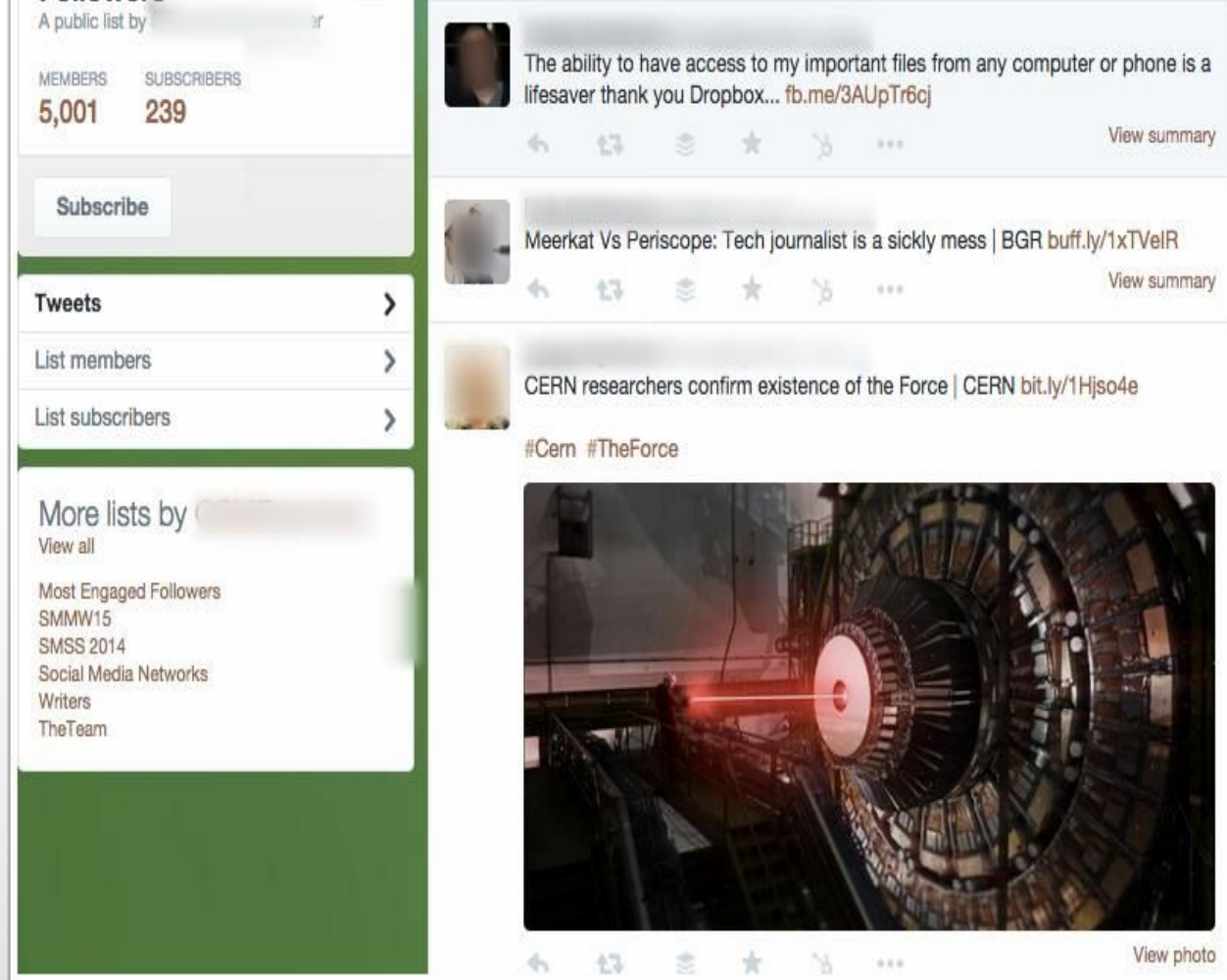
# SOCIAL MONITORING **BEST PRACTICES**

- Determine your marketing goals.
- Monitor for the right terms.
- Segment your audience.
- Personalize responses.



A **Social Monitoring Stream** is like a school of fish.

A group of messages pulled together into one list, based on something they all share.



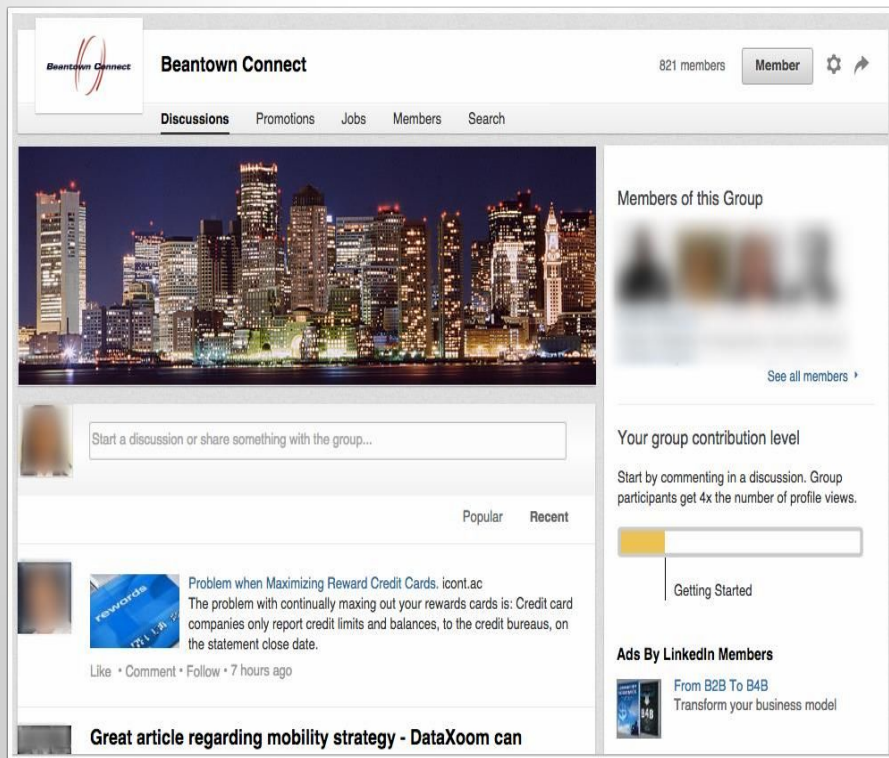
# Twitter lists are a helpful tool for **segmentation.**

You can create Twitter lists to help segment and classify your audience.

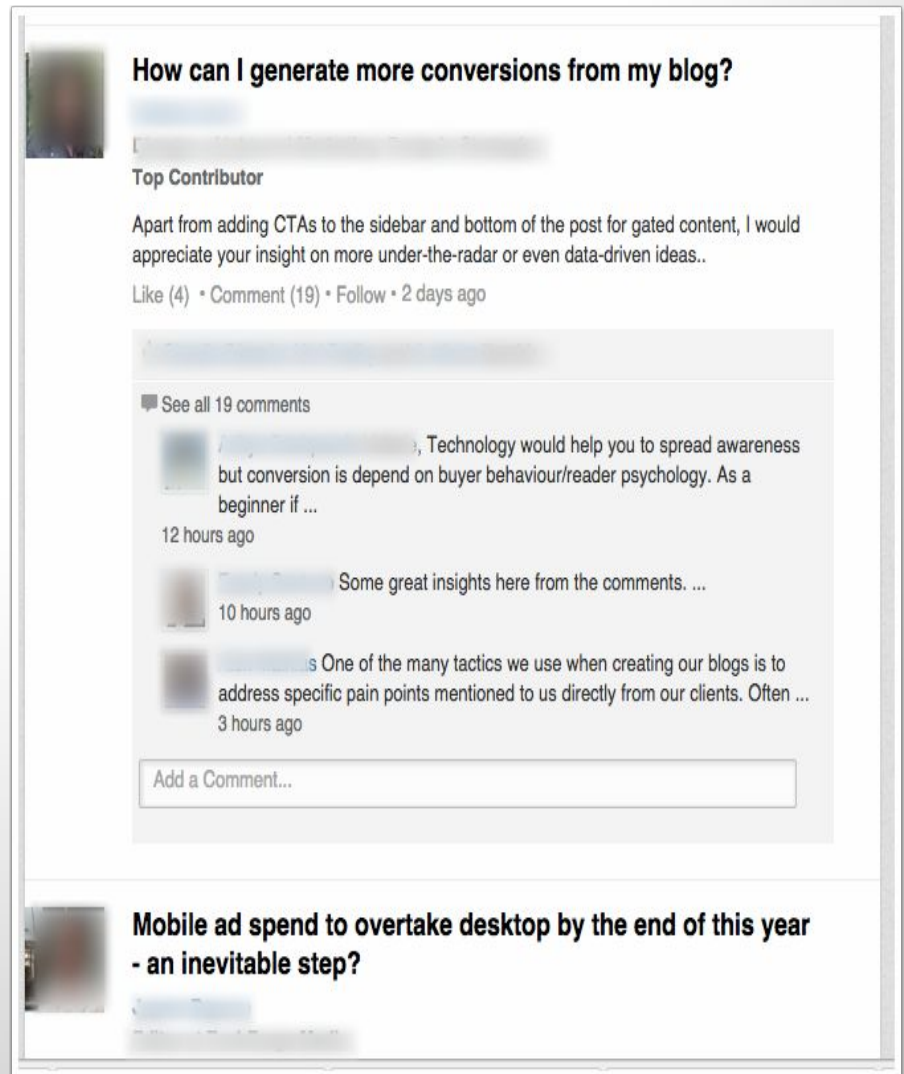


# Invite your customers to **join your business group.**

Send a link to your social media group, via email, or during a customer-only webinar.



The screenshot shows the LinkedIn group page for 'Beantown Connect'. The header includes the group name, a member count of 821, and a 'Member' button. Below the header is a navigation bar with tabs for 'Discussions', 'Promotions', 'Jobs', 'Members', and 'Search'. The main content area features a large image of a city skyline at night. To the right of the image is a section titled 'Members of this Group' with a blurred profile picture and a 'See all members' link. Below the image is a text input field with the placeholder 'Start a discussion or share something with the group...'. To the right of the input field is a 'Your group contribution level' section with a progress bar and the text 'Start by commenting in a discussion. Group participants get 4x the number of profile views.' Below the progress bar is a 'Getting Started' button. At the bottom left, there is a post titled 'Problem when Maximizing Reward Credit Cards' with a thumbnail image of a credit card. At the bottom right, there is a section titled 'Ads By LinkedIn Members' with a thumbnail image of a book titled 'From B2B To B4B'.



The screenshot shows a Facebook post titled 'How can I generate more conversions from my blog?'. The post is from a user with a blurred profile picture. The post text reads: 'Apart from adding CTAs to the sidebar and bottom of the post for gated content, I would appreciate your insight on more under-the-radar or even data-driven ideas..'. Below the text are the interaction counts: 'Like (4) • Comment (19) • Follow • 2 days ago'. The post has a 'Top Contributor' section with a blurred profile picture and the text: 'See all 19 comments'. Below the comments section is a text input field with the placeholder 'Add a Comment...'. At the bottom of the post, there is a section titled 'Mobile ad spend to overtake desktop by the end of this year - an inevitable step?' with a blurred profile picture.






Your audience wants to feel **special**.

Personalized responses aren't all about solving customer service concerns, they can help delight customers too.

# Social Publishing is the **writing stage**.

This is where you post content across your social media platforms.

**Care.com**

March 27 at 9:00pm · 🌟

Can you help this mom? Click below to answer her question 😊

CARE SMARTS

Is my toddler lying on purpose or does she simply not know?

My little girl loves making up stories, she truly lives in her own little world. However, she's been started to spin tall tales in response to simple questions. How can I teach her the difference between lying and making up stories for fun?


Visit [care.com/q](https://care.com/q) to join the discussion.

**Is my toddler lying on purpose or does she simply not know? - Care Smarts by Care.com**

Answer this question about 2 year old, girl, parenting tips, story telling, lying, telling the truth, child care asked by Meaghan D. - Care Smarts by CARE.COM

Like · Comment · Share · Buffer

👍 15 people like this. Most Relevant ▾





It is my experience that children want to please. They enjoy responding to questions in a way that you like. Toddlers don't deliberately lie. They try to give you an answer that will please you rather than the truth. The best way to handle it is to reinforce honesty.

Like · Reply · 👍 2 · March 28 at 2:38am



Social publishing is how you **distribute content.**

You demonstrate your newfound knowledge by developing and distributing content.

# **SOCIAL PUBLISHING BEST PRACTICES**

# SOCIAL PUBLISHING **BEST PRACTICES**

- Optimize your social media profile.
- Create a social media style guide.
- Customize your content.
- Share relevant industry content.
- Publish on a consistent basis.

# Optimize Your Social Media Profile

There are 3 key components to an optimized social media profile.

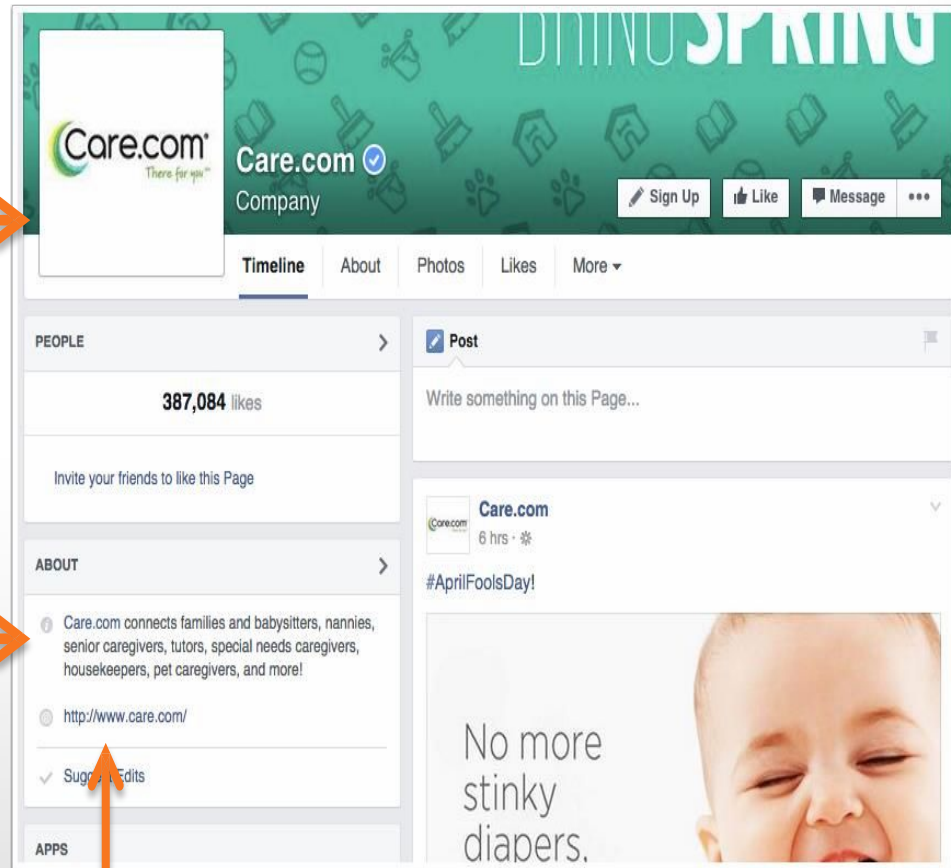
**Company Logo**



**Clear and concise  
company  
description.**



**Link to  
company  
website.**



**“HOW CAN WE UNIFY OUR  
SOCIAL MESSAGING?”**

THE INTERNET MARKETING  
**WRITTEN  
STYLE GUIDE**



An Introduction  
to Written Style  
Guidelines  
for Internet  
Marketing

..... A publication of

HubSpot

A style guide is your  
**social media  
rulebook.**

These rules will establish a  
consistent way to respond to  
customers, share content, create  
posts, and more.



# Customize content for **Twitter**.

Be sure to use max characters or less and include a link and an image.

**Duo** @DuoConsulting · Mar 26

Don't blame your failures on your website:  
[duolink.co/1vig575](https://duolink.co/1vig575) #websiteshatconvert  
#websiteproblems



View more photos and videos

**Duo** @DuoConsulting · Mar 26

"Keeping the Build Alive: Development Versions of Contributed Modules in Drush Makefiles" [duolink.co/1HL4I1q](https://duolink.co/1HL4I1q)

```
projects[libraries][version] = 2.x-dev  
projects[libraries][type] = "module"
```

Inside a Happy Family Home With Vivid Colors [bit.ly/1IUpeF2](https://bit.ly/1IUpeF2)



View more photos and videos

**House Beautiful** @HouseBeautiful · 4h

A Proper Boston Brownstone with Sparkle [bit.ly/1y2Nzrl](https://bit.ly/1y2Nzrl)



# Customize content for Facebook.

Be sure to use less than 250 characters and showcase your brand's personality.

**HubSpot**  
March 11 at 11:30am · 🌐

Whether you need inspiration for your next redesign or just want to look at some gorgeous homepages, this 50-page lookbook has you covered!  
(Psst...What's your favorite homepage design? Tell us in the comments!)



**50 Examples of  
BRILLIANT  
HOMEPAGE  
DESIGN**

**50 Examples of Gorgeous Homepage Designs [Free Lookbook]**

Get inspired by these 50 examples of amazing homepage designs.

[HTTP://BLOG.HUBSPOT.COM/MARKETING/EXAMPLES-HOMEPAGE-DESIGNS](http://blog.hubspot.com/marketing/examples-homepage-designs) | B...

Like · Comment · Share · Buffer

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March 27 at 9:00pm · 🌐

Can you help this mom? Click below to answer her question 😊

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CARE.COM

Like · Comment · Share · Buffer

👍 15 people like this. Most Relevant ▾






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# Customize content for **LinkedIn**.

Be sure to share rich, thought-provoking, long-form content.




### Tracking Website Visitors, Leads & Customers for your Inbound Strategy

"Hubcast #36: Tracking Website Visitors, Leads & Customers for your Inbound Strategy" There are a ton of resources / links we share on this episode. <http://hubs.ly/y0Gf4c0>



Hubcast #36: Tracking Website Visitors, Leads & Customers for your Inbound Strategy [hubs.ly](http://hubs.ly/y0Gf4c0)  
George Thomas and Marcus Sheridan riff on all things HubSpot, measurement, tools, and more...


Like • Comment • Follow • 10 days ago




### Recommendations for webinar/conferencing provider?

Hi there! I am looking to switch webinar and conferencing providers and wanted to see if anyone has had any success with one company in particular. I am mostly looking for webinar ...

• Comment • Follow • 10 days ago



### Breaking news!



Finally All Google Algorithms Released to the Public, No More Guesswork [thecontentsquad.com](http://thecontentsquad.com)  
The Content Squad reflects on what variables go into the Google Algorithm. It's the subject of conspiracies, documentaries, and many a blog post from Search Engine Land or MOZ. Read more...

Like • Comment • Follow • 10 days ago



Establish  
**thought leadership.**

Become a trusted source of  
information.



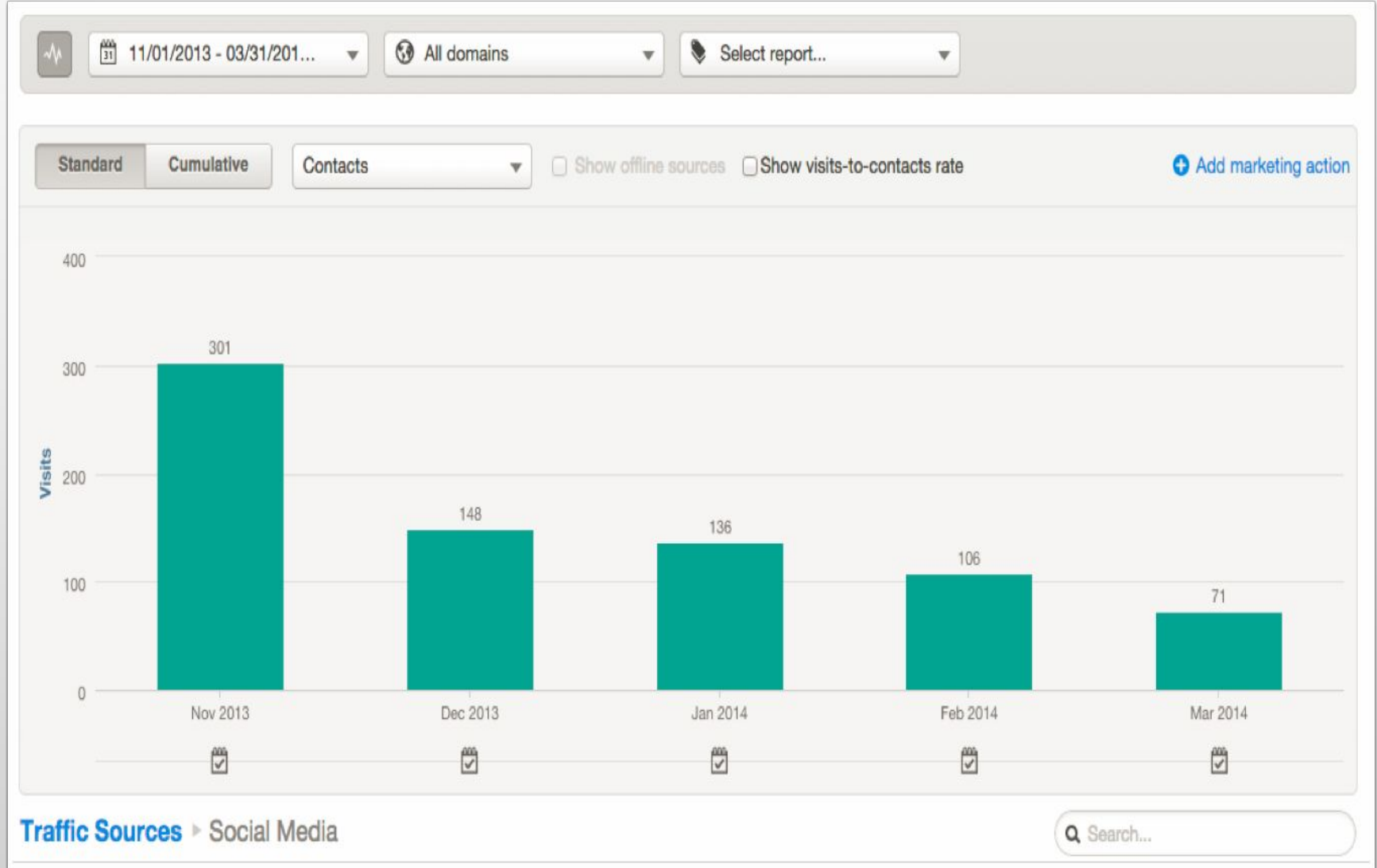
				OPEN - PLEASE DO NOT SCHEDULE			
Day	Schedu	Ideal T	Copy	Social Network	Link	Creative	
WEEK OF SEPTEMBER 8							
1 Friday	9/12/2014	10:00 AM	3 days 'til #INBOUND14! Get pumped for an awesome week of learning, fun & inspiration!	Twitter	<a href="http://www.inbound.com/inbound14/">http://www.inbound.com/inbound14/</a>	<a href="https://hubspot.app.box.com/files/0">https://hubspot.app.box.com/files/0</a>	
2 Friday	9/12/2014	11:00 AM	Less than 72 hours remain to register online for #INBOUND14 -- Get your pass before the time runs out!	Twitter / FB / LI	<a href="http://www.inbound.com/inbound14/">http://www.inbound.com/inbound14/</a>		
3 Friday	9/12/2014	2:00 PM	Selling isn't easy, but it doesn't have to be hard! Come see sales expert @DMScott speak at #INBOUND14	Twitter	<a href="http://www.inbound.com/inbound14/">http://www.inbound.com/inbound14/</a>		
4 Friday	9/12/2014	4:00 PM	Which #INBOUND14 keynote speaker are you most excited to see next week?	Twitter	<a href="http://www.inbound.com/inbound14/">http://www.inbound.com/inbound14/</a>	<a href="https://hubspot.app.box.com/files/0">https://hubspot.app.box.com/files/0</a>	
5 Friday	9/12/2014	5:00 PM	There's still time to add a training to kick start your #INBOUND14 week. Monday 9/15 is Training Day!	Twitter	<a href="http://www.inbound.com/inbound14/">http://www.inbound.com/inbound14/</a>		
6 Friday	9/12/2014	8:00 PM	Get ready for the Tuesday night Seaport Parties during #INBOUND14!	Twitter	<a href="http://www.inbound.com/inbound14/">http://www.inbound.com/inbound14/</a>		
1 Saturday	9/13/2014	10:00 AM	Drawshop Highlight Video	Twitter/FB/LI			
2 Saturday	9/13/2014	11:00 AM	Tomorrow is the last day to register online for #INBOUND14!	Twitter	<a href="http://www.inbound.com/inbound14/">http://www.inbound.com/inbound14/</a>	<a href="https://hubspot.app.box.com/files/0">https://hubspot.app.box.com/files/0</a>	
3 Saturday	9/13/2014	5:00 PM	Build your session schedule, download the mobile app, & get pumped for a week of learning, fun & inspiration at #INBOUND14	Twitter	<a href="http://www.inbound.com/inbound14/">http://www.inbound.com/inbound14/</a>	<a href="https://hubspot.app.box.com/files/0">https://hubspot.app.box.com/files/0</a>	
1 Sunday	9/14/2014	10:00 AM	Drawshop Highlight Video	Twitter/FB/LI			
			Last day to register online for #INBOUND14! See you on				

Create a **publishing schedule.**

# **SOCIAL MEDIA**

## **PUBLISHING BENCHMARKS**

- Twitter: 4-6 Times a Day
- Facebook: 2 Times a Day
- LinkedIn: 2 Times a Week
- Google+: 2 Times a Week



**Social reporting is the **assessment stage**.**

It helps you assess your efforts and make changes to your strategy.

Social reporting allows you to **analyze** your social media efforts and **refine** your social media strategy.





**“HOW DO I MEASURE MY  
SOCIAL MEDIA  
EFFORTS?”**

# HOW TO MEASURE SOCIAL MEDIA EFFORTS

- Establish benchmarks.
- Calculate ROI.
- Check results often.

# WHAT IS A **BENCHMARK**?

A performance metric that allows you to compare your business results to other businesses in the industry.



## Calculating **return on investment (ROI)**.

It's important to assess how your time was spent and what the numbers reflect.

**GOAL:** Attract 50% more traffic to website from social media.

**Strategy:** Distribute content across social media platforms.



**At the end of the month you'll ask, did it work?**

Calculating your ROI can help answer this question.

# Calculating **return on investment**.

It's important to assess how your time was spent and what the numbers reflect.

**Content  
Consumption**

**Example:** How many people viewed this content?

**Social  
Sharing**

**Example:** How many people shared this content?

**Lead  
Generation**

Example: What is the conversion rate for this content?

**Revenue**

Example: Did this content help close a customer?

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**Check at least once a week.**

Use your results to inform your marketing for the week ahead.



# HOW TO AMPLIFY YOUR CONTENT ON SOCIAL MEDIA



Be sure to **set goals** that help push your social media efforts forward.

# SMART GOAL EXAMPLE:

Increase overall website traffic from social media by 30%, from 100,000 visitors to 130,000 visitors, by November 30<sup>th</sup>, 2018.

# WHAT IS A SOCIAL MEDIA CONTENT PLAN?

A social media content plan outlines the pieces of content you will promote, and the social media channels you will promote them on.

# **A REMARKABLE SOCIAL MEDIA CONTENT PLAN:**

- Clearly communicates company's brand and values.
- Delivers helpful content that adds value.
- Provides relevant content for each platform.

# USERS PER SOCIAL MEDIA PLATFORM

- Facebook: 1.59 Billion
- YouTube: 1 Billion
- LinkedIn: 414 Million
- Instagram: 400 Million
- Twitter: 320 Million
- SnapChat: 100 Million
- Pinterest: 100 Million





**Identify the platforms that your  
**personas** are active on.**

**If your clients don't use FaceBook, then don't use it.**

# **FIND THE RIGHT SOCIAL MEDIA PLATFORM**

- Survey audience members
- Conduct industry research
- Run an experiment
- Consistent publishing
- Monitor keywords



Each social media network was created to deliver a different type of **social experience** for audience members.



It's not always what you say, but **how you**  
**say it.**

Content with relevant images gets

**94%**

more views than content without relevant images.

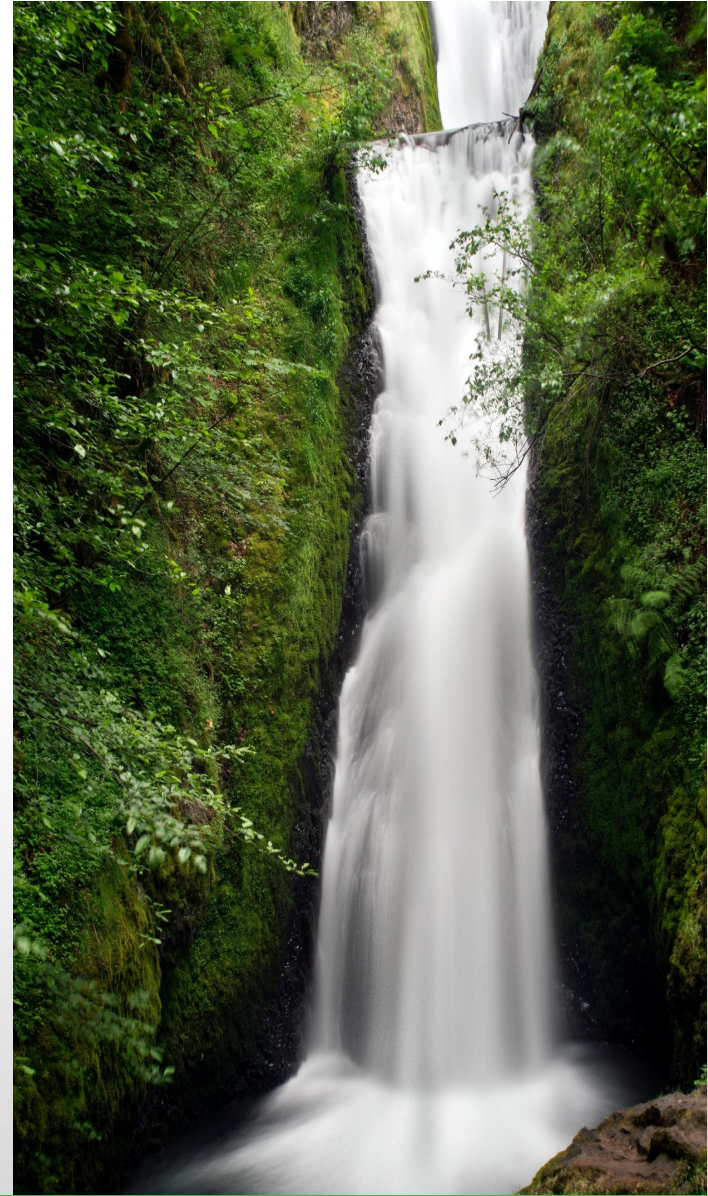
Messages that contain video are shared

**1200%**

more than text and links combined.



Use **clear images** that are easy to distinguish.





Created using Canva

**Get creative** and make your  
own unique social images.



photype

SEARCH FOR PHOTOS OF

marketing


CROP IT LIKE IT'S HOT

TYPE ON PHOTO

Yes No

PHOTO SOURCE

Getty






PHOTO VIA GETTY

GET PHOTO

Terms Feedback nuSchool Product

Photype.com

**Get creative** and make your  
own unique social images.

# Always optimize for results.

Amplify content with social media that links directly to a page on your website.



Starting your career in marketing? Here's 10 things you need to know: [hubs.ly/H02KHlb0](https://hubs.ly/H02KHlb0)



RETWEETS  
5

LIKES  
4



4:19 PM - 19 Apr 2016



April 4, 2016 // 6:00 AM

## 10 Things Every B2B Tech Marketer Needs to Know

Written by [Valerie Levin](#) | [@val\\_levin](#)



For B2B tech marketers, it's crucial to understand the real value of the technology you're promoting - whether it's a simple consumer product or a complicated enterprise

SHARE

 Tweet

 349

 Like

347

 Share



**Test your ideas and discover the best optimization strategy for your content.**



**Reach is used to measure the size of your potential audience.**



Engagement  
measures the number  
of **interactions with  
your brand.**





Audience growth is the number of **new audience members** you attract.

- 6 hours per week spent on social media
- 1500 new visitors
- 225 net new leads
- Lead-to-customer = 4%
- $225 \times .04 = 9$  Customers
- LTV= \$1,000

**=\$9,000 Revenue!**





# SOCIAL MEDIA AMPLIFICATION BEST PRACTICES

- Set SMART goals
- Create a remarkable social media content plan
- Meet your audience where they are
- Use optimization often
- Tie efforts back to ROI



**Course 19**  
**Completed.**  
**Now take the**  
**next course.**

#### **Getting Started Courses**

1. Why You Need to Update Your Online Marketing Strategies
2. What is Modern Online Marketing and How it Works
3. How to Create a Marketing Positioning Statement
4. How to Create Marketing Buying Personas
5. How to Perform a Content Audit by Buying Stage
6. How To Research and Find the Right Keywords

#### **Website Courses**

7. How to Improve and Update your Current Website
8. How to Search Engine Optimize (SEO) your Web Pages Using Keywords
9. How to Deliver a Successful Website User Experience
10. How to Use A Call-to-Action, Landing Pages and Forms

#### **Content Marketing Courses**

11. What Is and How to Use Content Marketing
12. How to Repurpose and Produce Marketing Content
13. How to Generate Content Marketing Ideas
14. How to Engage Buyers with Effective Writing Techniques
15. How to Use Storytelling to Resonate with Buyers
16. How to Measure and Analyze your Content Marketing

#### **Content Promotion Courses**

17. How to Effectively Promote Your Content Marketing
18. How to Create and Use a Blog to Drive Website Traffic
19. How to Use Social Media to Drive Website Traffic

#### **Email Marketing Courses**

20. What is and How to Use Email Marketing Strategies
21. How to Use Email to Nurture and Grow Your Customers
22. How to Create the Right Lists for Email Marketing
23. How to Design Email Templates that Capture Interest
24. How to Create High Performing Emails that Convert Buyers
25. How to Optimize, Measure, and Track Email Marketing Success

#### **Get Going Courses**

26. How to Start Implementing Modern Marketing Strategies
27. How to Set Marketing Metrics and Milestones
28. How to Use a CRM for Modern Marketing
29. What Software Tools are Needed for Modern Marketing

**The End.**

**If you liked it, please  
share it.**



- *GoDaddy Pro PPlus Partner ★★★★★ rating.*

**THANK YOU.**