

HOW TO DOMINATE SOCIAL MEDIA



SEJ
EBOOK

A COMPLETE STRATEGY GUIDE

STOP WASTING MONEY ON FACEBOOK

Start improving your ROI today with **WordStream's FREE Facebook Ads Performance Grader**.

Wasted Spend [?]

\$51.92 in projected 12-month wasted spend
\$11.48 estimated waste in the last 90 days

[GRADE YOUR ACCOUNT](#)

www.wordstream.com/facebook-advertising



CONTENT

INTRODUCTION **The 7 Biggest Social Media Sites: Everything You Need to Know**

By Kristi Kellogg

CHAPTER 1 **How to Completely Optimize Your Facebook Page**

By Victoria Edwards

CHAPTER 2 **8 Ways to Increase Engagement on Your Facebook Business Page Without Spending a Dime**

By Kristi Kellogg

CHAPTER 3 **How to Create a Rock Solid Twitter Profile**

By Lisa Buyer

CHAPTER 4 **21 Things to Tweet from Your Business Twitter Account**

By Kristi Kellogg

CHAPTER 5 **Facebook Messenger Marketing and Chatbots: The Way of the Future**

By Kristi Kellogg

CHAPTER 6 **5 Ways to Use LinkedIn to Power Your Business**

By Kristi Kellogg

CHAPTER 7 **15 Ways to Boost Your Personal Brand on LinkedIn**

By Kristi Kellogg



CHAPTER 8

How to Advertise on LinkedIn in 2019: A Beginner's Guide

By Ashley Ward

CHAPTER 9

12 Strategies to Boost Growth on Pinterest

By Anna Crowe

CHAPTER 10

Guide to Reddit: Stats, Demographics, and Basic Differences

By Brent Csutoras

CHAPTER 11

Guide to Reddit: Getting Started

By Brent Csutoras

CHAPTER 12

9 Reasons to Use Instagram for Business

By Kristi Kellogg

CHAPTER 13

22 Proven Ways to Get Followers on Instagram in 2019

By Kristi Kellogg

CHAPTER 14

Emerging Social Media Networks and Trends

By Lisa Buyer

CHAPTER 15

10 Ways Businesses Can Use Snapchat

By Beverley Theresa

CHAPTER 16

The Top 15 Tools for Managing Social Media Accounts

By Ashley Ward



Introduction

The 7 Biggest Social Media Sites in 2019



Written By
Kristi Kellogg
Founder, Dazzling Digital



All social media networks are not created equally.

While Instagram might be a powerhouse for one brand, it'll do nothing for another – and while one business might have tons of engagement on Facebook, another business will gain more traction on LinkedIn.



With that in mind, how do you choose where to invest your time (and potentially ad spend)?

The best move is to have at least a presence on each of the major platforms, and from there, strategically choose which ones to double down on.

We're going to take a look at each of the seven major social media platforms in the guide: Facebook, Twitter, LinkedIn, Instagram, Snapchat, Pinterest and Reddit.

Within these chapters, you'll gain insights into what content succeeds on each platform and get actionable tips to take your own social media marketing to the next level.

Before we dive in, let's take a look at each of these networks at a glance.





1. Facebook

- Headquarters: Menlo Park
- Founded: 2004
- Active Monthly Users: 2.38 billion

This OG social media network is tried and true, and no matter your industry, there's a space for you on **Facebook**.

Some of the leading industries on Facebook include financial services, ecommerce, retail, gaming, entertainment, media, telecom, technology, consumer goods, and automotive businesses.

While the News Feed increasingly suppresses business posts, there are still ways to bolster engagement without investing in ads.

Consider joining (or creating) groups, using a Facebook Messenger chatbot, or using live video to up your engagement.





2. Twitter

- Headquarters: San Francisco
- Founded: 2006
- Active Monthly Users: 321 million

Fast and sometimes furious, certain businesses really thrive on **Twitter**.

If your business is related to entertainment, sports, politics or marketing, you stand to earn tremendous engagement on Twitter.

On Twitter, brands have an opportunity to craft and hone their voice – there’s room to be clever and personable in addition to informative and helpful.

Jump into threads, provide value, share your own content as well as others, and join the nonstop conversation.





3. LinkedIn

- Headquarters: Mountainview
- Founded: 2003
- Active Monthly Users: 303 million

Within its massive network of professionals, you'll find more than 61 million users in senior positions on [LinkedIn](#).

If you're looking for decision makers who have the power to hire your company, stock your product or partner with you, LinkedIn is the place to be.

Did you know that [44%](#) of LinkedIn users have an income above the national median? Or that [more than 50%](#) of Americans with a college degree use LinkedIn?

It might not be the flashiest social media network, but there's unlimited potential for connecting with an elite group of professionals who can make a difference for your business.



4. Instagram

- Launched in 2010
- Headquarters: Menlo Park, CA
- Active users: 1 billion

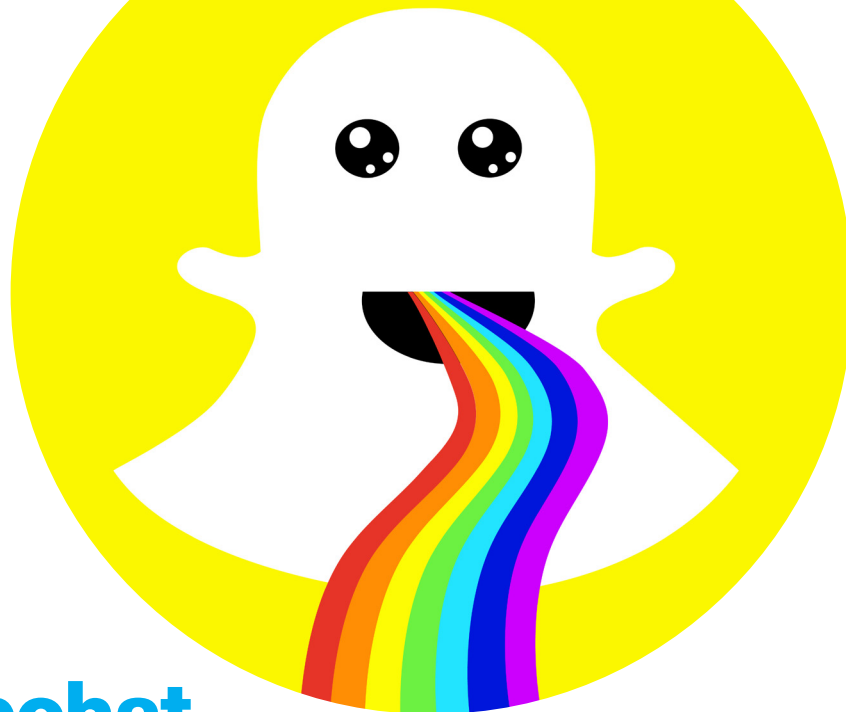
Instagram is a smorgasbord of eye-catching visuals and inspiring creativity.

It's also a social network where product-based businesses, influencers, and coaches can thrive.

Since introducing shoppable posts in 2018, the potential ROI for product-based businesses is higher than ever – not only can B2B's connect with a massive audience, they can link the product information and sales straight from the 'gram.

If your target demographic is under 35, Instagram is a gold mine: **63%** of users are between the ages of 18 to 34, with virtually even split between male and female users.





5. Snapchat

- Founded: 2011
- Headquarters: Los Angeles
- Active Monthly Users: 330 million+

If your target demographic is young, you definitely want to get in on **Snapchat**.

The most active users are Snapchat are 13-year olds, and they're spending upwards of 30 minutes a day on the app.

Snapchat is a haven for user-generated content, behind-the-scenes videos, exclusive offers, and influencer takeovers.

6. Pinterest



- Founded: 2010
- Headquarters: San Francisco
- Active Monthly Users: 291 million

Some of the most popular content on **Pinterest** includes fashion, food, decor, wedding, workout and DIY-related pins.

In addition, anything with rich visual can thrive on Pinterest.

Notably, 81% of Pinterest users are female – if you have a predominantly female audience, that’s a compelling reason to invest time in social media marketing on Pinterest.

That’s not to say that men aren’t on Pinterest.

In fact, **40%** of new Pinterest signups are male.



7. Reddit

- Founded: 2005
- Headquarters: San Francisco
- Active Monthly Users: 330 million

Reddit heralds itself as “the front page of the internet.”

According to Alexa rankings, Reddit is one of the top twenty most-visited sites.

Reddit has a unique blend of content and community, with more than 150,000 communities dedicated to every topic imaginable.

With so many niches, there’s a place for every brand and business – it’s a matter of finding the niches where your potential customers are active and diving in.

Social Media Marketing in 2019

This guide takes an up-to-the-minute look at social media marketing in 2019, offering valuable insights, proven strategies and actionable takeaways that you can use today.

If you're bootstrapping your social media efforts yourself, this guide will help you every step of the way, from creating and optimizing your profiles to driving engagement and creating relationships with customers.

Or, if you're looking to outsource your social media to an agency or hire someone to work for your brand in-house, you can use this guide to as a resource for knowing what to look for as you interview candidates.

And if by chance, you're simply curious about social media marketing and haven't decided whether you want to invest time and money into it, this guide will showcase exactly why social media matters and give you insights into the significant potential for growth and revenue you can earn through successful social media strategy.

You'll learn how to set goals and objectives on each of these platforms, and what ROI to expect.

You'll also learn how to get more followers and engagement, with tips and tools specific to each network.

Finally, we'll look into the future and dive into emerging social media networks that are on our radar.

Take Your Social Media Strategy to the Next Level

It's important to note that social media marketing is a practice, not a theory.

The strategies outlined in this guide are based on actual campaigns, concrete results and, of course, data.

We tapped practicing industry leaders to create this guide – I'm joined by authors like Brent Csutoras, Lisa Buyer, Anna Crowe, Ashley Ward, Beverley Theresa, and Victoria Edwards, and we're excited to share what's really working for businesses around the world.

How do we know what works?

We do it for our clients every day – and we're eager to share our collective knowledge in this ultimate guide to social media marketing.

Let's get started.



Chapter 1

How to Completely Optimize Your Facebook Page



Written By
Victoria Edwards
Senior Marketing Manager, GuideWell Connect



Facebook is the most popular social media platform used by businesses.

Facebook Pages help your brand or business promote and share its value-add and to assist in customer support.

Facebook remains the primary platform for most Americans.

Two-thirds of U.S. adults now report that they are Facebook users and 74 percent of Facebook users say they visit the site daily.

Despite the recent criticism of Facebook's data privacy practices, both daily and monthly users are up **13%** year-over-year.

What does this mean? Facebook isn't going anywhere anytime soon.

You should continue to make Facebook a part of your overall marketing mix – to reach your existing and future customers.

Features like Location Pages, **Messenger**, Featured Images, and Boost are only a few of the many things you can do to optimize your Facebook page.

Use this guide to make sure you've set up your Facebook page correctly, and optimized all possible areas of the platform to get the best results for your business.

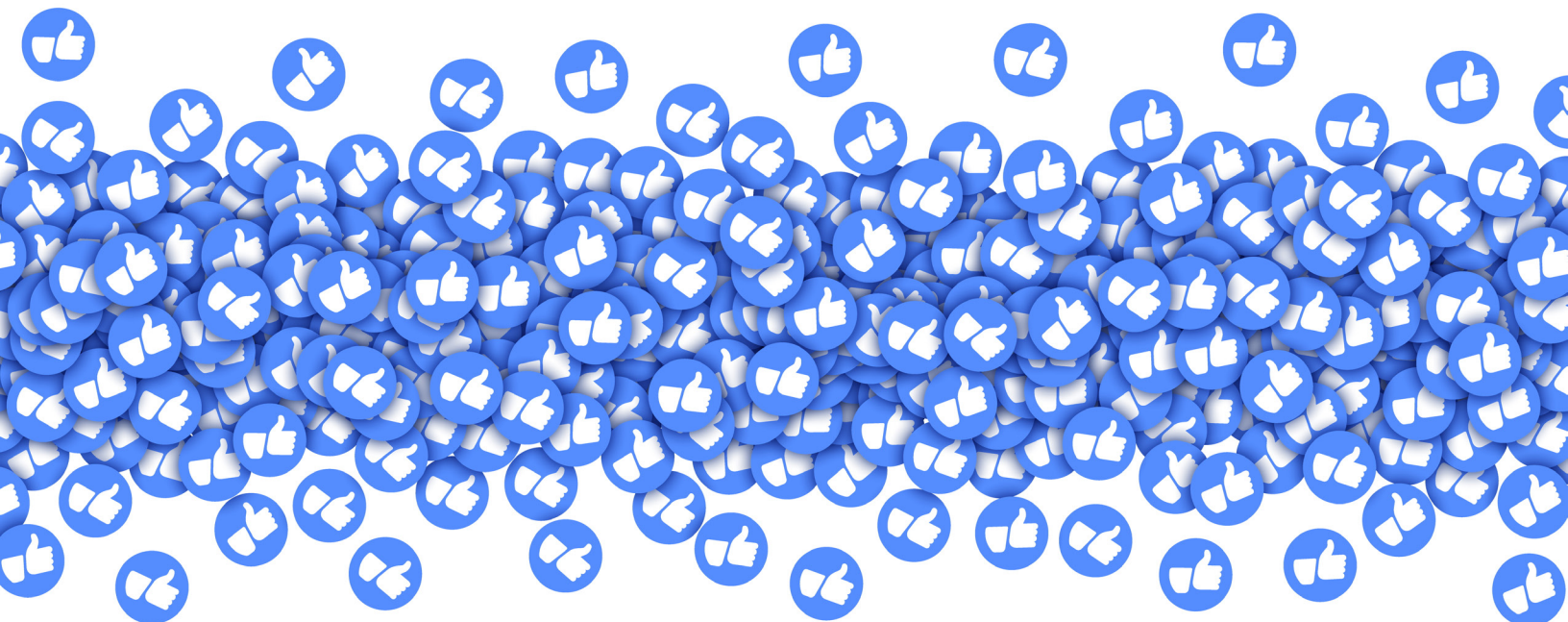
Facebook Marketing Basics

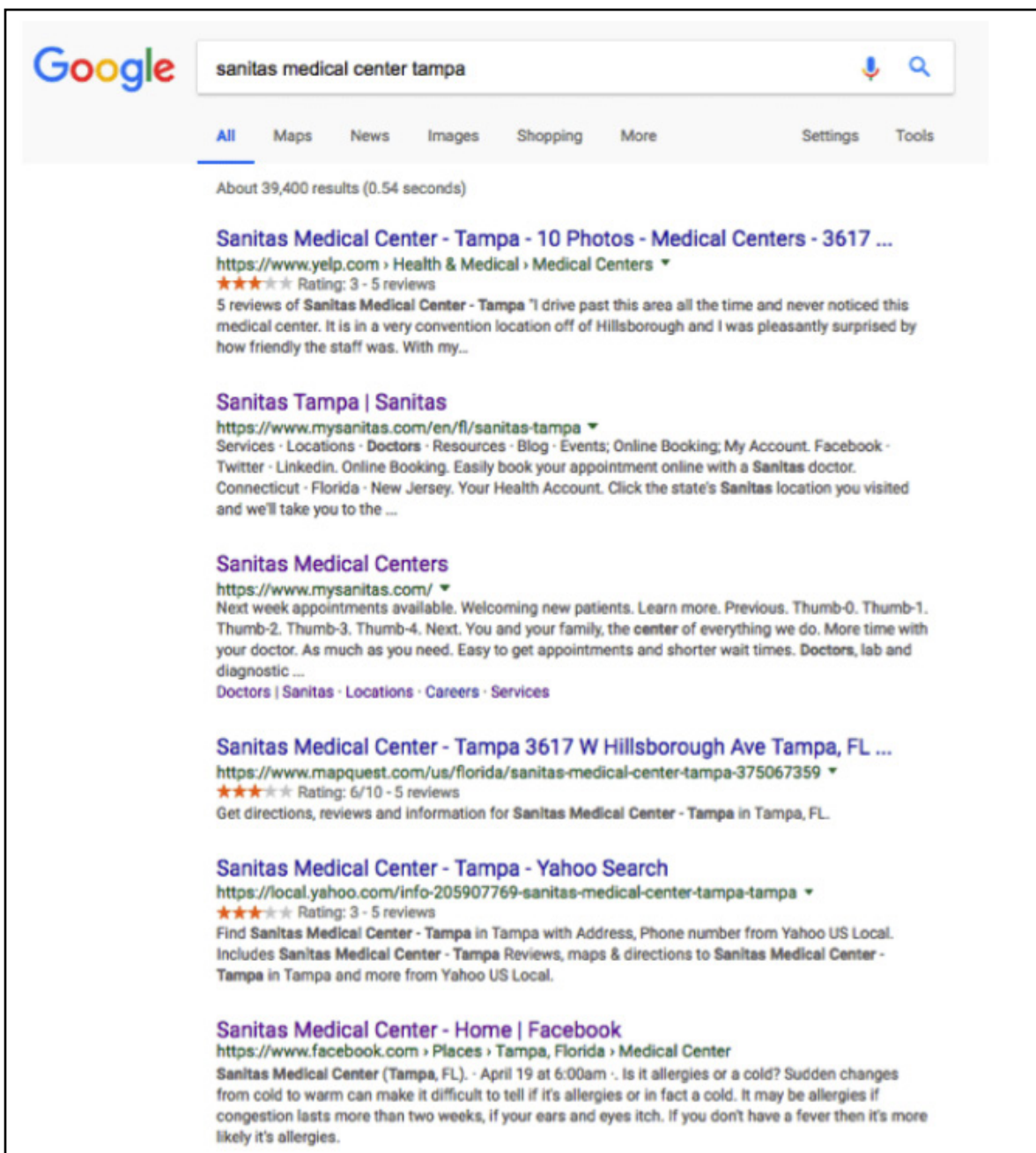
Yes, Facebook is free, but your Facebook Page is by no means a substitute for your own website. A website is the only place online you can truly control your message.

Your Facebook Page serves as a micro-site within the platform that complements and perhaps highlights glimpses of your brand.

Capturing your brand name in Facebook and other social media platforms will definitely help get your name out there digitally, as social media profiles are often the top rankings in the search engine result pages (SERPs).

When doing a search for “Sanitas Medical Centers Tampa” I am presented with a bunch of results on the first page. Apart from the domain and search directories popping up on the first page, their Facebook location Page for their Tampa location shows up.





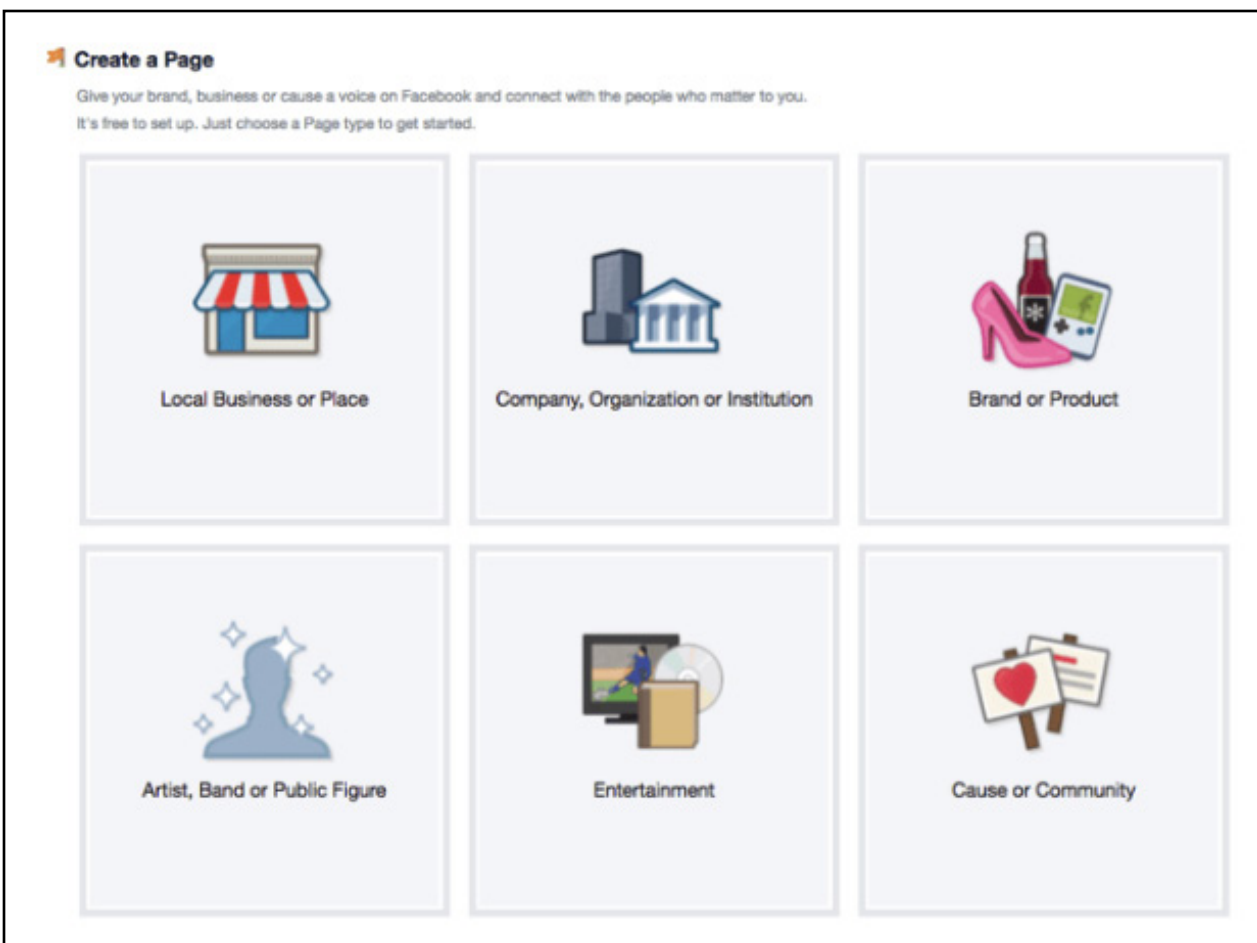
It's also important for you to keep search engine optimization (SEO) methodologies in mind when developing and optimizing your Facebook page.

Adding important brand and non-brand long-tail keywords should also be sprinkled throughout your Facebook page, as well as your post updates.

Creating Your Facebook Page

When creating a Facebook page, it's important to pick the right type of Facebook page right off the bat. You can choose from:

- **Local Business or Place:** Only choose if you have one location. That said, don't freak out if you have one location now, but will have more in the future. Keep on reading to find out more about Facebook location Pages.
- **Company**
- **Brand or Product**
- **Public Figure**
- **Entertainment**
- **Cause or Community**



Setting it up properly the first go-round will enhance the way you communicate the message you wish to show.

When you've picked the type of page you wish to create, simply visit [Facebook.com/pages/create](https://www.facebook.com/pages/create) and begin the process.

Location Pages

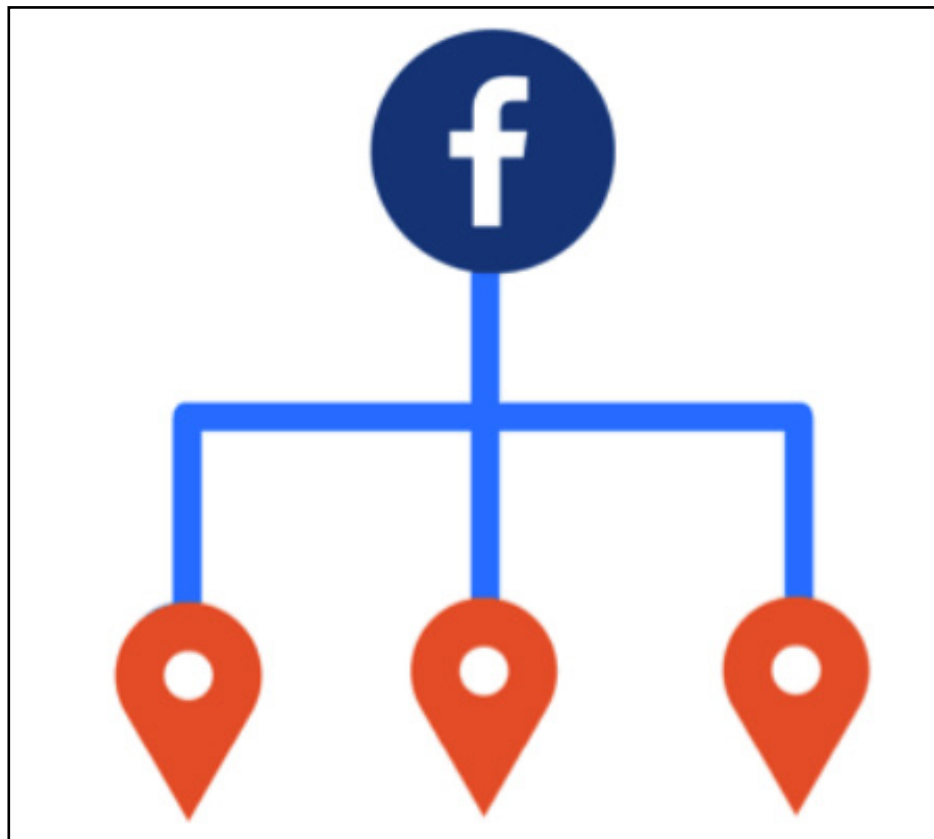
If you have a business with one location, you can start off with a location page. However, if you expand your locations, there are various things you need to do in order to make that happen.

The good news: you don't need to ask Facebook to request Facebook location Pages anymore.

If you're doing this for the first time, and your main page has an address, you will encounter a "warning" message.

The reason? You will have multiple business locations.

Your main Facebook Page should be the main or "parent" page for your brand. The child's pages are your location pages.



After you've gained access to your location pages tab, fill each location out with their proper:

- **Name**
- **Address**
- **Phone number**
- **Username**
- **Category**
- **Website address**
- **Email**
- **About**

As stated before, make sure to use keywords you're trying to rank for in search. If you're an urgent care facility, use words like "urgent care" or "medical center" throughout your copy.

Another great benefit of location pages is that you can implement ratings and reviews. You have the option to hide these, but it's best to show them because reviews play a huge part in digital marketing, local marketing, and SEO.

Just make sure you have the sufficient process in place to best triage and respond to reviews. If you're ready to implement, head to Facebook and follow these steps.

Keep Business Operating Hours Accurate

It's essential to enter your business hours, but it's equally important to update them whenever they change.

When adding new location pages, make sure that the correct hours of operation and days open are correct, as some may vary.

Unlike **Google My Business**, Facebook does not let you customize hours for holidays or other special events. If you have custom hours for holidays and special events, then take advantage of utilizing Facebook posts or advertising to convey this message.

For example, if you're experiencing inclement weather or have a special event, promoting a new product you now sell, create visually appealing posts and pin them to the top of your Facebook page, so it's seen by those visiting your page.



Custom Username

Having a custom username (or short, user-friendly URL) for your page makes it more convenient for users to find your Facebook Page in search when it has a unique username.

When you start out your Facebook domain will have various numbers after it and look something like:

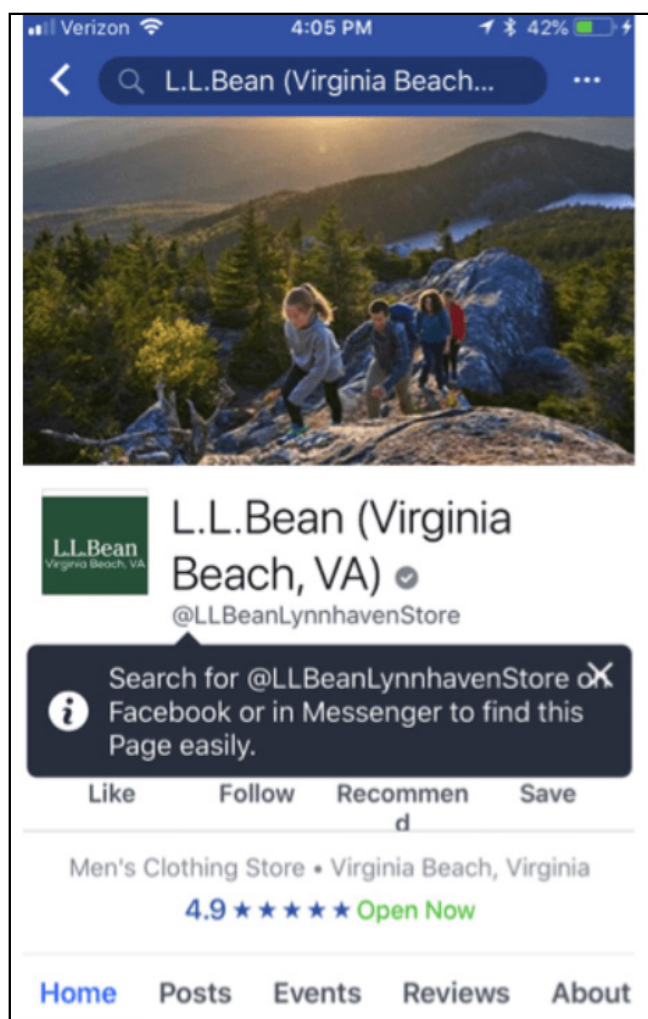
<http://www.facebook.com/pages/your-brand-name/857469375913?ref=ts>

Not very friendly or memorable.

You should keep your brand's name at top of mind. If you're optimizing a Facebook location page, then I highly recommend using the brand name plus the location in the username.

Facebook Pages with usernames are also allowed to create custom URLs that enable people to quickly visit and message them.

As you can see in the example below, if you search for “@LLBeanLynnhavenStore” you will be able to message or visit that custom location page.



- **Some other things to keep in mind when creating a username:**
 - You need to be an admin to create a username.
 - You can't use any spaces or underscores but you can have periods separating words.
 - Capitalize the words to enhance readability and won't affect if people type in lower case letters.
 - Usernames can be a maximum of 50 characters.
 - At least 5 characters long.

Want a custom username for your Facebook page? [Follow these steps.](#)

Profile & Featured Image

Facebook Pages give you a great opportunity to reflect your brand.

One way of customizing your Facebook page is using not only the profile/avatar feature but taking full advantage of the featured image section.

You can now not only just upload a photo in the featured image/banner section, but now you can be creative and utilize video or create a slideshow.



This is a great place to promote testimonials or your team that serves your customers.

According to Facebook, "Cover photos can't be deceptive, misleading or infringe on anyone's copyright."

Read through Facebook's guidelines to get a better idea of what you should abide by.

Call to Action Button

Right under the cover photo, you can also add a call to action (CTA) to encourage your users to interact either on the page or help learn more about your business.

What your brand does will determine the best CTA. For example, if you're an urgent care facility and have the opportunity to have facility leaders communicate with your patients, and then add the "Call Now" feature versus a "Sign Up."

- Go to your Facebook Page.
- To the bottom right of your featured post, you will see the CTA button in blue.
- Click on that button and then you will be able to pick which CTA you prefer.

Step 1: Which button do you want people to see?

The button at the top of your Page helps people take an action. People see it on your Page and in search results when your Page appears. You can edit it any time.

 Book with you	▼
 Contact you	▼
 Learn more about your business	▼
 Shop with you or make a donation	▼
 Download your app or play your game	▼

Managing Customer Reviews & Comments

Engaging and interacting with your customers is an integral part of social media.

Facebook is a great platform where you can provide great service (responding and assisting customers) and also discover new ways to improve your business.

You need a strategy around triaging and managing comments and reviews, so don't take this section lightly.

If you are prepared to not only respond to your comments on posts and ads, you can implement reviews on your page.

To do this, simply:

- Go to your Facebook page.
- Click on Settings.
- Under General > Reviews.
- You then can Allow visitors to review this page or if you're not quite ready for this, then simply click on Disable Reviews.

Reviews are a great way to show off how well your business is doing.

If you get a less-than-great review, be sure to respond. This shows consumers that your brand is engaged and cares about making them happy.

Messenger

Facebook Messenger, like reviews, is another great way to show off how well your business willing to provide great service and support in various mediums.

Messenger is just another way your consumers can connect with you.

Again, you need to know your bandwidth. If you're willing to implement this step, it requires a strategy. You must consider how quickly you can respond to your messages.

Your responsiveness rate will appear on your page. It shows how efficient you are at responding to customer inquiries.

If you're ready to implement this step, go to:

- 1.** Go to your Facebook page.
- 2.** Click on Settings.
- 3.** Under General > Messages.
- 4.** Then click the button that says Allow people to contact my Page privately by showing the Message button.

Organizing Your Page Tabs

While this is kind of obvious, if you end up implementing Facebook location pages over and over, this step has to be repeated. Not only can you arrange these tabs, but there are some you can even turn off and on.


The reason why you want to take a look at this section is that some tabs may be more of a priority for your business, depending on what you do.

You can also utilize the templates that Facebook provides, which can also take the guesswork out of how to organize your tabs.

- Go to your Facebook page.
- Click on Settings.
- The on left, click on Edit Page.
- Once in the Edit Page area, you will be able to see the various templates, and also place various tabs in order by dragging the three-lined icon to the left of the tabs and moving them around.

Edit Page

Configure actions and tabs for your page



Templates

Choose a template with default buttons and tabs designed to help your Page.

Current Template: **Standard** [Edit](#)

Tabs

Click and drag a tab name to rearrange the order. The tab order also determines the order of the sections people see at the top of your Page.

Use default tabs OFF

Turn on default tabs to use the tabs we think will be most successful for your type of Page.

- Home [Settings](#)
- Posts [Settings](#)
- Reviews [Settings](#)
- Videos [Settings](#)
- Photos [Settings](#)
- Locations [Settings](#)
- Events [Settings](#)
- About [Settings](#)
- Services

Claiming Unofficial Pages

Have you ever searched for your brand's name and found other pages with the brand name (along with a map, reviews, and ratings) – yet you don't have access or control of the page?

Well, this is an annoying, yet solvable issue.

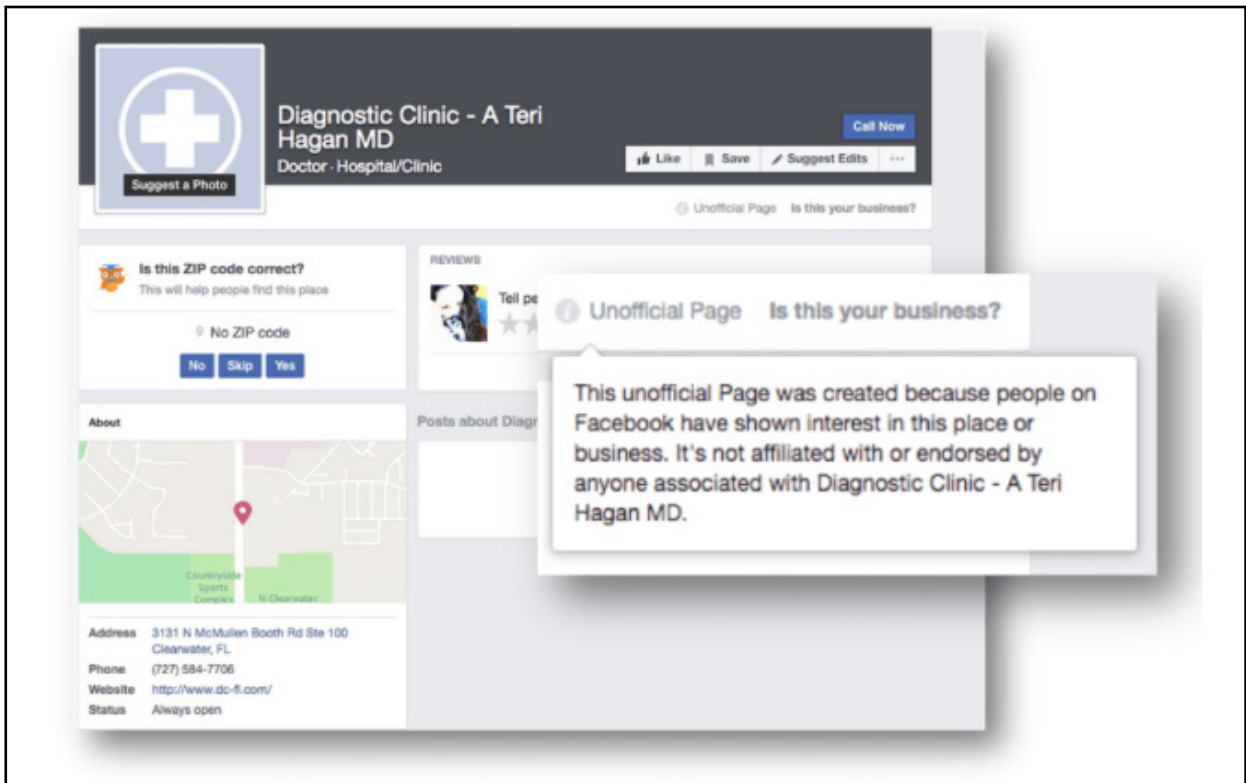
Facebook creates these pages, which are designed to act as a placeholder. This gives a visitor an area to check-in and leave reviews and comments about the location.

Unfortunately, sometimes Facebook is a little too eager to do this as some businesses already exist for that specific location.

So what do you do?

The best way to solve this issue is to claim and merge (if needed) these unofficial Facebook pages. Doing so can give you complete control over your brand on Facebook.

Note: Just because you implement the following steps once, does not mean you're done. Checking for unofficial pages should be a regular part of your overall social media maintenance.



If one of these pages appear when you search for your brand name, you will need to claim it before you merge the page with your verified Facebook page.

Here are some ways you can claim the unofficial page:

- Verify via phone call
- Email
- Utility bill/Phone bill
- Business license
- Business tax file
- Certificate of formation
- Articles of incorporation

The fastest way to gain access is with a utility bill, especially if you work for an agency and you aren't physically in the place of business.

Once you verify the page (which takes up to 24 hours), you're ready to move onto the next steps:

- Go to your unofficial duplicate page on Facebook that you just claimed.
- Select Is this your business? from the drop-down menu.
- Choose the option Merge into a verified page you manage.
- Select your page from the drop-down and submit.

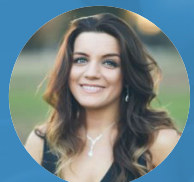
Note: If you have multiple location pages, make sure you merge with the correct page. Even if you don't have location pages, you can still use the above process to merge an unofficial Facebook page with the one you are managing.

Chapter 2

8 Ways to Increase Engagement on Your Facebook Business Page Without Spending a Dime

SEJ
EBOOK

Written By
Kristi Kellogg
Founder, Dazzling Digital



You'd be hard-pressed to find a business that didn't see the value in having a page on Facebook (more than 60 million businesses already have Facebook pages).

A Facebook book page allows you to tell your brand story, create relationships with customers and accomplish business goals – it's a win all around.

Here, we'll look at 8 ways you can drive engagement with your Facebook business page, all without spending a dime.



1. Post Native Videos Directly to Facebook

Rather than post your content to YouTube, try posting it to Facebook.

When you post natively from Facebook, the video will automatically start playing as your followers scroll through their feed – it will catch their eye and before they even have time to think about it, they're watching.

The key here is to keep the video short.

Facebook videos that get the most engagement are 30 seconds to two minutes, with the ideal length falling at 60 to 90 seconds.

With that in mind, keep your videos to two minutes or less.



2. Optimize Your Videos and Create Video Playlists

Whenever you post a video, also make sure to include a keyword-rich title and description, and add tags to your video – this will increase the video’s chance of showing up in relevant feeds throughout Facebook.

Then, as you start to amass a collection of SEO-rich, native Facebook videos, pop them into playlists.

That way, more related videos will continue to be shown to the user after they’re done watching the first one.

Another way to get more engagement and video views is to feature a video.

When you choose a video to be featured, it will top billing on your Facebook page.



3. Go Live

Take your videos up a notch by going live.

Whenever you go live, your video will shoot to the top of your followers' Facebook news feeds.

On top of that, people who have interacted with your page frequently or recently will get a notification letting them know your live!

The boost in the news feed plus those notifications are a recipe for engagement!

After your live broadcast is over, the video will appear on your Facebook page.

You can then continue to promote it, embed it on your site, or share it on other social networks.



4. Look to Facebook Insights for Data You Can Use

Social media strategies are never one-size-fits-all.

Check your Facebook Insights at once a month and take note of the content that your audience was most engaged with.

Note not only the subject, but the format.

Use that information to guide your ongoing Facebook strategy.

It's a clear signal into what your unique audience wants – work to create more content along similar lines.



5. Post Exclusive Content

Another way to make your followers pay attention to your Facebook feed is to offer content that is exclusive to Facebook.

For example, you can post special discounts on Facebook or release data from an upcoming case study or white paper before it's published on your website.

Make your Facebook posts count by sharing exclusive content users won't find anywhere else. Publicize flash sales, special discounts, contests, etc.



6. Interact and Engage Meaningfully

Interacting is par for the course, no matter what social media network you're using.

Whenever you get comments or messages, respond!

Provide insight and guidance when people ask questions, and thank them when they offer your brand praise.

If you're a dedicated social media manager, try to do this throughout the day in real time (as much as your schedule allows).

If you're a business owner juggling many hats, set aside a certain amount of time to dedicate to social media – for a small business, a solid hour or even half hour a day can make a huge difference in managing social interactions.



7. Make the Most of User Generated Content

Whenever your business is mentioned or tagged anywhere, it's fodder for Facebook content.

Got a great Yelp review?

Quote it and link to it on Facebook.

Did someone post an awesome picture of your business on Instagram?

Send the poster a DM on Instagram, thank them and ask for permission to share it with photo credit on all your social channels.

Nine times out of ten they'll say yes, and they'll love that you thanked them and are interacting with them (if they're not already following you, this will most likely seal the deal).

Wherever, whenever a user tags, mentions, reviews or writes about your brand in a positive way, get the most mileage you can out of that content.

You can also encourage more user-generated content by hosting contests that require video or photo submissions related to your brand.

8. Use Cinemagraphs

A cinemagraph is an animated photo.

It's technically a video file that plays in a continuous loop.

Practically, it looks like a still image with a minor piece of movement.

For example, a photo of a woman at the beach with waves actually moving in the background, though the foreground is still.

Cinemagraphs are huge eye-catchers and will stand out in the Facebook news feed.

Stock photo sites like [Shutterstock](#) have a large library of cinemagraphs you can use in your own Facebook posts to the next level!

Chapter 3

How to Create a Rock Solid Twitter Profile



Written By
Lisa Buyer
CEO and Social PR Consultant,
The Buyer Group



There are more than 330 million monthly users and over 350,000 tweets posted per minute.

You know who's out there in that massive, engaged audience?

Your potential clients and customers – and they're on Twitter, your business or brand should be, too.

It's not just customers and clients, of course, that are active on Twitter.

It's also **journalists**, bloggers, and influencers who are looking for brand, fan, and company story ideas – and when they go searching for something in your vertical, you want to make sure your business shows up.

And let's not forget the passionate consumers who flock to Twitter to voice opinions, concerns, and complaints – if a conversation starts about your brand, you want to monitor it, participate and steer it.

There's really no disputing that you should be on Twitter, and the first step to succeeding at Twitter is creating a rock solid Twitter profile.

Here, discover eight tips for optimizing your business or brand's Twitter profile!



1. Craft Your Twitter Bio with Care

Your Twitter bio is your one chance to romance Twitter's search engine and the visits to your profile in 160 characters or less. Use super relevant keywords and hashtags.

When considering which hashtags to use be aware that the hashtags you use in your bio will be clickable and could also be a distraction from your bio.

If someone does click through the hashtag be mindful you are not driving them to your competitors if you are using an industry hashtag.

2. Add the Right Kind of Profile Image

Always add an **image** to your Twitter profile.

Businesses and brands should use a version of their logo that is easily recognizable and representative of your brand.

If your logo has a lot of text or doesn't show up well in the small square for your profile image, consider creating a secondary logo that will suit Twitter and other social media profile images.

Think about color, image size, and how it will look from a mobile device, as well.

Twitter supports JPEG, GIF, and PNG file formats, and will accept profile photos up to 2 MB. Twitter's recommended file size is 400x400 pixels.

3. Add a Header Image



Compare your header image to a magazine cover.

Change it regularly and use the space to showcase your brand.

You get 1500x1500 pixels, so there's a lot more room to play with compared to your profile picture!

Here are a few ideas of what you feature in your header image:

- Top-selling products
- A new product
- A picture of your team
- A book launch
- Your store or office (if it's visually interesting)
- A special business event
- Your business at a trade show

Whatever photo you choose, be sure to optimize all images by saving the image file name with branded keywords to increase your chances of being found in an image search.

(This tip applies to your profile photo, as well!)

4. Point People to a Specific Page on Your Website

Here is where you can move beyond the typical home page link.

Think about some specific pages you want to send your Twitter followers.

Since many journalists and bloggers use Twitter to source stories, you could link to your company newsroom or blog.

Alternatively, you could use the link to point your followers to download a free guide, subscribe to your email list, sign up for a webinar or any other desire conversion you might have in mind.

5. Add a Location to Your Twitter Profile

If you're a local business, fill out the location part of your Twitter profile.

This way Twitter's algorithm can match up your content with other locally based audience prospects.



6. **Make Sure Your Tweets Aren't Protected**

This might seem obvious, but it should still be said: make sure your tweets are public.

In the Privacy and Safety section within your settings, make sure the box next to Tweet Privacy is unchecked.

All businesses and brands should have public tweets so that they will get discovered.

7. Open Up Your Twitter Inbox for Direct Messages

Direct Messages Receive Direct Messages from anyone
If selected, you will be able to receive messages from any Twitter user even if you do not follow them.

If you want to make your brand more approachable on Twitter and optimize your accessibility, take the privacy off your direct messages.

How do you do this?

Head back into the Privacy and Safety area in your Twitter settings page.

Scroll down the page, go to the direct message option, and check mark “Receive Direct Messages from anyone.”

8. Pin a Tweet to Your Profile

If your Twitter cover image is like a magazine cover, look at the pinned tweet as your featured story.

Pinning a Tweet to the top of your profile is an often skipped, yet it's a valuable optimization feature where you can showcase content.

Think strategically when pinning tweets by including a strong visual, a clear call to action, relevant keywords, strategic hashtags and a link back to your website or blog for more detailed information.

Remember for new users landing on your profile the first thing they will see in your Twitter stream is the pinned tweet.

Make it sweet!

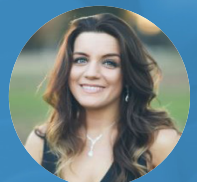


Chapter 4

21 Things to Tweet from Your Business Twitter Account

SEJ
EBOOK

Written By
Kristi Kellogg
Founder, Dazzling Digital



At this point, you probably need no convincing that Twitter is an effective marketing tool for business.

You can use Twitter to gain exposure, drive site traffic, assist in conversions and improve overall brand reputation.

If you're ready to up your investment in Twitter, but don't know where to start or what to tweet, we're here to help.

Read on for 21 things to tweet from a business or brand account.



1. Promote Your Blog Posts and Content

Whenever you publish a new blog post, case study, white paper or any other piece of content, push it out to Twitter!

And not just on the first day – make sure you schedule out follow-up tweets, especially if it's a piece of evergreen content that's performing well.

For example, let's say REI publishes a blog post on supplies you need to bring when backpacking – that's the kind of article that will be perpetually relevant.

REI could schedule out weekly tweets promoting that single blog post (with slightly different messaging each time) throughout an entire year.



2. Promote Your Sales and Specials

Whether you're having a sale in a store or a special online, let your Twitter followers know!

For an in-store sale, include the details of where and when, and highlight some of the best deals.

For an online sale, include your promo code and let customers know how long it's good for.

In either case, include a lively picture or GIF to attract more attention.

(Looking for a source for license-free photos? Check out [**41 Places to Find Free Images Online That You Will Actually Want to Use.**](#))



3. Share Helpful Tips or On-Brand Messages

Not only tweets have to link back to a specific blog post.

Use Twitter to share one-off tips and tricks that your audience will find useful.

If, for example, you sell skincare products, you could tweet general skincare tips.

A yoga studio, on the other hand, could tweet out positive mantras.

What can your business share that would benefit your audience?



4. Respond to Complaints, Comments and Questions

Customers expect responses from brands and businesses on Twitter.

According to research, **72%** of Twitter users expect a brand to respond within an hour when they tweet a complaint.

To maintain your brand's reputation, it's essential to respond politely and promptly to complaints.

Never argue with the user, but thank them for sharing their experience and do everything to address their concerns (and move the conversation off Twitter to email or a phone call when it's above and beyond the scope of 280 characters!)

Make sure to actively monitor your Twitter for complaints (and questions) so that concerns are addressed quickly and don't escalate.



5. Give Answers to FAQ

Your **FAQ** is a great place to find content for Twitter.

What questions come up again and again?

Repurpose those questions and answers into bite-size Twitter content.

This is an easy way to anticipate and address needs before your audience even brings it up!



6. Conduct Polls

Polls are a quick and easy way to garner engagement on Twitter.

You can ask for general feedback, discover product preferences, or learn more about your customers.

And it certainly doesn't have to be all serious – you can ask lighthearted questions solely to boost engagement.



7. Highlight Reviews and Recommendations

It comes as no surprise that 97% of shoppers say reviews influence buying decisions.

In addition to review sites and your actual website, post positive reviews to Twitter.

If you get a glowing review on Yelp, Google, or anywhere else, don't hesitate to hit copy and paste.

Share the quote directly to Twitter with a link to the actual review page.



8.

Ask for Reviews and Recommendations

It comes as no surprise that **97%** of shoppers say reviews influence buying decisions.

In addition to review sites and your actual website, post positive reviews to Twitter.

If you get a glowing review on Yelp, Google, or anywhere else, don't hesitate to hit copy and paste.

Share the quote directly to Twitter with a link to the actual review page.



9. Share Articles and Content that Are Relevant to Your Readers

Your Twitter account shouldn't be a bullhorn announcing only your own accomplishments.

There should be a healthy mix of content that is relevant to your audience – and sometimes that means tweeting things that have nothing to do with your company itself.

For example, let's say you're a digital marketing agency specializing in SEO and a major algorithm update takes place.

Sharing a news story on the subject would be relevant to your clients, and it would also show that your agency is on top of the latest news.

Or maybe you're a local business, and you have a neighboring store who is holding a charity event – chances are that the people who frequent your business would also be familiar with your neighbors so it would make total sense to help promote it.



10. Announce Job Openings

Looking for new talent?

Take to Twitter to announce your need.

Anyone following you is already interested in your brand, and who knows who's out there that would jump on the opportunity to work with you!

Always tweet out job openings with a link to where people can apply.



11. Highlight Standout Employees

Speaking of employees, use Twitter to highlight your standout staff.

Share noteworthy accomplishments, whether it's earning employee of the month, completing a major project, celebrating a major work anniversary or generally going above and beyond.

Not only will this boost staff morale, but it will also attract potential customers, employees, and customers.

Who wouldn't want to work with a company not only has exemplary workers but takes the time to acknowledge and thank them?



12.

Link to Any Press Coverage, Mentions or Recognition of Your Business

Whenever your business earns press coverage, an award or recognition of any kind, make sure to tweet it out.

Press mentions are one of my favorite things to tweet.

They're Twitter gold, and belongs on all your social media channels, as well as a page dedicated to press mentions on your website.

Set up Google alerts for your business' name so you're always on top of any news that comes out.



13. Recognize Holidays and Events

Holidays are excellent fodder for Twitter content.

Show the human side of your brand with thoughtful well wishes for the holidays, expressions of gratitude on Thanksgiving, national pride on Fourth of July, etc.

Not sure what to post, exactly?

It can be as simple as a kind tweet with a relevant picture, or as elaborate as a three-minute video of your office singing a Christmas carol.

Get creative!

**14.**

Retweet any Positive or Useful Tweets Mentioning Your Brands

Make use of other people's tweets!

Whenever someone mentions your business or employees, respond to the tweet and take the extra step to retweet it.

Note: when people mention you, they might not necessarily use your Twitter handle.

For that reason, it's key to set up a column in your TweetDeck that monitors any mention of your brand's name, the CEO and executives' names, or any other important terminology associated with your business.



15. Find Ways to Be Transparent and Go Behind the Scenes of Your Business

Studies have shown that consumers are more likely to buy from transparent companies and more willing to give transparent companies second chances after a bad experience.

One way to be transparent is to go behind the scenes of your business.

You can share goals and objectives.

Share videos or pictures of day-to-day operations.

Or, even admit to mistakes you've made and how they've shaped (or will shape) your future actions.



16. Get in On Trending Conversations

Take advantage of trending hashtags when appropriate.

For example, if #FridayFeeling is trending, a store could offer a 10% TGIF discount with and use #FridayFeeling in its hashtags.

Or, if you're a B2B, maybe it's just a funny TGIF picture, video or meme celebrating the end of the week



17. Have a Sense of Humor and a Heart

Just because you're a business, your tweets don't need to all be business-driven.

People love to see the human side of brands, so don't hesitate to occasionally share a funny meme or joke, or a heartwarming video.

When you post things like this, try to keep it relevant to your brand.

For example, a shoe company could post a video of a charity giving out shoes to poor in third world countries – while it has nothing to do with their actual business, it's still on brand.



18. Hold Contests

Use Twitter as a platform for a social media contest.

This will increase your engagement, boost your following, and lead to conversions.

You can also use your contest to capture emails and leads. Software like [Shortstack](#) and [Rafflecopter](#) make it simple to run a contest.



19. Strategically Interact with Influencers

Is building relationships with social media influencers one of your goals?

It doesn't happen by magic.

Influencers are far more likely to partner with a brand they've formed a relationship with.

Make a list of influencers that your brand would benefit from working with, and begin regularly interacting with them: thoughtfully comment on their comment and retweet it when appropriate.

Then, when you're ready to ask for something from them (whether you're offering to pay or not), your request is much more likely to get attention – you're business won't be a stranger, but someone the influencer has begun to form a relationship with.



20. Participate in Twitter Chats

Twitter chats are a great way to earn more engagement and followers.

A Twitter chat is much like any other online chat, in which online users gather at a specified time to discuss certain topics or issues.

The great thing about Twitter chat is it brings users together from all over the world to a platform where they can interact in real time rather than communicate in a delayed manner through traditional social media postings.

To join a Twitter chat, you just need to know the hashtag being used (every Twitter chat has its own hashtag).

The best way to follow Twitter chats is with a site like [TweetChat](#) or [TweetDeck](#).

There are Twitter chats on virtually every topic you can think of. SEMrush, for example, hosts a Twitter chat (#SEMrushChat) every Wednesday at 11 a.m. ET that focuses on digital marketing topics.

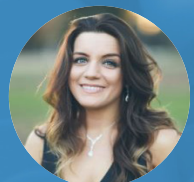
Find Twitter chats that are relevant to your business or industry, and make a point to join in when you can.

Chapter 5

Facebook Messenger Marketing and Chatbots: The Way of the Future



Written By
Kristi Kellogg
Founder, Dazzling Digital



Want to tap into Facebook Messenger's massive audience of more than 1.3 billion users?

Then create a Facebook Messenger bot!

With a Messenger bot, you can scale your communications with your business' Facebook Messenger contacts.

You can use a Messenger chatbot just like you use an email marketing app – just as you would with email marketing, you can send mass messages, sort your audience, track open rates, etc.

But unlike email marketing, you can earn unprecedented ROI: chatbots, on average, earn a **70-80%** open rate within the first hour.

If you want to take advantage of these sky-high open rates, developing a chatbot for Facebook Messenger is a must.

Keep reading to learn exactly what a Facebook Messenger chatbot is and how to use them!

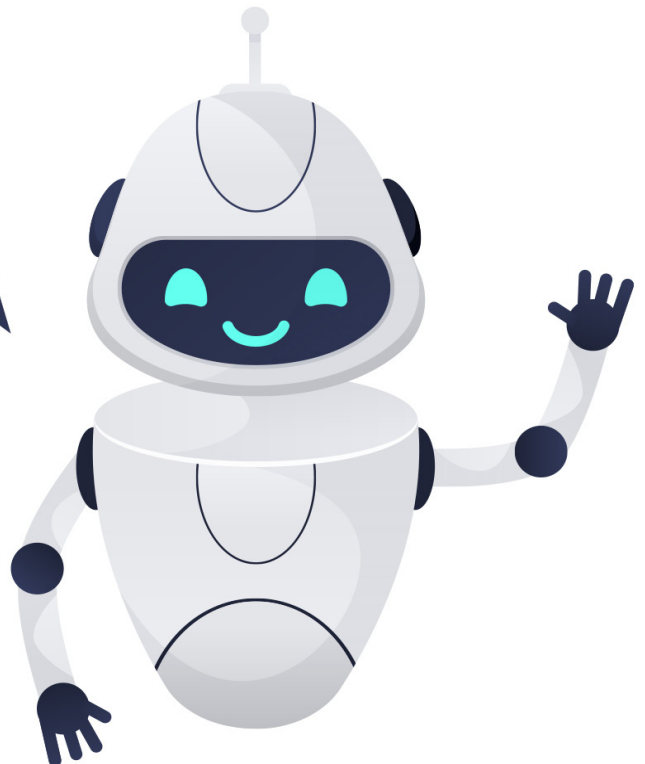
What Is a Facebook Messenger Bot?

Just like any other chatbot, a Facebook Messenger bot can be added to your site to answer questions and interact with customers – but unlike other chatbots, it's powered by Facebook.

That means that anyone who has a conversation with your site chatbot will also be added to your Facebook Messenger contacts, meaning you can follow up with them with chat blasts (the new and improved email blast!).

A common misconception about Facebook Messenger chatbots is that they are powered by artificial intelligence.

Facebook Messenger bots are powered by a computer program, and you have total control over the chatbot and its messages (including responses to questions).



How Can I Get Started with Facebook Messenger Bots?

If you're wondering where to begin with Facebook Messenger bots, you're not alone.

"A lot of people don't understand how easy it really is to **build a chatbot**. They assume the development is cumbersome when, in reality, anyone can do it – you don't have to be a coder to build a Facebook Messenger chatbot," said Purna Virji, Senior Manager of Global Engagement at Microsoft.

In reality, figuring out what to create is more challenging than actually creating it.

Virji's advice:

"Start with something small. Ask yourself, what's one thing a bot can do for my business? Find that opportunity and run with it."

Search Engine Journal developed a savvy Facebook Messenger chatbot using MobileMonkey. Among other things, the SEJ chatbot:

- Uses automated Q&A.
- Sends out breaking news updates.
- Delivers unique, highly relevant content.
- Sends out reminders for upcoming webinars.



MEET THE SEJ CHATBOT NOW

Now, we want to help you get started with Facebook Messenger marketing.

Here are 11 ways you can get started using a chatbot for your business right now.

1. Automate Q&A

Automating Q&A is the simplest way to use a chatbot. Simple, straightforward questions can easily be answered by a chatbot.

“Go through your purchase funnel and determine what people are asking customer service,” Virji said.

This will give you a good foundation for what kind of questions your bot could answer.

Consider creating a chatbot to answer questions like:

- What are your store hours?
- What is your phone number?
- What is your address?

2. Deliver Daily or Weekly Messages

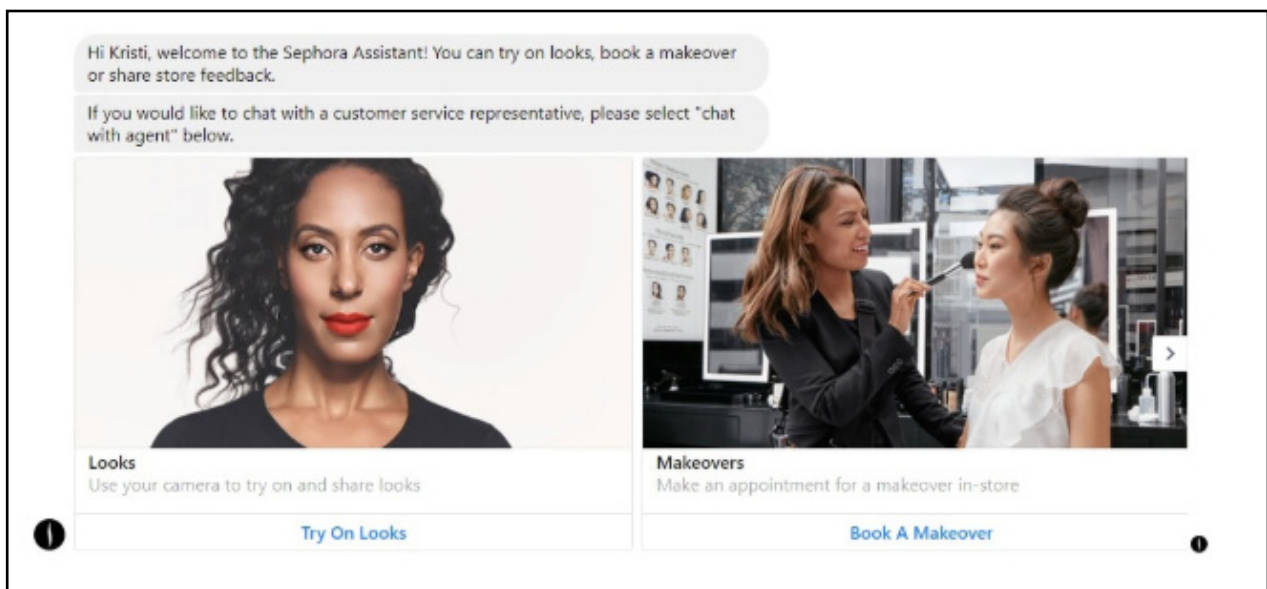
Depending on your brand, you can send out weekly or even daily messages.

For example, a bookstore might send out the New York Times bestseller list on Sundays, or a yoga brand might send out positive mantras every morning.

3. Prompt Users to Book a Service or Make Appointments

Does your business take appointments? A chatbot can set them up for you.

Sephora's Facebook Messenger chatbot offers users the ability to book a makeover as soon as they connect.



4.

Send Special Offers & Coupons

Meet your customers where they are by sending them exclusive deals, coupons, and promo codes straight via Facebook Messenger.

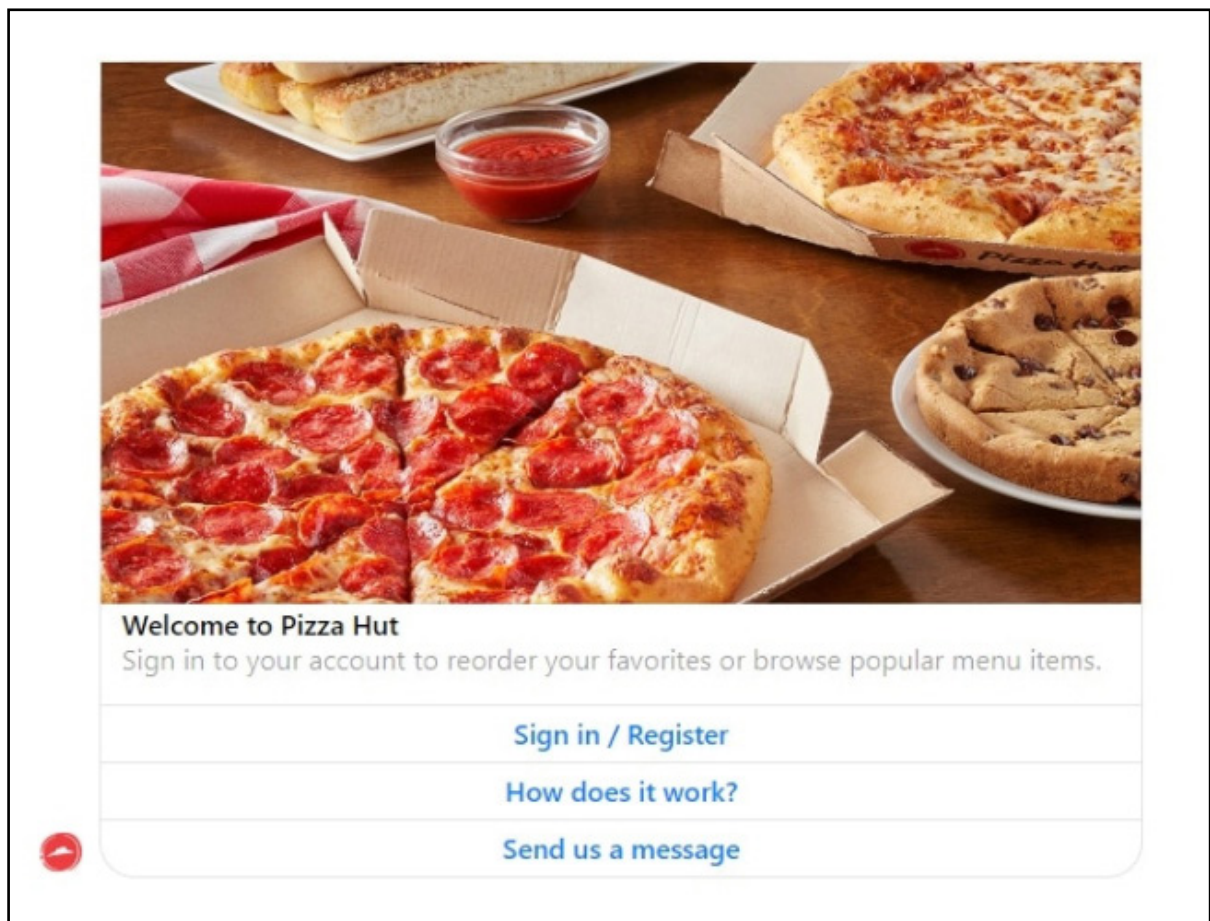
“Let’s say a Clinique customer buys a 90-day supply of face cream,” Virji said. “What if 75 days after a purchase, Facebook Messenger (powered by a chatbot) delivers a 10 percent off coupon on that same cream? It’s useful, friendly and timely.”



5. Take Orders

If your business takes orders, a chatbot can also streamline this for you.

Pizza Hut's Facebook Messenger subscribers, for example, can complete an entire order from start to finish without ever leaving the app.



6. Deliver Breaking News

Publishers have the unique opportunity to deliver news up to the second with Facebook Messenger. This is one of the ways SEJ uses Facebook Messenger.

Let's say Google announces a major shakeup to the **algorithm** – SEJ can immediately send out a message to all its Facebook Messenger subscribers.

7. Conduct Quizzes, Surveys & Poll

You can collect information on your contacts through the strategic use of surveys. This will allow you to better serve them better and deliver more targeted content.

Take a look at how Spotify does it.



SEJ, for example, occasionally surveys Facebook Messenger subscribers to identify what topics they're most interested: SEO, PPC, SMM, content marketing or all of the above.

By having the chatbot segment SEJ's subscribers, it allows them to deliver highly targeted, personalized content that will be of value.

8.

Give Order Updates & Shipping Status

Once customers have placed an order, you can use Facebook Messenger to ping them with updates on their shipping status.

9.

Announce Blog Posts or Send New Content to Subscribers

Think of Facebook Messenger as a new and improved RSS feed.

If you have a blog, you can send out a message promoting your new posts.

By no means does this have to be all your blog posts, especially if you're a high-frequency publisher. In that case, choose your best content so as not to overwhelm your subscribers!



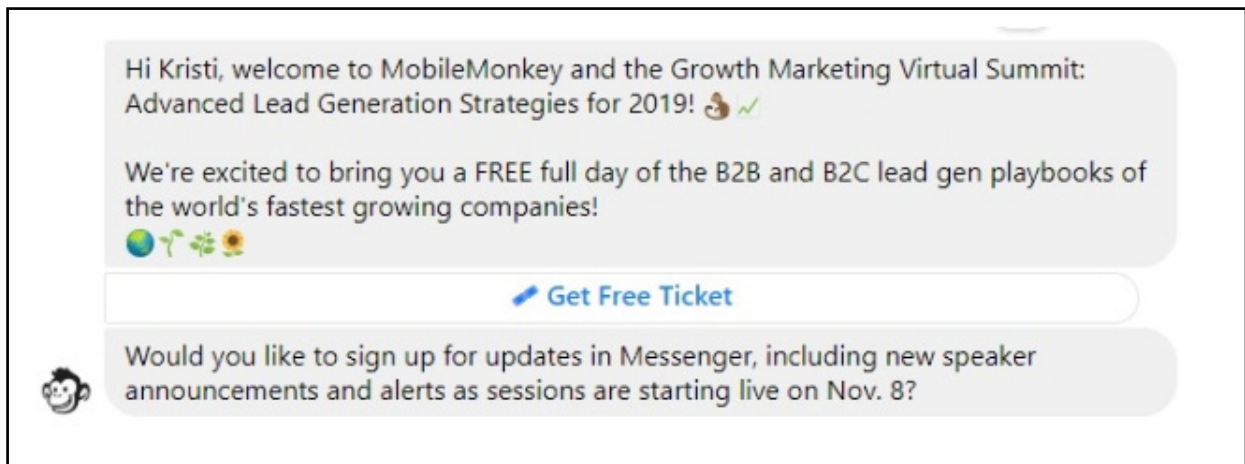
10. Drive Event Registration

Have an event coming up?

Whether it's a live event or webinar, you can drive registration by messaging your subscribers information about your upcoming event.

Include a picture, text and add a button where users can sign up – with a simple click, they'll be able to register.

Here, MobileMonkey invites people to register for a virtual summit, and prompts them to sign up all within Messenger.



11. Send Out Reminders for Upcoming Events

If you're having an upcoming event or sale, sending out a reminder beforehand is another great use of Facebook Messenger.

This is another way that SEJ uses chatbots. An hour before one of SEJ's [webinars](#) is about to begin, a reminder with a link to the webinar is sent out to all registrants.

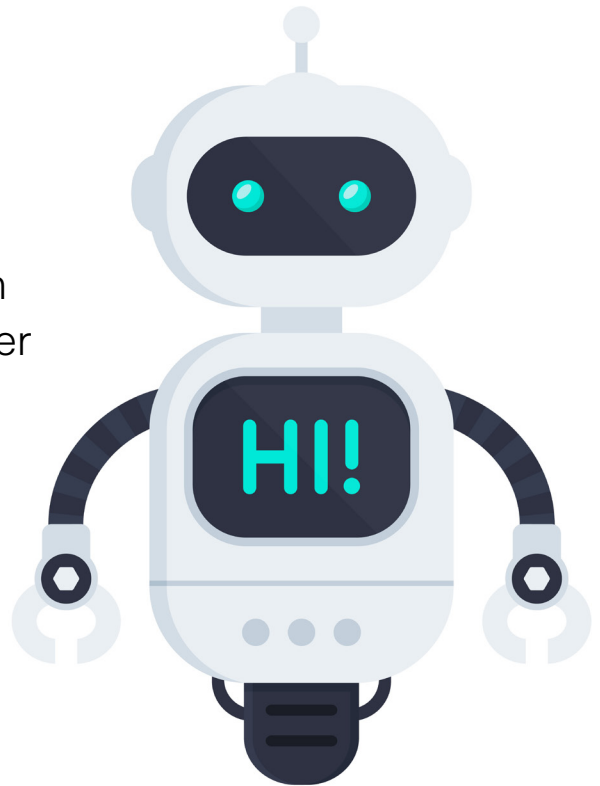
Time to Build Your Own Chatbot

There you have it: 11 ways to get started with chatbots for Facebook Messenger today.

Now it's time to get to building!

Connect with SEJ on [Facebook Messenger](#) and subscribe to the [SEJ newsletter](#) for more news on chatbots and Facebook Messenger marketing!

Full disclosure: I have a business relationship with MobileMonkey.

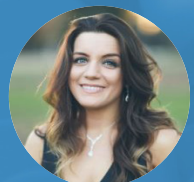


Chapter 6

5 Ways to Use LinkedIn to Power Your Business

SEJ
EBOOK

Written By
Kristi Kellogg
Founder, Dazzling Digital



LinkedIn provides a valuable opportunity to connect with business leaders, decision makers, and high-income earners.

LinkedIn should definitely be a part of your business' social media marketing mix.

Discover five ways to use LinkedIn for business.



1. Use LinkedIn as a Networking Tool

LinkedIn is an amazing networking tool.

To take full advantage of LinkedIn's networking capabilities, you need to do three things:

- Connect with people
- Build an all-star profile
- Interact with others



Connect with People

Connect with colleagues and friends you know, right along with other people you don't know.

There's no limit to who you should connect with.

Follow someone's blog? Connect with them on LinkedIn.

Have a dream company you want to work for? Start connecting (and interacting) with people from that company.

Looking for new job opportunities or want to generate leads? Accept any and all new connect requests.

Keep your profile set to public, and always be open to connecting – you never know what opportunities your LinkedIn network will generate.

Build an All-Star Personal Profile and/or Business Page

It's not enough just to connect.

You also should also invest time in building your personal profile and/or business page.

Practically, that means:

- Write a concise, jargon-free introduction that distinguishes you or your business.
- Use a professional-looking headshot for your personal profile photo and a legible logo for your business page.
- If you use a header photo, keep it sized properly and the imagery clean.
- Fill out every applicable field.
- Attach media, including blog posts, white papers, videos, infographics, etc.

Build a robust profile that gives readers a clear understanding of who you are, complete with contact information and next steps (such as leading the reader to your website).



Interact with Other People's Content

It's not enough to use LinkedIn as a publishing platform alone – it's essential to interact with others and build meaningful connections if you want to take full advantage of LinkedIn's networking potential.

In addition to sharing your own content, thoughtfully comment on other people's content. When you post your own content, make sure to respond to comments.

Ask questions and spark discussions.

Give recommendations. Ask for recommendations.

Participate in LinkedIn groups that are relevant to your business.



2.

Use LinkedIn as a Publishing Platform

LinkedIn is an excellent resource for **content** creators.

Not only can you post status updates and link back to content on your site, you can also use LinkedIn as a native publishing platform and create exclusive content for you LinkedIn audience.

LinkedIn is the only social media network that you can use as a publishing platform for articles.

You might be wondering: why publish on LinkedIn instead of publishing directly to my blog or website?

Good question.

Publishing an article on LinkedIn is about driving social engagement on LinkedIn and creating brand awareness, rather than driving traffic to your site specifically.

Whenever you publish an article on LinkedIn, all of your connections are notified – that’s a huge advantage.

There’s also this to consider: **45%** of LinkedIn article readers are in upper-level positions (managers, VPs, directors, C-suite).

LinkedIn also provides analytics for all the articles you create, so it’s easy to determine which articles are getting the most traction.



3. Use LinkedIn for Online Reputation Management

The first rule of **online reputation management** is to have control over all the results that come on Google's first page of search results when someone searches for your business' name.

Obviously you want content from your site to rank, but it's also a best practice to claim all the social profiles you can in your business' name – even if you don't plan being extremely active on them.

This is because social media profiles, including a LinkedIn profile, almost always show up on the first page of search engine results for a business' (or individual's) name.

To that end, make sure to create a business page for you company, if only to claim that valuable spot on the SERP.

The more real estate you can gather on the SERP, the better.

That way, if you ever have any bad publicity, your website and social media profiles will potentially push anything negative onto page two.



4. Generate Leads, Drive Conversions

Whether your business is B2B or B2C, you can generate leads and drive conversions on LinkedIn

Consider the following:

- LinkedIn users have buying power: 44% earn more than \$75,000 in a year.
- If you have a product to sell, you'll find people who can buy on LinkedIn.
- You can find new clients via LinkedIn: 40 million LinkedIn users are in decision-making positions, and therefore have the authority to hire your agency, license your software or make a company-wide order of your product.
- You can form strategic partnerships: 61 million LinkedIn users are considered senior level influencers.

You can do this organically, of course, or you can upgrade to a Sales Navigator plan.

With a Sales Navigator plan, you get:

- Insights into your current leads (including company growth, job changes and more)
- Advanced search functionality that lets your zero in on decision makers
- Get automatic lead recommendations



5. Use LinkedIn to Find New Talent

LinkedIn offers premium subscriptions that make it easy to find talent.

With a Recruiter Lite plan, you can:

- Post job openings.
- Send 30 direct LinkedIn messages to talent you're interested in.
- Use advanced search options to find exactly what you're looking for.
- Sort and manage your candidate pool.
- Easily track candidates and open roles.

Recruiter Lite can be a great solution if you're just starting to scale your business and don't have a hiring manager or HR department yet.

Even if you do have a hiring manager, Recruiter Lite can be a useful tool to help them vet candidates.

It can also save thousands of dollars if you currently use an employment agency to help with your hiring needs.

Conclusion

Whether you're looking to grow your network, manage your online reputation, scale your business, drive valuable social traffic to your site, or find and nurture leads, LinkedIn is an extremely useful tool for your business.

Even if you invest more time in other social networks, you should create a LinkedIn page for your business and start exploring these opportunities.

Every business' audience is unique – you just might find you have tremendous engagement on LinkedIn.

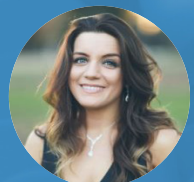
The only way to find out is to start spending more time there.

Chapter 7

15 Ways to Boost Your Personal Brand on LinkedIn

SEJ
EBOOK

Written By
Kristi Kellogg
Founder, Dazzling Digital



Digital marketers need to be strategic about marketing themselves.

It's easy to spend so much time focusing on your business that you don't invest enough time on your personal brand.

But don't forget – you are a direct reflection on your brand.

You represent your business, and for that reason, building your **personal brand** is a must-do. One way to do that is to create a robust personal **LinkedIn** profile.

Discover 15 ways to boost your personal brand on LinkedIn.



1. Optimize Your Profile for Search

LinkedIn is just as much of a **search engine** as it is a social media platform, so the words you choose matter immensely.

What keywords do you want to be found for when potential clients or employers search LinkedIn?

Determine those keywords and use them in your headline, job title, summary, and job descriptions.

Choosing the right words makes the difference between your profile being found or being invisible.



2. Approach LinkedIn Like a Living Resume

Your LinkedIn profile is not something you can set and forget.

Update your profile whenever you make a career move, speak at a conference, publish a new article, take a new course, etc.

Think of LinkedIn as your living resume.



3. Use Your Description to Sell Yourself

Take the time to really sell yourself in your description.

Get specific: make sure to include any facts and figures.

For example, you can state that you increased site traffic by X% – that will be much more compelling than simply calling yourself an SEO expert.

Highlight your greatest accomplishments that will be relevant to the clients and/or jobs you want to attract.

Avoid jargon at all costs. Your profile description functions just like a cover letter – keep it concise and clear, and don't shy away from selling how great you are.



4. Reconsider Your Profile Photo

You'd be surprised at some of the profile photos that make their way onto LinkedIn.

Here are the things to keep in mind when selecting your profile photo:

- It should include your face and/or shoulders – don't use any extreme closeup of your face or a zoomed out full body shot.
- Your photo should be crystal clear and unpixelated.
- No hats, sunglasses or other obscuring accessories. Smile.

- Have great lighting.
- Do not use a selfie (or at least something that you can tell is a selfie).
- Don't have anyone else in your picture.
- Dress professionally.

All this can be accomplished without a professional photo shoot – all it takes is a little planning.



5. Get Creative with a Cover Photo

LinkedIn also allows you to add a cover photo to your profile. It's a great way to stand out and add an extra element to your profile.

Consider incorporating your company's logo, or an image associated with your profession (for example, a novelist might choose a typewriter or pen and an accountant might choose a spreadsheet).

The dimensions should be 1884x396.



6. Customize Your LinkedIn Profile's URL

Take the time to customize your LinkedIn profile's URL. Ideally, you'll be able to change it your name.

If, however, the name is already taken, consider adding your middle name or using your profession.

For example, if /John-Smith was taken, try things like:

- /John-M-Smith
- /John-Smith-SEO

If at all possible, use dashes in these URLs, as seen above. Why?

Google reads dashes as spaces, and, accordingly, recommends their use over underscores.

Keep in mind that you can only change your URL once every 30 days, so make sure you 100% committed to the URL you're about to submit since you'll be stuck with it for at least a month!



7. Write Articles for LinkedIn

Consider publishing articles directly to LinkedIn.

You might wonder why you'd post an article to LinkedIn rather than your own blog, and that's a fair question.

The advantage of posting on LinkedIn is that when you hit publish, all your connections will be notified and it will show up in their feed.

There's an opportunity to increase your chances of your LinkedIn audience reading it.

You can, of course, always publish an excerpt of an article already on your blog or site, and direct your LinkedIn audience to read the rest on your site.

Or, you can syndicate content from your blog and repost it to LinkedIn. You can also, of course, create content that's exclusive to LinkedIn.

For example, there might be a piece you want to write on an entrepreneurial subject that would resound with your LinkedIn connections that won't necessarily make sense on your business' blog.



8. Choose Your Skills Strategically

Every LinkedIn profile can list up to 50 [skills](#).

You should choose relevant skills to fill all 50 slots, and furthermore, you should think strategically about what skills to include.

Fifty might seem like a lot, but it's once you start adding skills you'll find it's actually not that many (especially considering skills can include things as generic as "writing" and "editing.")

The 50 skills you choose should align with the skills that potential employers or clients will be looking for.

Not sure what those skills are?

Look at jobs you want and see what the desired skills they list are.

If you have them, make sure to include them (and if not, start working on them so you can include them down the road!).



9. Set Your Profile to Public

You want your profile to be public, no matter what you're using LinkedIn for.

Why would you alienate future employers, colleagues, and customers from seeing your work?

The only reason you might choose to keep your profile private is if you want to check out other people's profiles without them knowing it (we all have our reasons).

But, in that case, you can just log out of your account and before viewing a profile, and they'll never know.

Now, you have no reason not to go ahead and make your LinkedIn profile public!



10. Participate in Groups

Don't underestimate the power of participating in LinkedIn groups.

Joining groups is a fantastic way to find other professionals whose interests align with yours.

Down the line, those connections can lead to opportunities and contracts.

Find groups relevant to your industry and not only join them, but participate.

Comment, start threads, pose questions, offer advice – strive to be a useful, active member of a few key groups, rather than a silent lurker in many.



11. Accept All Connection Requests

There's literally no reason not to accept a connection request, whether you know the person or not.

Given that your profile is a professional, public-facing component of your personal brand, you should welcome any and all connection requests.

Growing your connections will only lead to a wider network and more opportunities. Plus, you'll show up more.

Every time you accept a request, you're now going to be part of that connection's network, and accordingly, you'll show up as a second-degree connection in their network.

Obviously, there's one exception to this rule: if someone is harassing you online, you shouldn't accept their LinkedIn request.

Other than that, however, accept requests – they're a good thing!



12. Engage Meaningfully

LinkedIn shouldn't just be a platform for your own posts.

Set aside time to go through your LinkedIn feed and find opportunities to share, like and comment.

This is key to building relationships over time.

If, for example, there's someone you'd really like to work with in the future or a client you'll like to land, make a point to engage with their content on LinkedIn.

That way, if you ever are in a position to partner with them or pitch to them, they have a background with you – you won't be just another connection, but someone they actually interacted with.



13. Personalize Invitations to Connect

Taking the time to write a personal note along with an invitation to connect will boost your chance of acceptance and also open the door for further communication down the line.

Write a brief message (even a paragraph is fine!) and mention how you met, why you want to connect or something you admire about their business.

**14.**

Don't Be Afraid to Ask for Recommendations

Don't just wait for recommendations to float your way – be proactive and go after them!

Reach out to your connections with a request for a recommendation!

Good places to start include your colleagues (past and present), or over-the-moon clients who you can count on to share a good work.

Be sure to include a personal note, politely requesting a recommendation on LinkedIn.

It helps to share why you want the recommendation, as well (i.e., you're looking to boost your online reputation, you're applying for new jobs, you're looking for good references for clients, etc.).

Once they give you a recommendation, always take the time to thank them and write a recommendation for them, in return.



15. **Keep it Light, Bright and Polite**

LinkedIn is your professional calling card – don't comment/share/publish anything that you wouldn't say to a client or employer.

Keep your posts and comments light, bright and polite, and always treat LinkedIn like a professional work space, rather than a personal social media profile.

Chapter 8

How to Advertise on LinkedIn in 2019: A Beginner's Guide



Written By
Ashley Ward
CEO and Digital Marketing Specialist,
Madhouse Marketing



Rumor has it that LinkedIn may be the up and coming advertising player in 2019.

Sure, they've offered advertising services for years now, but up until recently, LinkedIn has really nailed down the craft of being an ad service provider and a social media network.

What really helps set LinkedIn ads apart from other social media advertising platforms (e.g., Facebook), is their **B2B** targeting options. B2B marketers flock to LinkedIn because that's where "all of the professionals" are.

Knowing this, LinkedIn has optimized its targeting options to allow marketers to really hone in and be able to connect with those specific professionals.

Want to focus on the healthcare industry? You can target it with LinkedIn ads.

Want to reach **CEOs** of investment firms? Yep, you can reach them with LinkedIn ads.

Want applications from college graduates who are general managers of natural food grocery stores? You can get real close to them with LinkedIn ads, as well.

Because of that B2B option, many business owners are heading to LinkedIn with their budgets this year. That's not to say they aren't advertising on Facebook, too, but depending on their budget they may be heading to LinkedIn first.

Do keep in mind that with LinkedIn the cost is going to be a lot greater than Facebook, so make sure you've got the cash to play before you sit down at the table.

Have the cash and ready to be dealt a hand? Let's go over some ground rules first.

LinkedIn Advertising Options: An Overview

LinkedIn used to be extremely limited with their advertising options, leaving hardly any room for advertisers to really accomplish their goals.

That has since changed and will continue to change throughout 2019, adding more freedom for advertisers.

Nowadays with LinkedIn ads, you get to create ads based on what you need to achieve.

Don't worry, I won't spend three paragraphs going over how you need to **define your goals** before you advertise. You already know what you need to achieve and have your goals in mind.

With that said, in order to successfully advertise on LinkedIn, your goal needs to be one of the following:

- Brand awareness.
- Website visits.
- Engagement.
- Video views.
- Lead generation.
- Website conversions.
- Job applicants.

The most commonly used objectives with LinkedIn advertising is lead generation, job applications, and a safe-tie between video views and website visits.

Organic engagement on LinkedIn is already a deck dealt to just about everyone on LinkedIn.

Since LinkedIn's algorithm isn't as picky or finicky as Facebook's, putting all of your budgets toward LinkedIn engagement ads may not be the best or most affordable bet for every business.

I suggest choosing an objective that is a bit more direct like job applicants or website conversions.

You're generally going to be paying more on LinkedIn for each accomplished objective, so get to the point and be a bit more blunt with how you chose your ad objectives in 2019.

Based on the objective you chose, you'll be given five different ad types to attempt:

Sponsored Content

Think of this like a promoted post. You're promoting an article or post from your company page that appears in the LinkedIn feed.

These ads do have the highest CPC on average so proceed with caution and make sure the content you're promoting is well thought out.

Text Ads

These are the tiny little ads you may or may not notice on the right side rail of a LinkedIn feed. Think Facebook Ads circa 2010.

Aside from the right column, these ads may appear underneath the “People You May Know” section. This is where text content can really make or break your ad conversions.

Test a few different strategies but really get to the point with these ads.

Sponsored InMail

This is a super fun way to spam someone’s LinkedIn inbox. But, when done properly, can actually convert higher than any of the other LinkedIn ad options.

Because these ads need to come from a personal profile versus a branded business page, people feel less like they are being sold and more like they can actually communicate with a representative of the business.

Just please don’t copy and paste templates to me or any of your demographic. Make sure and make each InMail personal.



Video Ads

A bit self-explanatory here, but LinkedIn's video ads help promote your videos to your ideal target market. You should be creating a ton of video content, it is 2019.

Test various videos to see which type of video (topic, length, real life/animation) gives you the most conversions.

Need help with the ad dimensions and specs? Here's all of the info you'll need for each ad type and objective as you begin creating ads for LinkedIn:

- [Advertising Guidelines](#)
- [Advertising Specifications for Dynamic Ads](#)
- [Advertising Specifications for Sponsored Content](#)
- [Advertising Specifications for Sponsored InMail](#)
- [Advertising Specifications for Dynamic Job Ads for Talent Media](#)
- [Advertising Specifications for Text Ads](#)
- [Advertising Specifications for LinkedIn Display Ads](#)

LinkedIn Audience Targeting

Let's talk business here.

- Who is your demographic, more than just male/female, age/location?
- Have they worked in the same industry their whole lives?
- Are they generally lower management or upper management?
- Do they hold onto their job for 2-4 years each position?
- Do they follow Richard Branson on LinkedIn?

You know the answers to all of these questions, and if for some terrible reason you don't, find out the answers.

LinkedIn gives B2B marketers amazing targeting options, but it can only help your ads convert if you truly know the professional side of your demographic.

Knowing how they take their coffee is great for Facebook, but on LinkedIn in 2019, you need to know what they studied in college, if they even went to college, and select those targeting options.

INCLUDE

✓ Argentina + Add Locations

EXCLUDE

✓ Bahamas + Add Locations

INCLUDE people who meet one or more of these criteria Remove all Member Gender

Member Gender

✓ Female + Add Member Gender

By checking the box to enable this field, I certify that I will not use LinkedIn to discriminate based on gender or other protected characteristics in ads relating to employment, housing, education or credit. [Learn more](#)

AND people who meet one or more of these criteria

Fields of Study

✓ Social Work ✓ Social Sciences ✓ Social Psychology ✓ Clinical/Medical Social Work

✓ Social and Philosophical Foundations of Education ✓ Business and Social Skills

+ Add Fields of Study

AND people who meet one or more of these criteria

Job Seniorities

✓ VP ✓ Director + Add Job Seniorities

AND people who meet one or more of these criteria

Member Interests

✓ Arts and Entertainment ✓ Finance and Economy ✓ Global Economy

+ Add Member Interests

Note: You can attract a whole lot more than just CEOs with advertising on LinkedIn. Many businesses assume LinkedIn ad targeting is only great for targeting the big boys and girls, but it isn't.

Those looking for jobs or are in lower level positions with less experience, even those who just graduated from high school or college, are perfect targeting options for LinkedIn ads.

LinkedIn gains **over 120** members every minute so the variety pool is there.



How to Track LinkedIn Ad Conversions

Not everyone needs to know how much success you're having from advertising on LinkedIn, but you do.

There are tons of different methods in LinkedIn ads to track the success and failures of your ads, but here are a few conversions tracking techniques you want to make sure you have set up.

Site-Wide Insight Tag

This tag gives you the 411 on what actions are happening on your website thanks to your LinkedIn ad.

Like the Facebook pixel, you can install this tag once and watch the data come in. It won't mess up the speed of your site either, but it will allow you to track what's happening on your website as a result of your LinkedIn ad.

BONUS: You can also setup LinkedIn retargeting ads once you have the Insight tag installed and a steady amount of site visitors.



Event-Specific Pixel

This type of tracking pixel is created more for the lead-gen type of objective.

Say you have a form you want someone to fill out from your LinkedIn ad but you don't have a thank you page setup or connected. You can install this code and still have a "conversion event" tracked each time the form is completed.

You can also add conversion tracking to existing campaigns - so fear not those who haven't set up conversion tracking.

Use LinkedIn's Content Suggestions



LinkedIn offers Content Suggestions for business pages to help guide them on what they should write about. Think outside of the box on this one and use trending topic ideas for ad headlines and descriptions.

The Content Suggestions are super easy to use and you can even target those Directors and CEO's you've been eyeballing.

Simply chose the industry, location, and seniority you're targeting and LinkedIn will generate the latest trending topics for those designated filters.

Welcome to Content Suggestions! ✕

Discover topics and articles that your audience is engaging with on LinkedIn

Add one or more filters to get started

Industry

Add an industry

Marketing and Advertising

Internet

Information Technology & Services

Staffing & Recruiting

Location

Add a location

United States

Greater San Diego Area

India

United Kingdom

Seniority

CXO

Director

Entry

Manager

Owner

Audience size 50,000+ View content suggestions

Results in:

Audience size 50,000+

Filter by

All LinkedIn members

Page followers

Employees

Industry

Add an industry

Marketing and Advertising

Internet

Information Technology & Services

Staffing & Recruiting

Location


Trending content for last 15 days


Marketing and Advertising + Media Buying + Digital Marketing + Media Planning +

Programmatic Marketing +

+ Add a topic

Articles for: All Topics

 **Layoffs suck. Be less of a jerk.** 👤
Dear Entrepreneur, We recently had to go through a small round of layoffs a... Share

 **Mark Ritson, maybe you're wrong, wrong, wrong?** 👤
Mark Ritson really is my marketing hero: super intelligent, a downright good... Share

If we even take just the first article that populated in this test search, “Layoffs suck. Be less of a jerk”, we can easily snag a few different ad headline ideas:

- Sick of dealing with layoffs? So Were We Until We Tried This.
- Done Being the Jerk? Over Laying People Off? Click Here.
- What We Found From Layoffs - Click Here

If an article is trending it's because people liked it, they engaged with.

Don't you want those same people to like and engage with your ad, too? Of course, you do.

Conclusion

LinkedIn is certainly a great advertising option for B2B marketers in 2019.

There's plenty of different techniques to try with LinkedIn ads, but the most important thing you can do is to really watch what LinkedIn is doing and what new features they continue to roll out throughout the year.

As they increase their objectives, ad types, and add fun features like Content Suggestions, it only opens up the playing field and gives marketers even more chances for success.

Chapter 9

12 Strategies to Boost Growth on Pinterest



Written By
Anna Crowe
Assistant Editor, Search Engine Journal



If you had told me nine years ago that 250 million people would be scrolling through images on a site called Pinterest, I might have mistaken you for someone who was trying a little too hard to maintain your “early adopter” status.

Yet, what was once a simple photo sharing site, is now driving 33% more referral traffic to shopping sites than Facebook.

Pinterest is one of those revolutionary social media channels we didn't really know we needed.

Pinterest is an IRL version of [how I feel shopping into Target.](#) Or, when my favorite '90s song comes on in the car and I sing like James Corden is next to me.

[Pinterest is a collection of secret weapons](#) that you didn't know you needed for your home, inspiration for your next logo design, or research for a vacation.

But, the best thing about Pinterest is that, unlike other social channels, it's very low-commitment. As Pinterest co-founder Ben Silbermann told Fortune, "[Pinterest is self-serving.](#)"

In this article, I'll outline all the goals and objectives for your Pinterest marketing strategy, including how to reach your following, what to post, how to measure, and so much more.

Let's dive in...

Achieve Your Business Goals & Objectives on Pinterest

In 2018, Pinterest conducted a [study](#) of more than 4,000 weekly Pinners about their shopping habits.

Here are two major highlights of what they found:

- 90% of weekly Pinners use the app to make purchase decisions.
- 9% use Pinterest to find out more about their purchases.

Pinterest is impacting what people buy.

While the platform may not provide the level of scale and reach as other social channels, it has evolved to a more advanced system for on-platform purchases.

Before you jump in and create your Pins, it's important to think about why your brand is using Pinterest and what you want to achieve.

Ask yourself: How will Pinterest benefit my business?

Here are three major goals I aim to hit with every brand I manage on Pinterest.



1. Build Brand Equity with Pinterest

You can strengthen your brand image and exposure using Pinterest.

By engaging those **77%** of Pinners that have discovered a new brand or product on Pinterest, you can start building your brand equity.

Pinterest performed an internal brand lift study comparing Pinners who've seen Promoted Pins to Pinners who haven't, people who saw them had 40% greater awareness of new products and 50% higher purchase intent.

And, with Pinners taking **almost three months** of research before purchasing, you want to make a memorable mark during the purchase cycle.



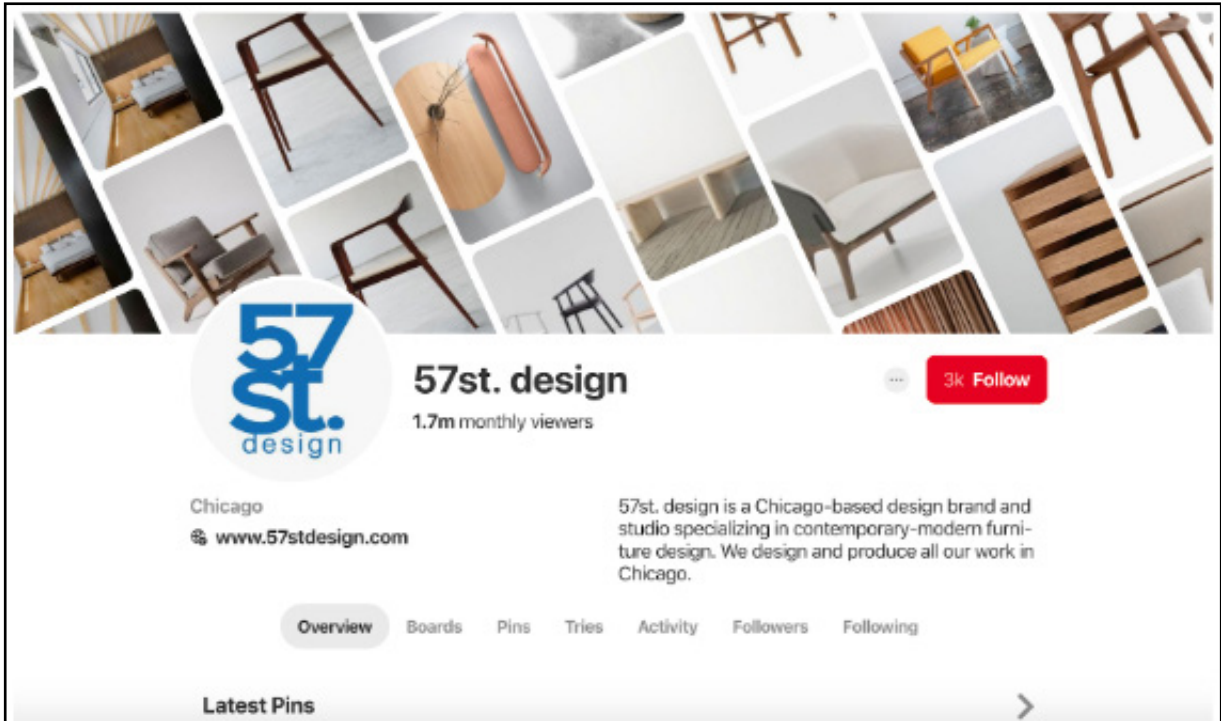
2. Drive Traffic

Need more website traffic? Join the club.

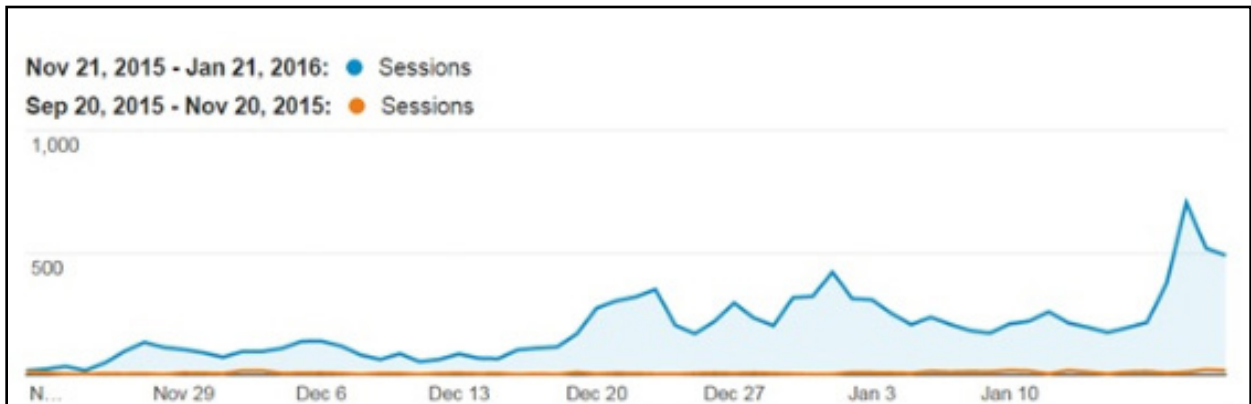
Brands using Pinterest have seen success in generating awareness and reaching users.

Anna Runyan used Pinterest to increase page views on her career-focused website from **100,000 to 500,000** page views per month.

57st. design shares that **50 to 60%** of their website traffic comes from Pinterest.



Side Hustle Nation grew from **479 visits to 11,733** visits from Pinterest in just two months.



Not to mention, **Pinterest redesigned their feed** to help increase referral traffic.



The traffic is there. It's yours to take it. I'll show you how if you keep reading. :)



3. Increase Sales & New Customers

Building brand equity is great.

Driving traffic is better.

Increasing the bottom line, the best.

And, many brands are taking advantage of this.

Brilliant Business Moms used Pinterest to generate **\$15,000** in sales.

Gravity Blankets achieved a **2x** increase in sales and a 58% lower cost per acquisition.

Pinterest has just about every opportunity that an e-commerce brand could need to increase ROI.

And, with the company [hiring former Wal-Mart CTO, Jeremy King](#), as the new Head of Engineering, we can expect to see more e-commerce enhancements.

You can see some of the [new ecommerce improvements](#) taking shape already.

So, to make sure brands are getting your fix of Pinterest, let's go straight to the source and show you how to achieve all of these goals on Pinterest.

How to Reach & Grow Your Business on Pinterest

Do you have a guess at how many Pins there are?

There are **175 billion** Pins!

With 175 billion Pins, how do you break into the feed? Let's me show you how.

1. Install the Pinterest Save Button on Your Website

Make it easy for people to pin content directly from your website by **installing the Pinterest Save button** on your website.

The more people use the Save button, the more content they add to Pinterest for you.

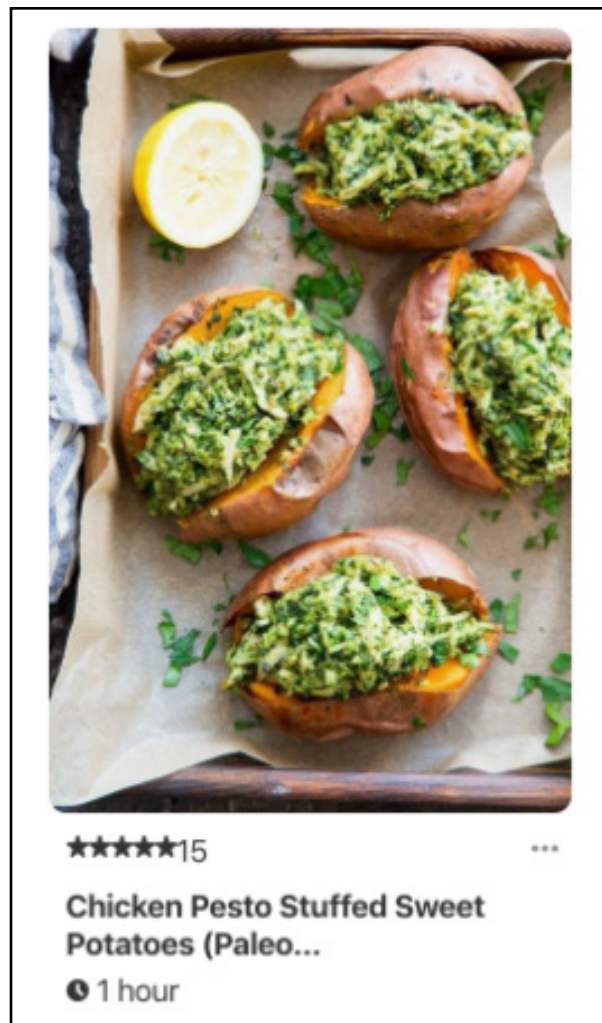
After AllRecipes.com added the Save button to their site, they saw more than 50,000 of their recipes had been saved to Pinterest.

The result? 130 million total impressions.

2. Apply for Rich Pins

Rich Pins provide more actionable data for your audience. Think of it as the Big Mac to the Quarter Pounder with Cheese.

There are four types of Rich Pins: app, product, recipe, and article.



About.com saw a **40%** increase in traffic when they started using Rich Pins.

If you plan to pin any of these four types above, I highly recommend applying for Rich Pins.

3. Install the Pinterest Tag on your website.

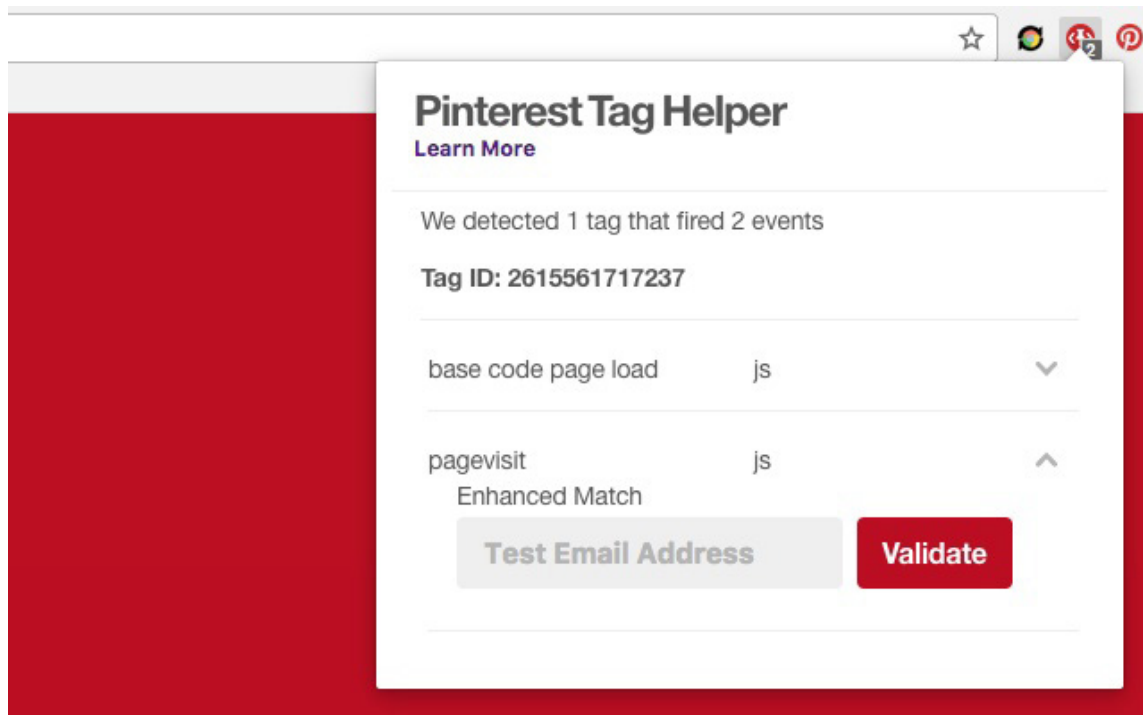
If you're considering advertising on Pinterest, [install the Pinterest Tag](#).

Pinterest has been improving its ad platform.

They recently launched a conversion optimization ad option that allows brands to track visitor actions after seeing ads on Pinterest.

Flaviar saw 409% more traffic and an 8x increase in leads from October 2018 compared to the month before when testing conversion optimization.

Trust me, you'll want to install the Pinterest Tag.



4. Get Product Pins

We all know Pinterest and ecommerce goes together like PB&J.

That's why you need to work with your developer to **install Product Pins**. Product Pins give the users a link where they can make a purchase.



5. Upload Your Product Catalog

Pinterest will allow brands to upload their full catalog to the platform. This turns all your products into dynamic Product Pins.

And, if you're advertising on Pinterest, these dynamic Product Pins tie into the automated 'Shop the Look' Pins., and turn their products into dynamic Product Pins.

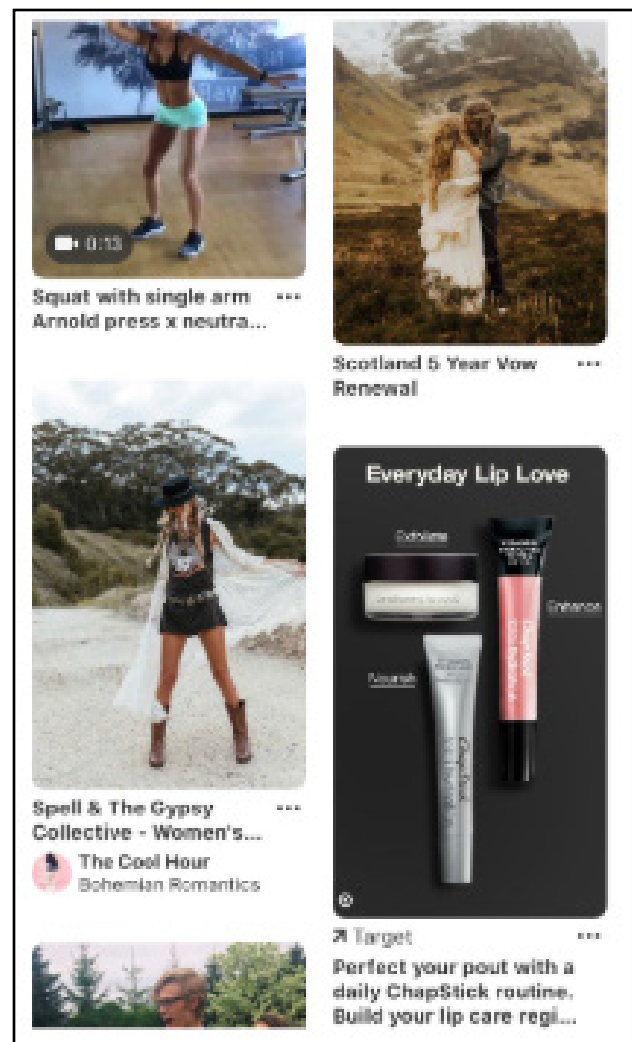


6. Nail Your Images

Brands, delete your subscription to any stock photography websites. Pinterest users want custom images that are unique to your brand.

Here are a few quick tips to making a lasting impression with your images on Pinterest.

- Design for a mobile experience.** Nearly 85% of Pinterest searches happen on mobile. That means you want high-quality images with high aspect ratio. Pinterest states the best image aspect ratios are between a 2:3 and 1:3.5 (width to height), with a minimum width of 600 pixels. See what Target did below.



- **Incorporate your logo and product naturally into the image.** By integrating your logo or watermark into your images, you still gain exposure while maintaining a tasteful, less obvious, brand image. Here is what Keurig did.



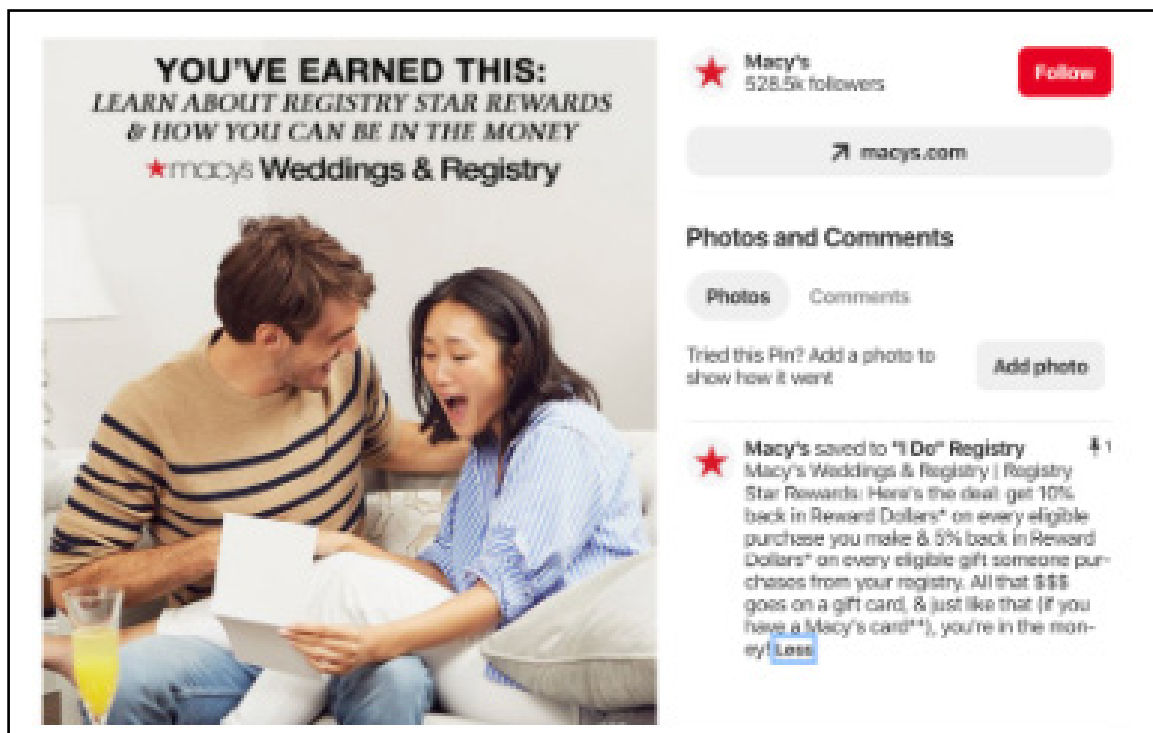
- **Use lifestyle images and text overlays.** Give your customers a feel for the product with lifestyle shots. Like this.

7. Keep it Simple on Product Descriptions

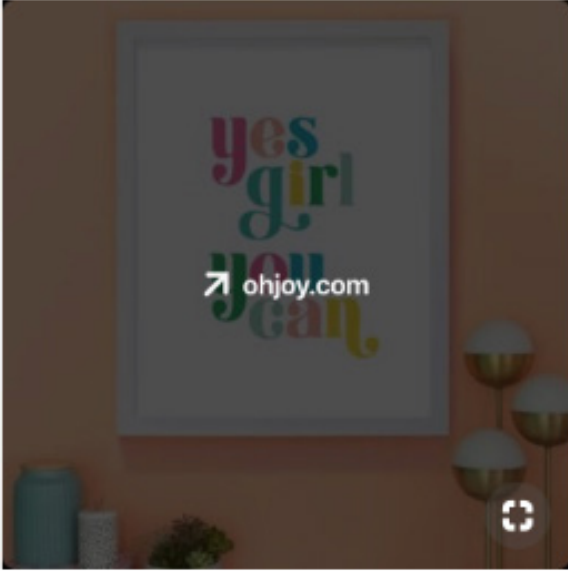
Product descriptions on Pinterest are where the fun starts. And, if you're an SEO, you know this part of the game all too well.

Here are a few quick tips to help you optimize your product descriptions:

- Keep it between 200-500 characters.



- Always include a price.



\$30
"Yes Girl, You Can" by Colleen Bringle

Joy Cho / Oh Joy! saved to Prints I Love 📌 13
 "Yes Girl, You Can" by Colleen Bringle

[ohjoy.com](#)

+ Exclusively in the Oh Joy! shop Bring a splash of color, fun, and encouragement to a living room, office or anywhere in your home that could use a little love with this "Yes Girl,You Can" Print by... [More](#)

Photos and Comments

- **Leverage keyword terms throughout the description.** I use head-terms like “shoe” in the title, but narrow it down in the description with long-tail keyword terms. You can use this tool to help.



\$55
Sloth Necklace Brass Bronze

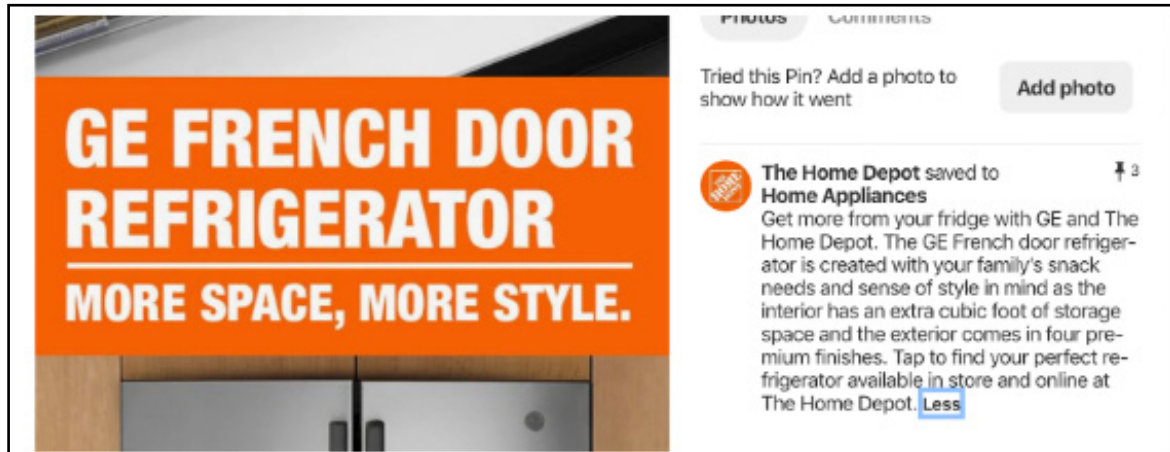
E Etsy saved to Etsy Jewelry 📌 2
 This lovable sloth wants to hang out with you all day long. Brass necklace is finished with a sloth pendant that can go with any outfit. [#sloth](#) [#jewelry](#) [#animaljewelry](#) [#slothjewelry](#) [#cutependant](#) [#pendant-necklace](#) [Less](#)

[etsy.com](#)

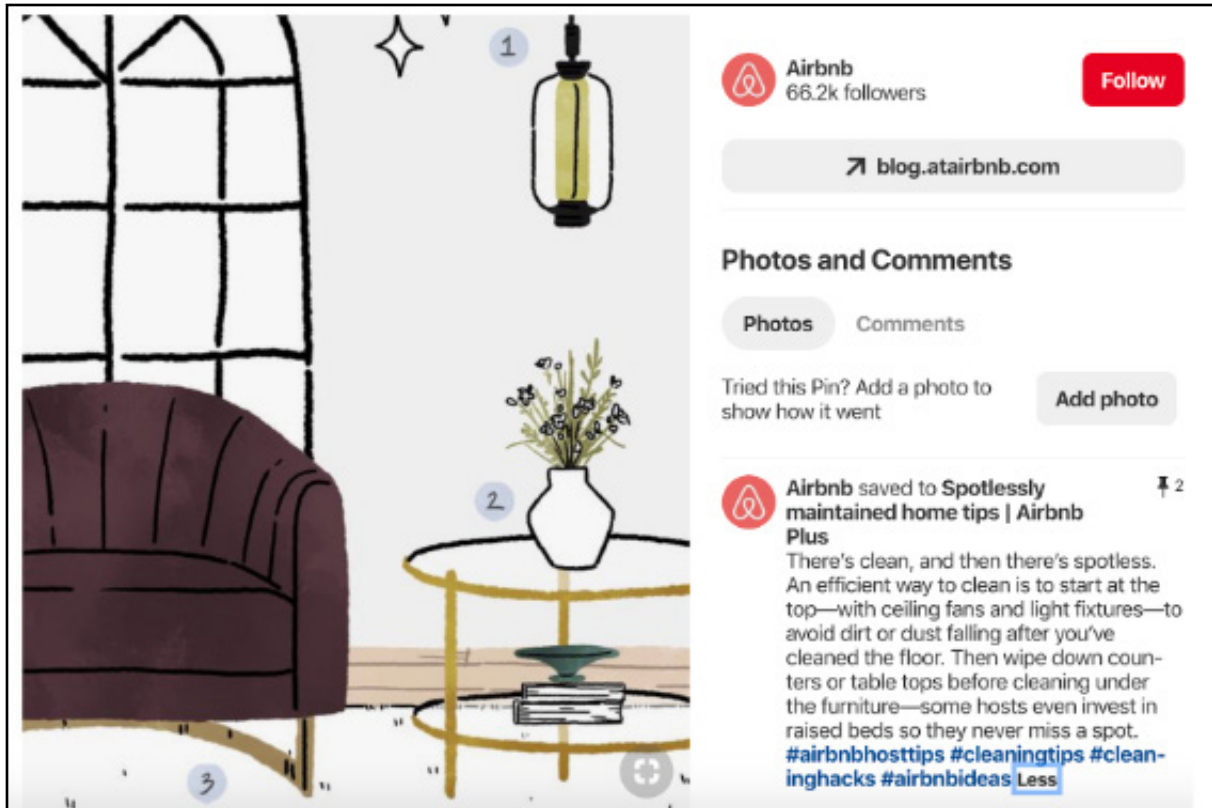
This lovable creature wants to hang out with you. What's more charming than a sleepy, sweet sloth? Nothing. Chain Length: 32"Chain Material: BrassPendant Material: BronzePendant Size: .75 x .5"... [More](#)

Photos and Comments

- Always include your brand name.



- Use hashtags in all your descriptions. Hashtags are used to relevant trending topics related to your Pin so keep it specific. If you're not sure which hashtags to use, use the autocomplete suggestions in the search bar on Pinterest as guidance.

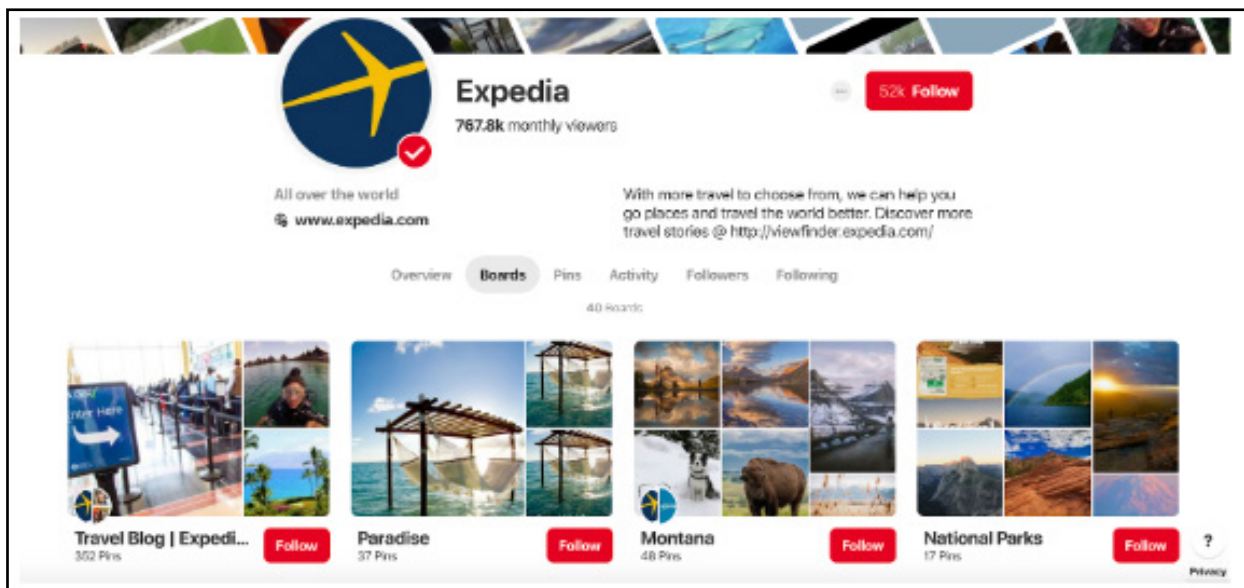


- Mention or tag others in your description.

8. Optimize Your Boards

Similar to your Pin descriptions, you want to optimize your Pinterest boards like an SEO. Here's how:

- Perform keyword research to determine your top keywords. These top keywords should become your board title.
- Write a board description. You have 500 characters to fill so use it all. You can also add a call-to-action and a URL to explore more products on your site.
- Only create boards that you can fill. For example, if you sell clothing, you don't want a board title "Red Shoes." Your board title may be broader like "Shoes."
- Repeat your board title in your board description.
- Create a cover photo for your board. The graphic should be 217 X 147 pixels.



9. Engage Your Following

Like any social channel, networking and collaborating is vital to your success. It's like making Rice Krispie Treats without marshmallows. It doesn't work.

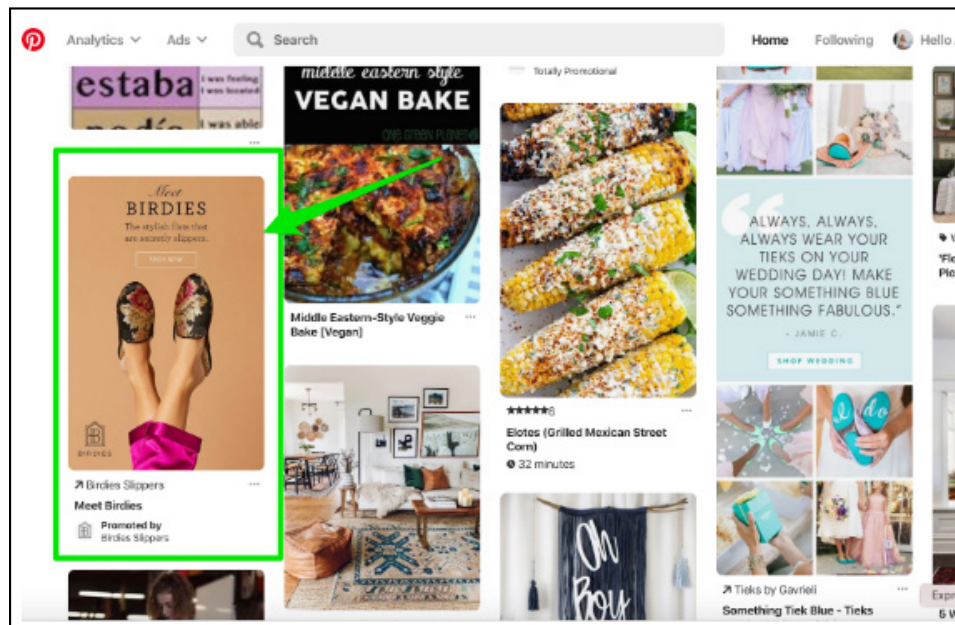
Pinterest the ideal platform for partnerships. Here are some strategies you can use on Pinterest to engage your following:

- **Start a Group Board.** Last year Pinterest [launched Group Boards](#). This allows you to add collaborators to boards so you can both Pin to the same board.
- **Comment on Pins.** Take advantage of the Popular section on Pinterest. Find a popular Pin and write a useful, thoughtful Pin. Do this two to three times a day.
- **Follow others.** I follow 100-300 new people per day for 3-days a week. Try to find people with similar interests (maybe your competitors?).
- **Create an influencer campaign.** Pinterest is [partnering with influencer marketing platforms](#) like OpenInfluence, Hypr, Klear, AspireIQ, Mavrck, Izea, Influence.co and Obvious.ly. This means there are big things coming soon for Pinterest and influencer marketing so you'll want to get a head start.

It's all about getting back to the human side of marketing.

10. Invest in Promoted Pins

Promoted Pins look just like regular Pins that businesses pay to promote. They appear in the home feed, category feeds, and relevant search results. Like this.



Even better?

Promoted Pins typically earn \$2 in profit for every \$1 spent in ad costs.

LitJoy Crate saw an average of **\$3 to \$5** per new customer, sometimes even going below \$2. Their CPA is 70% lower than their average across all marketing channels.

And, Careful Cents made **over \$1,200** in affiliate revenue on her Pinterest ads campaign in just 30 days.

Try testing Promoted Pins with a small budget to determine if a bigger investment is right for your business.

11. Pin Frequently

Think posting once or twice is enough on Pinterest? Think again.

Posting more frequently increasing your engagement.

Buffer increased Pinterest engagement by **150%** by pinning 10 times a day.

There are a few interesting studies out there on how many pins are the best.

Trafficwonker.com did a study that discovered **72 pins** per day achieved the best results. While others stick to 30-50 pins per day.



If you're face looked like this in fear of that amount of content per day, then you'll want to test drive a **tool like Tailwind** that can help manage this process.

If you're unsure of what to pin, Pinterest **publishes trendy topics study** every year. Don't just post content your customers don't want to hear.

12. Repin Even More

While you may want to keep driving traffic and sales, you also want to continue to engage and interact with other Pins by repinning.

Repins are kind of like that saying “Scratch my back and I’ll scratch yours.” The more you repin others content, the more likely they’ll repin yours too.

And, repins are used in Pinterest’s algorithm. The more repins, the more likely you’ll show up in the search results.



Key Takeaways for Using Pinterest for Your Business

Pinterest is becoming more than a social network. It is changing the way people search for products.

Pinterest has often felt like the red-headed stepchild of social media. But, that's because it's a search engine.

We've only scratched the surface of the capabilities of Pinterest. It's time marketers looked deeper into Pinterest.

As Ryan Probasco, an early engineer at Pinterest, describes it, "But I think the mission is massive: the idea that we can connect everybody to the things they love and help them discover new things they love. It's a human need."

Only when we realize its potential will we find the solution to building a Pinterest marketing strategy that lasts.

Chapter 10

Guide to Reddit: Stats, Demographics, and Basic Differences



Written By
Brent Csutoras
Managing Partner, Search Engine Journal



Put aside for a moment, that Reddit has been responsible for:

-
- Shaping the internet culture as we know it today.
 - Creating many of the internet memes.
 - Helping pave the way for crowdfunding.
 - Creating the interview format we know today as AMAs.

As marketers, our goal is to get in front of potential customers, with a message that's compelling enough for them to make a purchase, remember our brand, and potentially tell all their friends and family about us.

Reddit is unique in that of all the social aggregation sites that started this whole social media thing, it is the only one that has survived, continued to grow, and stayed true to its audience.

Not to mention it is one of the only social media sites around today, where people are not simply trying to catch up on friends and family or pass their time in a Starbucks line.

Instead, Redditors are looking to learn, read, and debate all the important issues in their life.

In fact, it is estimated that over half of all Americans are on Reddit every month, with over 333 million monthly visits and over 14 billion screen views per month. Of that around 82% are English speaking and 62% from the U.S.

Furthermore, Reddit hosts an audience that is pretty evenly split between male and female, with 80% college educated, on average 35 years old, and making an average of \$70,000 a year.

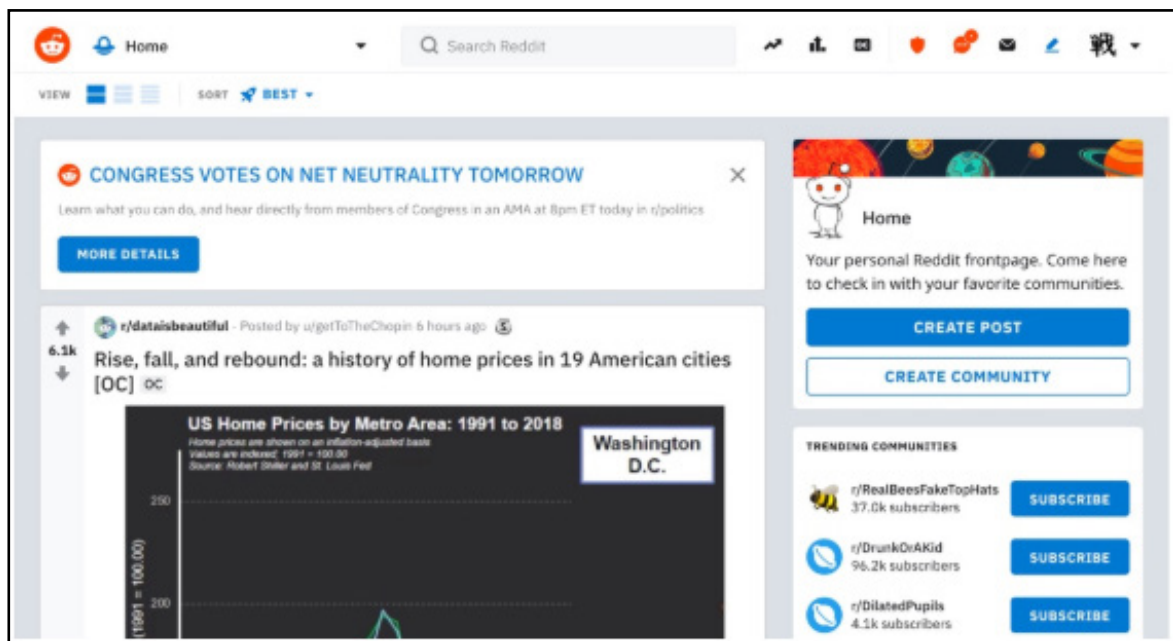
The audience is so potentially valuable, that the likes of Bill Gates, Snoop Dogg, Toyota, and a large number of celebrities, influencers, companies, and politicians, can be found regularly participating on Reddit.

However, for anyone to have success on Reddit, it is important to understand what makes Reddit unique and different from all the other social media platforms.

First Off, What Exactly Is Reddit?

Reddit is a social media platform, that allows any individual to create and manage their own community, which Reddit calls a 'sub-reddit'.

The entire platform is a social aggregation site, where individuals curate content they either find around the web or create themselves. They then submit it to their sub-reddit to allow other Reddit users to ability to comment, discuss, and ultimately vote on the content, pushing the most popular content up to the top of the page and moving less popular content down and out of view.



When logged out, Reddit's front page shows a slightly filtered view of all 'safe' communities, organized by most popular from top to bottom.

When logged in, the front page of Reddit shows you all the subreddits you have joined, again in order with most popular content from top to bottom.

Now that we have covered what Reddit is, let's cover some of the key differences you need to understand about Reddit, to have success on the social media giant.

Posting rules	Rules <i>hover for details</i>	Posting Rules
<p>I. Submissions must be verifiable. Please link directly to a reliable source that supports the claim in your post title. Images alone do not count as valid references. Videos are fine so long as they come from reputable sources (e.g. BBC, Discovery, etc).</p> <p>II. No personal opinions, anecdotes or subjective statements (e.g "TIL xyz is a great movie").</p> <p>III. No news or recent sources. News and any sources (blog, article, press release, video, etc.) more recent than two months are not allowed.</p> <p>IV. Nothing related to recent politics.</p> <p>V. No misleading claims. Posts that omit essential information, or present unrelated facts in a way that suggest a connection will be removed.</p> <p>VI. Rephrase your post title if the following are not met:</p> <ol style="list-style-type: none"> Titles must begin with "TIL ..." Make them descriptive, concise and specific (e.g. not "TIL something interesting about bacon"). Titles must be able to stand on their own without requiring readers to click on a link. Starting your title with a 	<ol style="list-style-type: none"> No posts that make no attempt at humor No reaction or H1PW posts No posts with their sole purpose being to communicate with another redditor. No Posts for the specific point of it being your reddit birthday. Posts which result in harassment of any individual, subreddit, or other entity may be removed at the moderators' discretion. No Politics No Pictures of just text No DAE posts No Links to tumblr sites/pages. No URL shorteners No gore or porn (Including sexually graphic images). No personal information. No memes, rage comics, demotivationals, eCards, or standupshots Do not rehost or hotlink webcomics. 	<p>I. No screenshots, No pictures with added/superimposed text. This includes image macros, comics, infographics and most diagrams. Text (e.g. a URL) serving to credit the original author is exempt.</p> <p>II. No porn or gore. NSFW content must be tagged.</p> <p>III. No personal information. This includes anything hosted on Facebook's servers, as they can be traced to the original account holder. Stalking & harassment will not be tolerated. No missing-persons requests!</p> <p>IV. No post titles soliciting votes (e.g. "upvote this").</p> <p>V. No DAE, "[FIXED]" or "cake day" posts, nor posts addressed to a specific redditor. "[FIXED]" posts should be added as a comment to the original image.</p> <p>VI. Submissions must link directly to a specific image file or to a website with minimal ads. We do not allow blog hosting of images ("blogspam"), but links to albums on image hosting websites are okay. URL shorteners are prohibited.</p> <p>VII. No animated images. Please submit them to /r/gif, /r/gifs, or /r/reactiongifs instead.</p>

Every Subreddit Has Its Own Rules

Sure there are some basic overall Reddit rules, but these tend to focus on things like don't hack the site, don't post people's personal details, don't break the law, etc.

However, each individual Subreddit you want to participate in also has its own rules and they are more often than not super unique and specific to the Subreddit.

For example, you may be considering submitting your recent Infographic to /r/dataisbeautiful, which is one of the most popular Subreddits with over 13 million subscribers. However, the rules clearly state 'no infographics or other unautomated diagrams.'

You have to clearly review and consider a Subreddit's rules, when determining if you are going to participate in that community.

Not following the Subreddit's rules will get you quickly banned and there is little to no tolerance for this.

Use a Pseudonym

Just about everyone on Reddit uses a pseudonym, including the founders, the admins (people that work for Reddit directly), and the moderators (the individuals who run the Subreddits).

Unless you are planning to create a branded account, for running ads, managing a profile, or creating your own branded Subreddit, then you should use a pseudonym when creating your username.

That said, even if you make a branded account, I highly recommend you make a second account with a pseudonym to engage and participate in the various communities outside of your branded account.

Don't worry... Reddit allows you to make multiple accounts, so long as you do not use them to try to game their voting algorithms.

Understanding Reddit's Algorithm

Reddit uses a combination of upvotes and downvotes, scaled logarithmically, to determine the popularity of content within both Subreddits and the front page of the site.

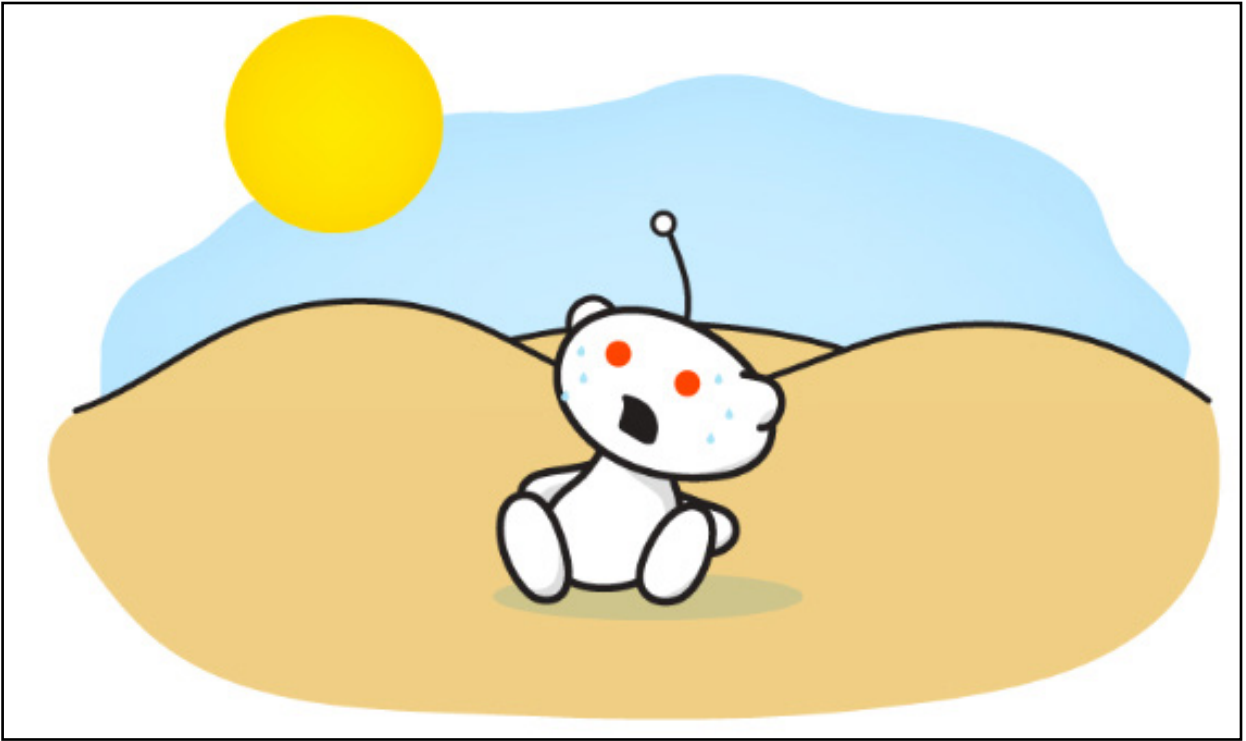
If you are not familiar with logarithms, think about it like this: The first 10 votes have the same impact on your submission as the following 100 votes do and those 100 votes have the same impact as the next 1000 votes, and so on.

What this means is that your first 10 votes are likely your most important votes and really determines how successful your submission will be.

This does NOT mean you should try to game the system and force those initial votes.

Reddit is extremely good at detecting this and it will likely get you Silent Banned.

It is important to understand though, so you can put the extra work into making sure your Title / Description is accurate and quality, as well as possibly getting a good comment or two to help the tone of your submission start of positive.



Reddit Uses Silent Bans and Moderation

Unlike many social media platforms that tell you when you have violated their rules or if you have been banned, Reddit does not.

Instead of informing you a submission has been put into the moderation queue or that your account has been banned, Reddit uses something called a Silent Ban, or Moderation, which essentially makes it so that no one else other than yourself, can see your submissions and activity.

You can see your submissions, see your votes and comments, and see all of your activity, but to everyone else; you and your actions are invisible.

This is a clever tactic by Reddit, as if you don't notice that your submission never actually made it into the site and you don't realize your account is banned, then you won't be so quick to make a new account and try again.

If you want to find out if you are Silent Moderated or Banned, simply log out of Reddit and visit the /new section for the Subreddit you submitted something to or visit your profile URL.

If your submission is missing or if your profile page shows a 404 error, then you have been moderated and/or banned.

Chapter 11

Guide to Reddit: Getting Started



Written By
Brent Csutoras
Managing Partner, Search Engine Journal



Now that you have learned a bit about what Reddit is, why it is such an important social platform, and what makes it different than all the other social platforms.

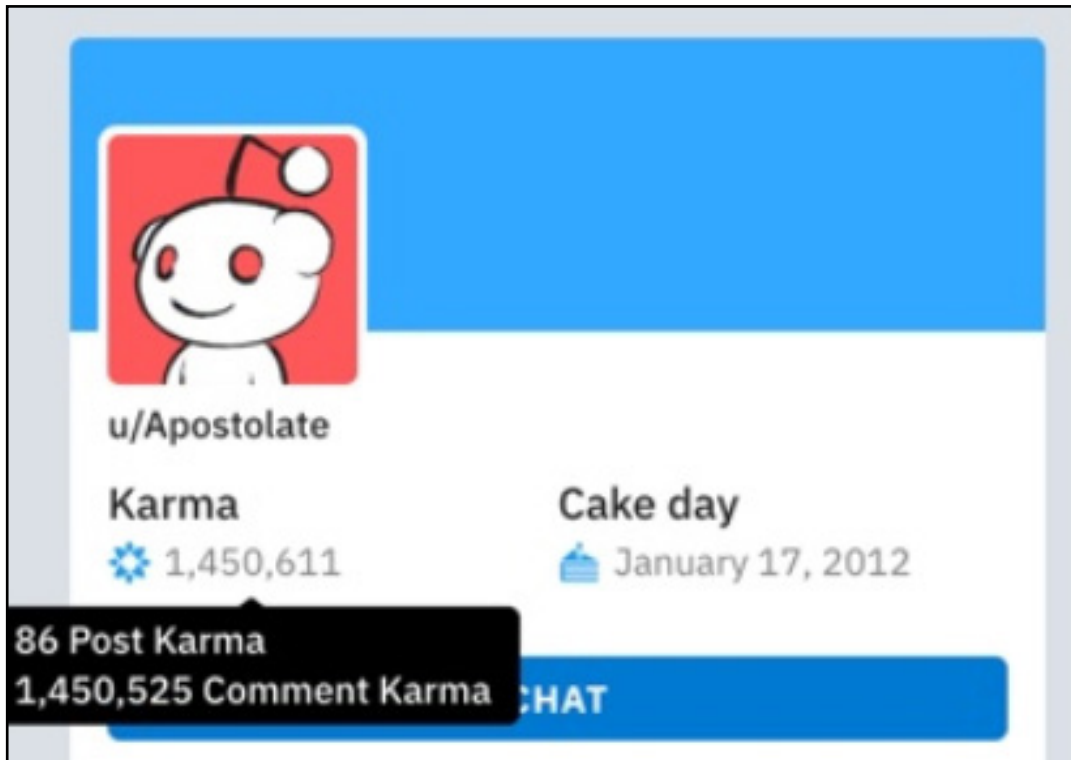
let's discuss what you need to consider in order to successfully get started on Reddit.

Become a Redditor

I know it may sound like common sense, but seriously take the time to really become a Redditor, so you can understand the platform, its features, and its users.

- Find the Subreddits you are passionate about so that you can better understand the conversations happening. Become familiar with the intricacies from one Subreddit to another and participate with a sense of authority around the topics and discussions you already understand.
- Take the time to really understand all the features Reddit has to offer, including settings options and the various sections of your profile.
- Learn the Reddit language, so when you are engaging in each Subreddit, you sound like you belong. Trust me, there are a lot of Reddit terms and phrases you definitely do not know but should if you want to have success on Reddit. Check out this handy [Reddit Lingo Guide](#).
- Become familiar with the rules... not only for [Reddit itself](#), but also for each of the specific Subreddits you decide to join or participate within.

Comment, Comment, Comment



Commenting is probably the most important aspect of being a Redditor and fitting into the communities.

In fact, not commenting or replying, can mark you as a spammer if you are not careful.

Take the time to comment on threads in Subreddits you are passionate about and if you really want to hack the comment karma game, check the rising tab for threads on their way to becoming popular on Reddit and comment early.

You Might Be a Spammer If...

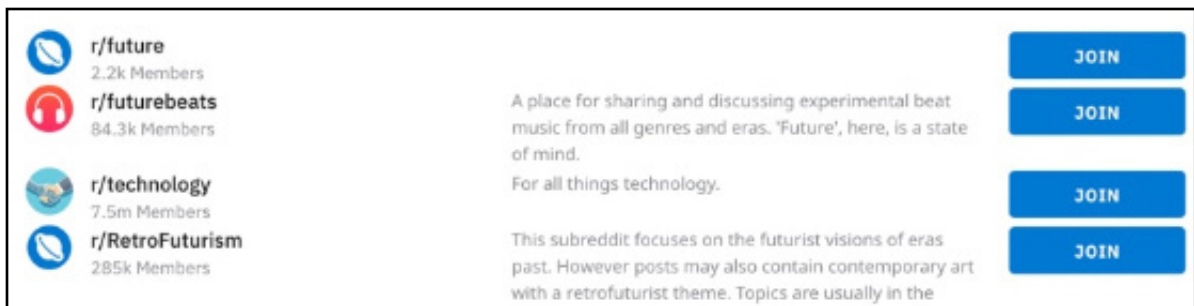


Unlike many social platforms, Reddit has a very interesting take on what makes someone a **spammer** and it is not likely what you think.

Here are some of the things that could make you a spammer on Redditor:

- Submitting your own content is pretty obvious. Note that Reddit has always had a 9:1 rule, where about 10% of your submissions are allowed to be your own content. Also note that you can always submit content to your own Account and any Subreddit you control, without a penalty for breaking the 9:1 rule.
- If you do not comment or reply to comments on your submissions.
- Submitting off-topic content to a Subreddit.
- Submitting too much to a Subreddit, regardless if you own the content or it is high quality.
- Submitting content that keeps getting downvoted, but you continue to submit it anyhow.
- Submitting the same content to multiple Subreddits.

The Right Subreddits



As I mentioned above, it is really important to join a couple of Subreddits that you are really passionate about, but after that, you are likely to start looking for Subreddits that you want to join for marketing purposes.

Of course, you want to have success with your content in these Subreddits, so let's talk about some important elements to consider when picking the right Subreddits.

Find Subreddits Your Content (Or a Competitor) Is Already Performing In

To do this, use the `site:domain.com` parameter in Reddit's search. You will be shown a number of results for content from that domain and you can review the various subreddits to determine where the content has been regularly submitted to.

Once you have identified a few Subreddits, update your search to add in the Subreddit specific parameter; `subreddit:nameofsubreddit`, to see the selected content that was submitted to just that Subreddit.

Now just click on the content and see that users have interacted positively and then add it to your list of potential Subreddits to join.

For example, if I searched `site:searchenginejournal.com`, I would notice a lot of submissions in the Technology Subreddit, so I would then update the search to say `site:searchenginejournal.com subreddit:technology`, to see that domain in the Technology Subreddit only.

Check the Rules in the Sidebar for Each Subreddit

Check the rules in the sidebar for each Subreddit you have identified and make sure that the rules are conducive to the strategy you have in mind.

If you want to submit your URLs, but there is a Subreddit rule against the submission of URLs, then that Subreddit is not right for you.

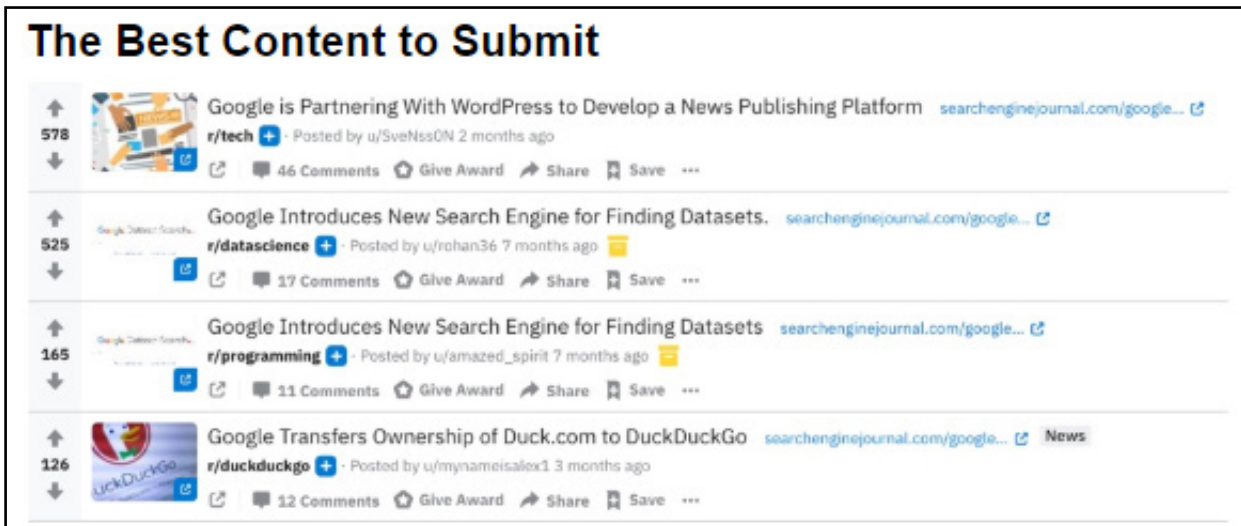
Identify Up & Coming Subreddits

Consider identifying up and coming Subreddits, with open source tools like [RedditMetrics](#).

Getting in early on an up and coming Subreddit could open doors for your content to be more accepted, as well as the potential for you to become a moderator of that Subreddit.



The Best Content to Submit



Now that you have joined all your ideal Subreddits, both for passion and for marketing, you want to consider what content is going to perform the best in each Subreddit.

- **Click on the TOP tab in each Subreddit, to see all the content that has reached the very top position in that Subreddit.** You can filter the time period you want to review, but definitely consider each and every top submission, as it is the content the users in that Subreddit have voted the best at one time or another.
- **Do that site:domain.com parameter in Reddit's search again, using your own domain and competitors, to review all the content that has performed in the past.** Use this as a baseline for content to select or create (and I recommend considering creating content just for Reddit).

Don't Try to Game Reddit

It is understandable that while participating on a site where the success of your content is based on the number of votes you get, to want to consider a way to improve your chances by getting more votes.

However, I can promise you that in almost all scenarios, the risk of having your domain (and possibly your account) getting banned forever is not worth the short-lived success of gaming your way to the front page (if it even works).

Reddit has always taken a strong hand when it comes to fighting spam or attempts to game the system.

They are willing to ban ten people just to catch the one that might be breaking the rules and they have a number of anti-spam and anti-gaming systems that do a really great job at catching and penalizing you and your content for trying.

There are plenty of opportunities to market on Reddit without trying to game the system, so avoid the temptation and just focus on having success on Reddit the right way!



Chapter 12

9 Reasons to Use Instagram for Business

SEJ
EBOOK

Written By
Kristi Kellogg
Founder, Dazzling Digital



With more than 25 million Instagram business accounts and more than \$7 billion spent on Instagram advertising last year, it's clear that brands are investing in this channel.

Others, however, remain on the sidelines, and one of the chief reasons is that they (incorrectly) believe they have nothing to post.

This couldn't be further from the truth.

Whether you're a trendy B2C company or a traditional **B2B** company, there's a place for you on the 'gram.

Don't fall into the trap of thinking your business doesn't have anything visually interesting to post – with a little creativity and strategic planning, you'll find there's plenty you can post on Instagram.

Here, discover nine reasons you should use Instagram as a business, no matter what your industry is.



1. Customers Expect It

Customers will search for you on Instagram.

They might search for you specifically by name, or by hashtags relating to your business or location.

Either way, not finding you is a bad experience.

Even if you don't plan to be incredibly active on Instagram, the best practice is to create an account that, at the very least, has your business name, contact information, and a few posts to showcase your brand.

In any case, you don't want that search to come up empty – or, even worse, lead them to a competitor.



2. It's a Trust Signal

Having an Instagram account – especially a **verified Instagram account** – is one more signal that your business is reputable, real and transparent.

If you're doing online business exclusively, having yet another social account where your customers can get to know your business is highly valuable.

3. Your Customers and Users Can Tag You

Let's say you offer a client exceptional service, or a customer is over-the-moon about a product they just bought from you.

It's highly possible they'll take to Instagram to share the story, and their glowing review is gold.

That's the kind of thing you definitely want to be tagged in so that it can show up on your Instagram account.

But here's the thing – if you don't have an Instagram account to begin with, the customer will never be able to tag you and it's a huge missed opportunity.

4. You Can Tag and Sell Your Products

If you sell products, the ability to share Instagram photos and **videos** that link directly to those products is a major win.

To take advantage of this feature, you need to create a product catalog from your Facebook page (that's where Instagram pulls the product info from).



5. Point Back to Your Site

It's not just products you can showcase from your Instagram account – it's also your white papers, infographics, blog posts, and any other content you post on your website.

Instagram is one more social channel where you can drive traffic back to your site.

You can toggle sharing to Facebook or Twitter on directly from Instagram, as well, or use a social dashboard that lets your post the same message to different social channels with a couple of clicks.



REPUTATION MANAGEMENT

6. Online Reputation Management

When it comes to **online reputation management** and search engine optimization for your brand name, having an Instagram account is a must-do.

Your online reputation is critical to your business, and for that reason you have to be vigilant about what comes up when customers search for your business or brand's name.

In addition to your website, your social channel usually show up on the first page of the search engine results, as well.

For that reason, it's a best practice to create business accounts on all social networks (including Instagram) with your brand name, even if you don't plan on using them frequently.

The idea here is to control the search engine results page as much as you can by creating profiles and content that points back to your brand.

That way, in the event you do get bad publicity online, your website and social accounts have a fighting chance to rank above any negative content.



7. Your Competitors Are on Instagram

If you don't have an Instagram account and your competitors do, you're giving them a competitive edge, plain and simple.

If you're stumped on what kind of content to post to Instagram, look at what your competitors are doing.

It'll give you plenty of inspiration for what you can do, too!

8. Networking

Instagram is also a useful networking tool.

You can like, comment and send messages to other like-minded businesses or individuals and form a relationship with them over time with meaningful interactions.

That way, if you ever want to reach out to them in the real world or run into them at an event, you'll have already laid a foundation on Instagram.

9. You Can Attract Talent

Whenever people are considering working with or for a new company, they want to know what it's really like.

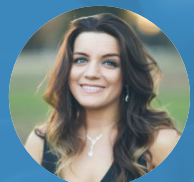
Giving them a transparent glimpse of behind-the-scenes moments on Instagram (and social media in general) is a great way to show off your company culture.

Chapter 13

22 Proven Ways to Get Followers on Instagram in 2019

SEJ
EBOOK

Written By
Kristi Kellogg
Founder, Dazzling Digital



Wondering how to get Instagram followers and drive engagement on Instagram?

There's no magical formula, but with consistency and strategy, you can grow a large following of authentic users who are genuinely interested in your product or service.

Read on to discover 22 proven ways to get more Instagram followers and, more importantly, boost engagement that leads to conversions.



1. Create an Editorial Calendar for Instagram

When we write content, we labor over ideas, delivery, and optimization – it should be no different when we share photos and videos on a business or brand’s Instagram account.

Take the time to brainstorm clever content ideas that align with seasons, holidays, your business’ upcoming events, and, most importantly, your overall traffic and sales goals.

You can, of course, still be flexible and post spontaneously as ideas come to you, but having a library of ideas and a (tentative) schedule will keep you ahead of the game instead of scrambling for something to post.

Depending on your business, you could potentially post several times a day or several times a week.

Make a realistic goal and stick to it.

2. Use Crystal Clear Photos

Only use high-quality photos and videos when posting to Instagram.

By high quality, I mean crystal clear, unpixelated shots.

Instagram, above all else, is a visual platform and there's no room for blurry photos.

Low-quality content won't get any engagement, and it might even cost you some followers.

3. Test Different Filters and Dimensions

Just because you're a business doesn't mean you can't have fun with filters and use different dimensions.

On the contrary, you should use filters on your content!

The more creative, original and captivating your photos are, the more likely people are to share and follow your account – so bring on the filters!

You can go one step further and download photo editing apps to touch up your photos even more.

As far as dimensions go, don't feel relegated to the square – make use of the landscape and portrait options, as well.

In fact, the portrait outperformed both the landscape and square in terms of engagement, according to a [recent study](#).

Test out the dimensions yourself and see what performs best for you!



4. Get Key Insights Out of Instagram Analytics

With an Instagram business account (which is free), you'll have access to analytics that shows when your audience is most active. Use that data to optimize your posting schedule.

Instagram also gives you insights into the age, gender and location breakdown of your audience, which can be a starting point doing **persona research**.

5. Tag Relevant Accounts in Your Photos

Another way to be discovered by people who aren't following you is to tag relevant accounts so that you show up in their tagged feed.

Tag individual people who interact with your business.

If you own a fitness studio and you take a group shot after a Zumba class, tag every single one of those people in the photo. It will populate into all of their tagged feeds.

Their followers (some of who likely have similar interests) will see the post, and discover your studio.

This strategy also applies to other brand and business accounts.

For example, if you're a wedding photographer, a best practice is to tag the vendors from a wedding in your photos.

A photo of the reception, for example, could potentially tag a DJ, cake baker, wedding planner, and wedding venue tagged all in the same photo.

It's good for all the businesses involved: each gets additional exposure, and leads to more discovery as brides-to-be search for vendors – chances are if someone is looking through Instagram for a wedding venue, they probably are looking for a photographer and a lot of other related vendors, too.

If you can share the spotlight and tag others, do so – it'll circle back to bring you more Instagram followers and leads, as well.



6. Complete and Optimize Your Instagram Bio

Your bio should be used to feature a call-to-action, branded hashtags, and a link, which is a big deal in the quest for new Instagram users.

It's this section where users will discover who you or your brand are and whether or not they will follow you.

Don't, however, plead, sound desperate or come across as spammy.

For example, do not include "Follow People Who Follow Me!" in your bio.

You want to let users know who you are and why they should follow you. Make sure this section is updated when needed.

If you were running a contest, you could mention that piece of information in your Bio.

7. Include CTAs and/or Questions in Your Posts

At the end of each post, include a clear call-to-action or a question aimed at boosting engagement.

CTAs include things like:

- Learn more – link in bio!
- Double-tap if you want to see more videos like this!
- Follow us so you'll never miss an update.

You can also post questions.

Let's say, for example, you own a yoga studio and you post a quick video where a teacher demonstrates how to go into a certain pose.

At the end of your caption, you could write something like “Tell us what poses you'd like to see demonstrated in future videos in the comments!”

This will keep your audience engaged, show that you actually care what your audience wants to see, and give you ideas for what to post in the future.



8. Point to Instagram From Your Website and Relevant Channels

Make sure existing clients and customers find your Instagram by adding an Instagram icon to your social links, or embedding Instagram content on your site.

You can also link to your brand's Instagram account from your email signature.

You can also use a plugin to feed your latest Instagram posts directly to your website.

This can be a great way to promote your new account to people who regularly visit your site, building your following of clients.

9. Cross-post Your Instagram Content to Facebook and Twitter

Cross-posting Instagram content to [Facebook](#) and [Twitter](#) can drive users back to your Instagram profile.

Users that didn't know you're on Instagram and following you on other platforms will then discover that you're on Instagram, too, since the post will note it was shared from Instagram.

You can adjust your settings for every post to cross-post automatically, or you can do it manually for select posts.

10. Run Contests

Once you've started growing a follower base, you can hold [contests](#) and campaigns that can attract more users to your page.

For example, you can drive traffic to your website or sell your product by running a contest. You can either ask users to like, comment, use a specific hashtag, or ask your followers to tag a friend.

When you ask users to tag a friend, it exposes your brand and page to more Instagram users online. It is an effective way to increase your brand awareness and reach, and a key hack for how to get more Instagram followers.

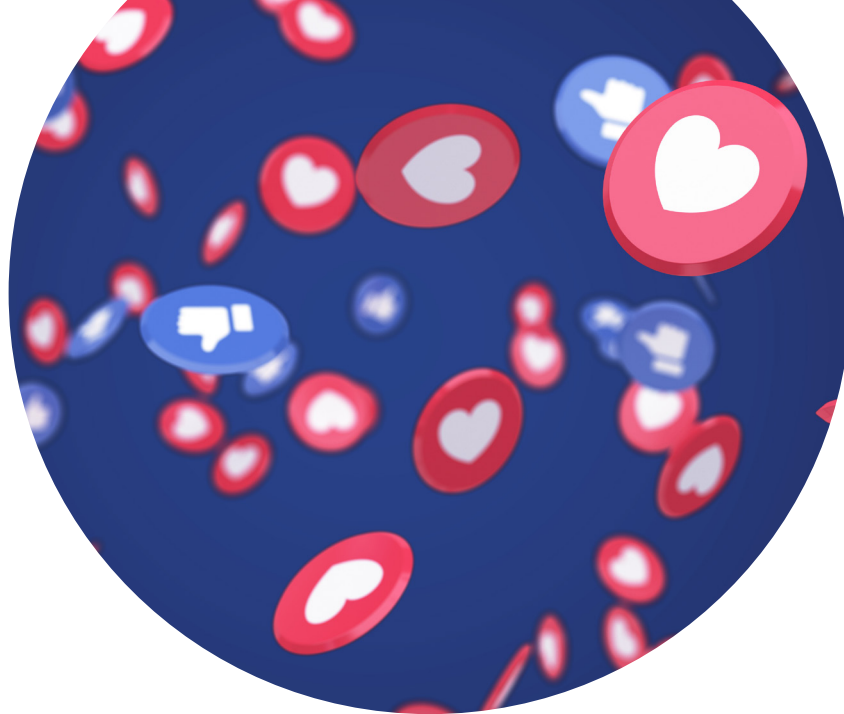


11. Research Your Competitors

Another best practice for how to get followers on Instagram is to take a look at what your competitors are doing and learn from it.

Researching their accounts might reveal hashtags you haven't thought of, influencers you haven't reached out to, or other strategies that can inform your own.

Also, note which of their posts are performing the best – that can serve as another cue as to what can work on your own account.



12. Follow, Like and Comment on Others' Content

Strategically engage with users who will potentially like your profile.

Practically, that means interacting with potential customers and brand allies by liking, following and thoughtfully commenting on their posts.

Start with your hashtags: click on your frequently used, relevant hashtags to discover others who are posting similar content.

You can also toggle to the Discover section of the Instagram app to find relevant content.

Another good practice is interacting with those who are already following you – follow them back and like their content, as well.

The more you engage, the more you'll show up in others' feeds and get noticed. Plus, it shows you're an authentic, real account who believes in reciprocity!

13. Avoid Using Too Much Text on Your Photos

In general, you want to save the words for your captions.

People go to Instagram for visual content, and it's outside the norm to post a lot of text in an image.

A short, positive quote or statement is perfectly fine, but don't attempt to fit an entire product description or long message in the actual image.

If you're looking for ways to add text to photos, [Canva](#) is a free tool that comes in very handy.

With professionally designed text formats and templates built for different social networks (including Instagram and more), Canva can help you create clean designs for those times you do want to add texts to your photos.

14. Do Not Add Logos or Watermarks to Your Posts

Stamping your logo onto your Instagram post is disruptive to your content and your users' experience.

People do not expect to see logos or watermarks on Instagram posts.

It's like waving a giant flag that says "I'm a business trying to sell you something."

While it's not advised to put a logo on your content, you can include branding.

For example, if you're a B2B company posting a behind-the-scenes shot of your employees, have them wear shirts with your logo.

Or, if you're a fashion retailer, you could occasionally include a strategically placed bag in a photo that has your store's name.

Keep it subtle, or you'll risk being unfollowed.

15. Research Hashtags and Choose Them Strategically

Using hashtags will get you in front of new audiences who are searching for the type of content you're posting, whether they're following you or not.

For example, if you are selling bath supplies, tag a relevant photo with hashtags like #bathsupplies #bathtime and anything that relates to your products like #bubblebath, #bathbomb, etc.

If you have a local business, make sure to include local hashtags, as well.

Take the time do hashtag research and find the best hashtags for your particular content.

It's easy to identify which hashtags get the most traction.

When you start typing # and your word, Instagram pops up how many posts have been done around that word.

[Hashtagify.me](https://www.hashtagify.me) is also a great tool for finding hashtags that are getting a lot of traction – you can type in your primary hashtag and it will show you its reach as well as related hashtags and their reach, and all the hashtags related to those hashtags, and so on.

How Many Hashtags Should I Add to an Instagram Post?

You can add up to 30 hashtags, but it's common practice to stick to five to seven to avoid looking spammy.

Where Should I Add the Hashtags on an Instagram Post?

You can add them directly to the post or in a separate comment immediately after posting – it's really an aesthetic choice.

Some users prefer to add single periods separated by line breaks after their caption, and then add the hashtags.

Whatever you choose to do is fine, but keep it consistent across posts so you have a streamlined professional look.



16. Geotag Your Content

Another way to get found in by users who aren't already following you is to geotag your content – but not necessarily with your store location.

Try using your city or a nearby (relevant) landmark that gets a lot of searches.

When people are searching for that nearby location, they can now come across your content – if your content is doing particularly well, it can even be featured at the top of the search.

17. Don't Add Links in Your Instagram Photo's Caption

Any link you include in an Instagram post will not turn into a clickable link – instead, it will just serve as an annoying and bad experience as your audience tries (and fails) to open it.

Rather than including an unclickable link, direct people to click the link in your bio. They can easily click that and head to your site to check out all you have to offer.

Be sure to put your link in the “link” section when you edit your bio, and mention that in your post.

And, because space is limited, use a link shortener like Bit.ly to save room.

You can even optimize the link further by customizing the link so it's not a random string of characters, but a meaningful word or two.

18. Tag Products in Images and Videos

If you're selling a product, take advantage of Instagram's tagging feature.

Businesses can tag photos or [videos](#) with product links.

To use this feature, you must have a business page on Facebook complete with a product catalog.

It's a great user experience for users, and it's a huge win for businesses looking to drive conversions seamlessly.



19. Create a Branded Hashtag at Your Events

Here's yet another way to get more Instagram followers using a hashtag: create a branded hashtag for your next event.

Not only will it give your brand exposure, but it will also curate a unique stream of all the content from your event and allow others to connect and engage with your brand and other people at the event.

Leading up to the event you can use your branded hashtag to promote the event, and after the fact, you can use it to post follow-up content.

20. **Repost Content You're Tagged In**

Whenever a user tags your business or brand, make sure to get extra traction from it by reposting it directly to your feed.

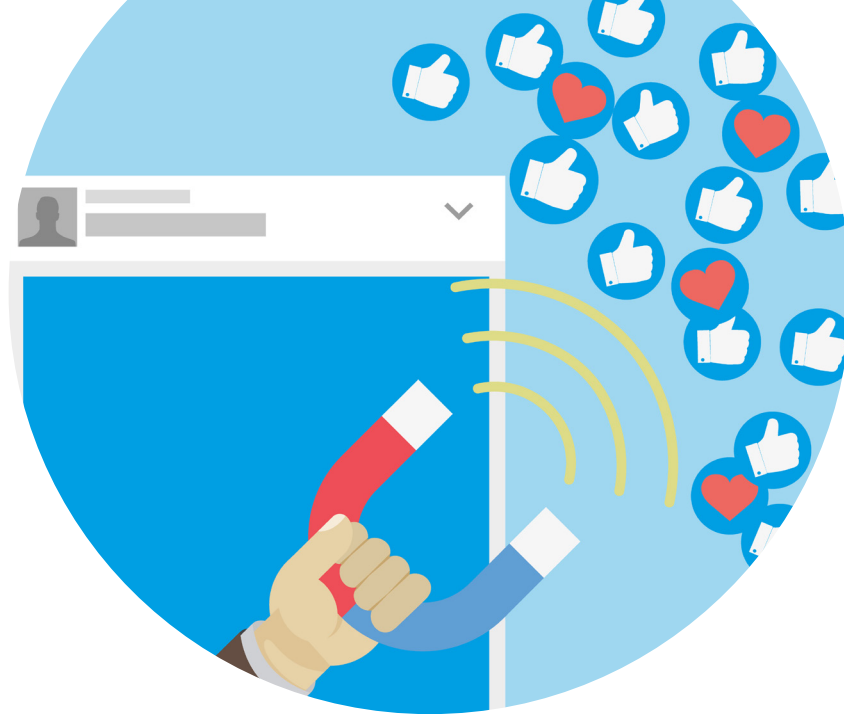
Showcasing positive reviews and mentions is a great use of Instagram for business.

Make sure to reach out to the user and thank them for their post, as well as ask if you can have permission to repost it (Instagram's terms of use note that you should obtain written permission to repost a user's content).

Most likely, the user will agree.

You can repost manually, or use an app like [**Repost for Instagram.**](#)

Either way, remember to credit the original poster in the caption and tag them in the photo.



21. Consider Using Instagram Ads

Consider devoting ad spend to promoting Instagram profile.

You can create effective carousel ads through Facebook's Power Editor and promote your content.

If you're running a specific contest or marketing campaign, you can utilize Facebook advertising to push the content in front of more audiences.

With the ability to target your customers based on their interest and behaviors in Power Editor, you can ensure that your posts will be viewed by Instagram users that will be interested in your business.

While some of these strategies may work better than others, find the ones that work well with your business or yourself.

22. Get Verified

Last but not least in among these tips for how to get followers on Instagram: get verified.

Getting verified on Instagram (or any other social media platform) never hurts your engagement.

While not everyone will qualify for Instagram verification, it's something to strive for.

Getting verified is one more way to stand out from your competition and deliver a trust signal that your business is real.

To be considered, your account must be:

- Authentic (you must prove you are, in fact, the brand or business you claim to be).
- Unique (only one account per brand can exist).
Public.
- Complete (with a bio, profile photo, and at least one post).
- Notable (Instagram must deem your brand “well-known” and “highly searched for”).

Chapter 14

Emerging Social Media Channels and Trends

SEJ
EBOOK

Written By
Lisa Buyer
CEO and Social PR Consultant,
The Buyer Group



Social media trends are like friends; they come and go.

However, the best friends and trends end up sticking around and evolving into permanent parts of our lives with qualities such as integrity, dependability, trust, quality and even ROI.

The bad friends and 'trendamies' need to get weeded out before too much time, and resources get depleted.

Social Media Channels: That Was Then, This Is Now

Since the early days of social media when gaming likes and hoarding followers were a “thing,” brands, marketers and influencers have raised the bar on who gets friended and what channel gets the quality time.

Light to Dark

Social media networks can be life-changing, as we have seen overnight fame from viral videos like Chewbacca Mom’s Facebook Live stardom to Justin Bieber’s debut on YouTube.

Then there’s the dark side of social media channels where bullying, narcissism, and suicide bombers are part of the newsfeed not to mention privacy breaches, political manipulation, and financial scams.



Social Media Channels: That Was Then, This Is Now

Daily Activity

Almost 3.5 billion social media users worldwide coexist with devices.

Users

More than 90% of millennials are active social media users.

Time

Almost 2.5 hours a day is spent on social media.

Effect

More than 73% of marketers say social media is effective with positive ROI.

Customer Impact

If customers get positive vibes from your brand on social, they tell friends and family.

Mobile

More than 91% of social media users access via mobile.

Multi-Networking Is Out

Even though the average social media user has **8.5** social media accounts, “over the past year we have seen an appreciable slowing in the number of accounts held per internet user, across generations,” according to a GlobalWebIndex report.

Social media users are beginning to have a less is more pattern when it comes to social media accounts with more focus on a few accounts than many accounts.

Video Crushes It

More than 28% of users from four major social media platforms engage with live streams each month on any one of these services.

“Video is the hottest platform on the planet right now and the cheapest to distribute through social media,” said Matt Johnson, CEO, and Founder of Guide Social, an exclusive video marketing agency that experienced a 400 percent growth spurt in the last six months. “A reminder to brands, video does NOT have to be expensively produced to be effective.”

Privacy Prevails

Thanks to an eye-opening last year of blatant and sobering privacy snafus, privacy is the new normal, totally connected is out.

“The future is private,” according to Mark Zuckerberg’s keynote at **Facebook’s 2019 F8 conference.**

Messenger

Zuckerberg called it. Actually, he owns it. “With over 1.3 billion users, Messenger is primed for business and personal use with the plans to seamlessly blur the lines between WhatsApp, Messenger, and Instagram with a privacy first in mind.

Digital Detox

As the world becomes social media savvy and saturated; mental health and real-time personal relationships suffer.

Community

Social media has emerged into a mecca of communities crossing verticals, organizations, causes, interests, and topics.

Talking Threads

If you are wondering if your social media team is publishing like it's 2009, look and see if they are doing link posts with headlines.

Yikes. Say hello to threads.

Made almost famous last year and tested by the Buffer team, it looks like threads are an emerging trend for engagement and exposure.

Buffer @buffer
We spent \$3,300,000 buying out our main VC investors.

Here's a quick summary 📌
8:58 PM - 20 Sep 2018
38 Retweets 134 Likes

Buffer @buffer - 20 Sep 2018
We raised three rounds of funding since Buffer started. In general, we were profitable and were having decent revenue when raising so we were able to raise funding on good terms and keep a fair amount of control.

Event	Date
Buffer starts	October 2010
Accelerator funding	August 2011
Seed funding	December 2011
Series A funding	December 2014
Stock buyback	July 2018

Buffer @buffer - 20 Sep 2018
In 2014, when we raised our Series A, we put together an atypical round (small amount, not giving up control or a large percentage of the company, not boxed into an IPO in 5-7 years). We found Collaborative Fund to lead the round and were very proud of the outcome.

Buffer @buffer - 20 Sep 2018
In 2015, we went through a rough patch and found ourselves in a tight financial situation. We ultimately decided to not raise more funds and did a round of layoffs to become profitable.

Buffer @buffer - 20 Sep 2018
Since then, we've opted for calm company growth and staying profitable (vs the traditional VC-backed path of maximizing growth and having a high burn rate). As we made our way towards long-term sustainability, we realized we were not a good fit for VC funding.

Buffer @buffer - 20 Sep 2018
Also, in order to give our other shareholders a return and put the company squarely on a path of long-term sustainability, we knew that the first step would be to buy out our Series A investors.

Buffer @buffer - 20 Sep 2018
So Joel, our CEO, began to pursue buying out our VC investors in earnest...

To find out all the details of this process, check out our full blog post:

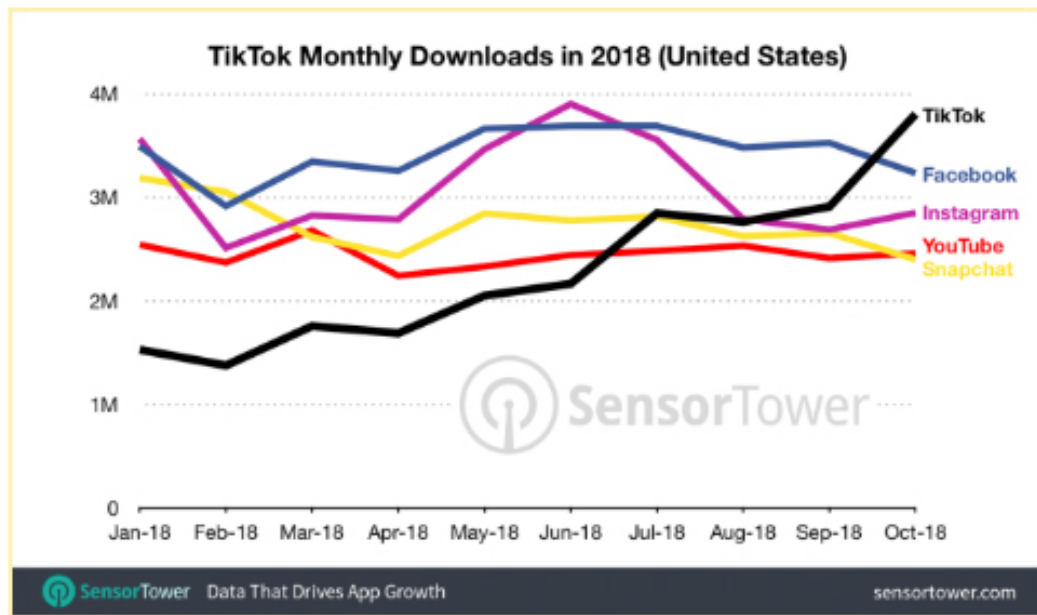
New Friends, New Channels

TikTok

Real. Short. Videos. This is how the latest social media channel darling, TikTok describes itself in its Twitter bio.

Not on TikTok?

Part of the Music.ly family since 2018, TikTok was one of the most downloaded apps in the Apple Store for 2018 giving Facebook and Instagram a run for their money.



It's storytelling with no priming required happening in short videos of 15 seconds or less.

Influencers like Gary Vaynerchuk and Rachel Pedersen are having fun on the latest social channel to hit the early adapter scene using TikTok for business.

Remember when Facebook was fun, easy and rewarding? Push the TikTok to play button for an authority fast pass now, keeping your audience in mind.

"I have grown an audience of 5600+ followers on the platform in just eight weeks," said Pedersen, CEO of Social Media United & The Viral Touch Digital Marketing Agency.

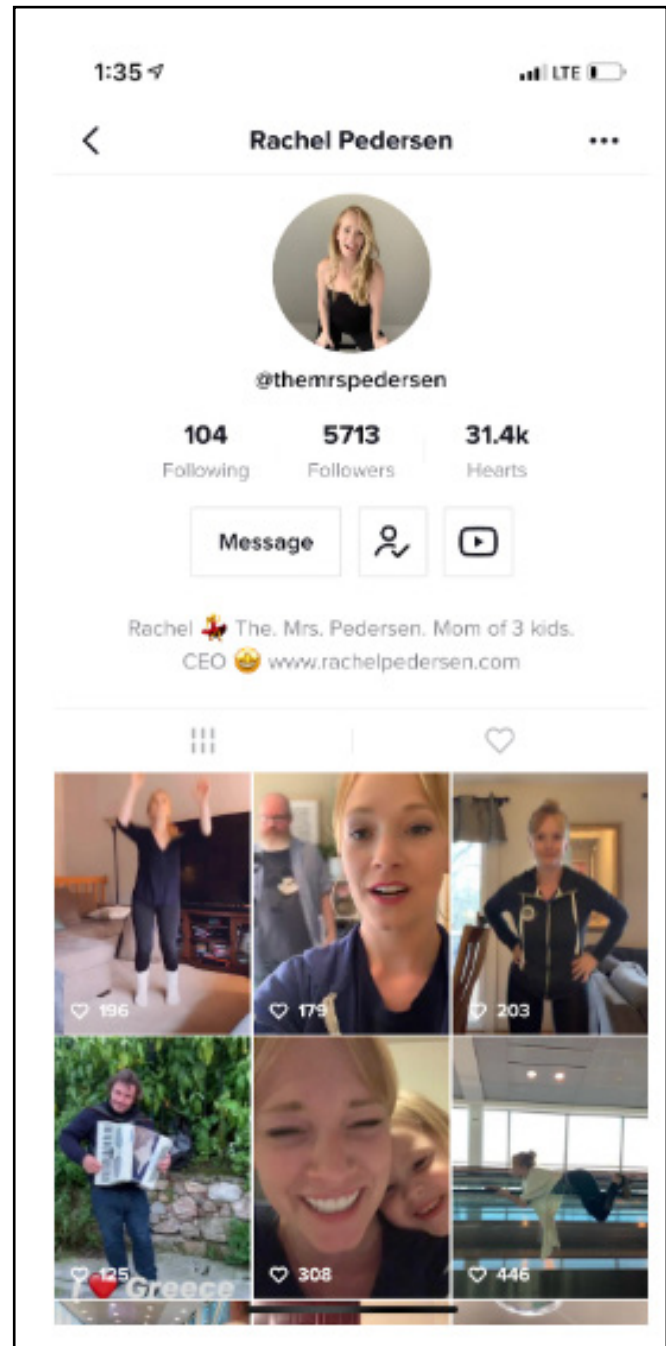


Why TikTok?

TikTok's platform is an opportunity to secure authority on an algorithm that reminds me of Facebook circa 2012.

It's one of those rare opportunities to quickly establish a massive platform with the algorithm working in your favor.

Videos on TikTok have a longer 'shelf life' and are discovered for a long time after they're created.



TikTok Tips and Tricks

- Use TikTok to build an audience you can market future offers to. Pedersen uses videos appealing to her ideal audience – including work at home moms, social media managers and busy moms.

Advertising on TikTok is not available to everyone – but is something that is being rolled out to popular creators.

- To be effective on TikTok, business owners must utilize elements of strategy from the platform.
- The hashtag game on TikTok is crucial, combining trending hashtags with niche down hashtags to be discovered. There is no limit to the number of hashtags, but the limited characters in the description of the video force you to be creative with what combination you use.
- Using the hashtags #foryou and #featureme open up the possibility of being discovered on the ‘for you’ feed – TikTok promotes specific videos that they believe will perform well.
- Engaging with other people in your niche brings new opportunities for engagement and followers - you can find these people using hashtags of your chosen niche and industry.

- Consistency is king on TikTok. Most of your followers will thrive with 1-2 videos created each day.
- Avoid being promotional on TikTok. People sniff out inauthenticity and sales on this platform, including product placement. They desire entertainment, education and engagement.
- Pedersen's best performing videos on TikTok include her sharing everyday struggles, fears, daily experiences; you attract a massive audience that is ready to engage! Follow @themrspedersen on TikTok for social media inspiration.

IRL

Pre-digital social networks are making a comeback like meetups and business masterminds.

IRL or in real life network – the old school way of actually being human meeting in a brick and taking physical objects and creating something special to send to another human in real life.

Small group peer and interest meetups bring like-minded people together IRL. Masterminds such as Baby Bathwater for entrepreneurs meet up twice a year for three days of brainstorming and business support.

It's the non-digital side of content. It's about being real, tangible with an eye-to-eye contact. The art of the thank you note, the handwritten note or getting creative and working outside a computer.

Things you can touch and feel, people you can hug and have a drink with are making a come back.

Medium

Medium is a blogging platform that lets you tap into the world's most creative and insightful storytellers.

From female disruptors to the news changing the world, Medium has a story for everyone. Its audience is real and could be the home of your best content reaching and discover new audiences.

AR/VR



Audio AR

If you were at SXSW this year, you must have heard about audio AR, destined to transform your environment into an interactive audio-visual soundscape.

Brands like Bose and MagicLeap are honing in on these next-gen experiences where sound rules.

“**Magic Leap’s ML1** Augmented Sound in #AvatarChat was supersonic! As the avatars moved so did our voices! It was even better than if I was standing next to someone. Imagine the possibilities,” said Social VR expert Navah Berg.

Carl W. Adams said perfectly at SXSW 2019 in a Bose AR fireside chat

“Without audio, you can have the prettiest pictures in the world, but you’re going to have a sh@#!y show,” Adams said.

AltSpace VR

Headset required, AltSpaceVR is virtual reality social media network offering an immersive way to connect.

Host a meeting, take a Spanish class, hang out by the campfire, take a VR yoga class all in virtual reality.

What your Business can do in AltSpaceVR:

- Create an Activity
- Create a Portal
- Visit the Campfire
- Attend a Meetup
- Build your brand
- Teach A Class/Training

Facebook Spaces



Facebook Spaces is Facebook's virtual reality application that allows users on the platform to interact with each other in a virtual environment.

Spaces also will enable you to create your personalized 3D avatar to use when you're interacting with others on the platform.

Make calls on Messenger, create content using video or images, create artwork, meet up in groups, go Live on Facebook to your favorite Community or profile.

Here is a list of what your brand can do on Facebook Spaces:

- Create Content for Sharing.
- Have a Meeting.
- Hold Events.
- Go Live and Record Videos.
- VR to IRL: place a video Messenger call between VR and IRL.
- Facebook Spaces Help: More here straight from the Facebook Spaces source.

Digital Detox Channels

In 2018 Apple named self-care the App Trend of the Year, so it's without a doubt there is a social network for you to turn to when you need to be more mindful of your mental and physical health.

Jiyo

The brainchild of Deepak Chopra, this social network is trading selfies for wellfies.

In 2019 and beyond is all about living your best life. [Jiyo](#) is a wellness-focused social network that gives you mindful resources.

From articles, meditation videos, and reminders that push you daily to achieve the best version of yourself, this app does it all.

Shine Text

Are you looking for something to change your life and get a daily attitude adjustment? The [Shine network](#) is your new BFF.

According to the website, 96% of its members say Shine helps them feel more self-compassionate.

Well, working and living in this social media obsessed world, we could all use a little more self-compassion and gratitude

Every morning, Monday through Friday, you'll get a motivational text, email or Facebook message that will remind you to be the badass you are.

Shine even got the Apple editor's picks for the top nongame apps of 2018. Shine on.

Aloe Bud

Aloe Bud is your gentle reminder that self-care is an essential daily habit to have.



Productivity

Slack

This productivity platform allows you to eliminate the constant need to send an email to your team for everything.

Have a quick question or something urgent to communicate? Just send your team a Slack message.

Asana

Trouble keeping deadlines on track or keeping up with client deliverables? Enter, Asana.

This project management platform acts like a workplace social media network with likes, emojis and comments along with the ability to drag and drop videos and images. It lets you keep track of every person and client deadline.

Disrupting

Weed Life

There is even a social network for the Cannabis enthusiast. Weed Life serves more than 120 countries and helps connect the industry with Cannabis business and news.

You have a timeline, create a business page and participate in discussions and share your Cannabis news.

Vero

No algorithm? No Ads. No problem.

This influencer marketing network is on its way to the tipping point of everything Facebook isn't and used to be. [Vero](#) is about users.

Launched in 2015, the new-ish social network has been quietly growing.

It works similar to Facebook, Instagram, Snapchat and LinkedIn with the posting of photos, videos, and updates with a more laid back.

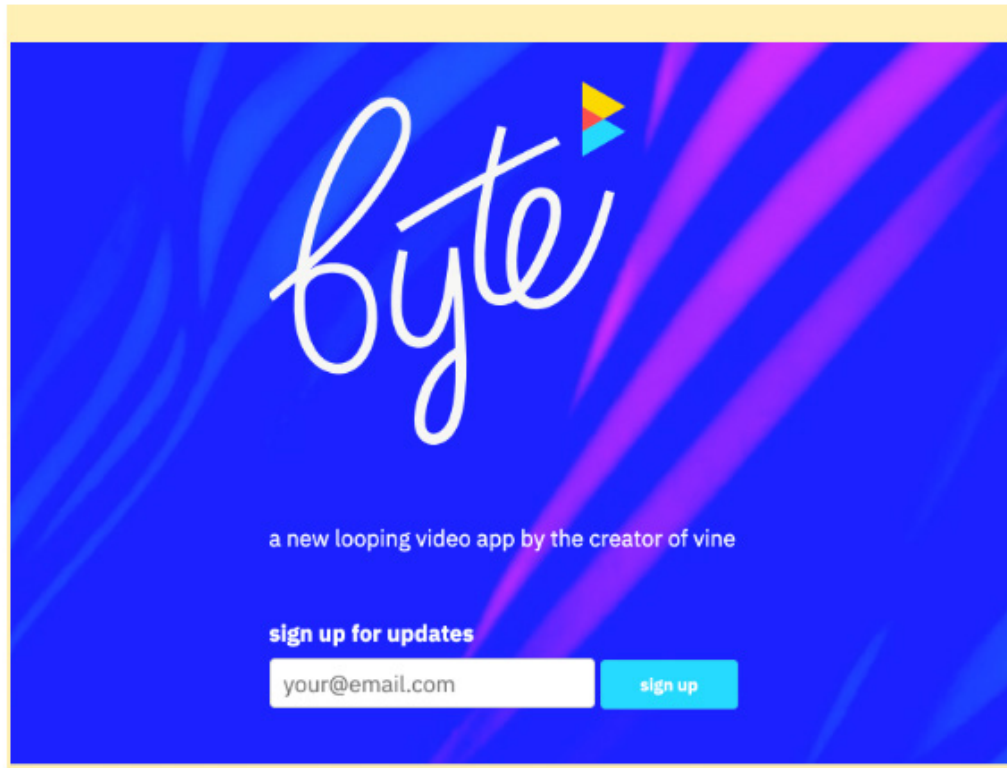
You can customize your connections between close friends, friends, acquaintances, and followers.

Steemit

You've most likely heard of Reddit, meet [Seemit](#). It's a new trending social network where you can actually make money for your content upvotes.

Facecast

It's the "social video" era we are in. Another video app, [Facecast](#) is available in 150 countries and combines the power of live video broadcasts and chats into a mashup.



Byte

Is it Vine 2.0 or something new and blue? Video looping app video platform with a 6.5-second is in the percolation stages, and rumors have it in beta.

Loop into the Twitter handle of Dom Hofman, co-founder of Vine, Twitter account for progress on [Byte](#).

Trending Honorable Mentions

Some buzzwords in the air worth looking into include:

Docuseries

The art of storytelling mixed with dripping out a series of free content with the intent to bundle it up in one package to sell.

Deepak Chopra gives away his 21-day meditation classes, the only catch – each day is only available for a 24-hour window.

Since most people miss some days at the end of the 21 days of free Deepak sells it in one packaged bundle.

How can you create a docuseries with your content?

Masterminds

If you are an entrepreneur in today's digital world, your key to scaling and growth could be in the mastermind investment.

Popular ones include the mostly male dominated [War Room](#) by Ryan Deiss to the more female/male balanced [Baby Bathwater Institute](#) where you go to a private island or ski lodge to summer camp-like [Camp Maverick](#).

Memberships, Groups, and Funnels

If you have a digital product or service, the business model including memberships, free Facebook Groups, and Secret Facebook Groups and Click Funnels are all the buzz.

PR Podcast Clicks

If you are pitching to be a guest on a podcast, beware!

Most marketing podcast hosts are not in love with PR pros, and they have no problem dishing out the complaints about the spammy pitches.

It seems once you get invited on one, the other inside cliques will welcome you on their show.

Try following the show hosts on Twitter and creating a trusted relationship before any public relations guest pitching starts!



How do you keep up with your social media friends and trends?

Just like Keeping up with The Kardashians, some things are a must see and some need to be skipped or deleted.

Well, you are now officially a potential trendsetter now that you made it to the end of this chapter.

Chapter 15

10 Ways Businesses Can Use Snapchat



Written By
Beverley Theresa
President, Beverley Theresa Consulting



If you think you missed the opportunity to join the Snapchat craze, it's not too late.

As of Q1 2019, the social media app has **over 190 million** daily active users with 80 million of those users in North America.

So while others might not be talking about the photo and video messaging app as much as they used to, Snapchat is still a “big deal”, especially if your target audience is aged 13-24 years old.

On average, Snapchatters use the app **over 20 times** a day, and spend a daily average of 30 minutes on the app, resulting in 3 billion Snaps created daily.

With all the noise on social media, we've narrowed it down to 10 ways your business can take advantage of Snapchat and its engaged user base. From

Snapchat Terminology

Before getting started with some easy Snapchat strategies, it's important to understand the platform terms.

Snap - Taking a photo or creating a video with the capture button. Snaps can be viewed up to 10 seconds depending on the amount of time chosen by the Snapchatter and the snap will disappear once it's been viewed.

Stories - A compilation of Snaps from the last 24 hours. Snaps appear in chronological order and create a narrative when viewed.

Discover - The Discover screen shows friends' Snapchat Stories as well as content from top publishers who add content daily. Users can watch Live Stories from events and check out local or curated Stories they may be interested in.

Snapcode - QR code generated by Snapchat, each code is unique to each user

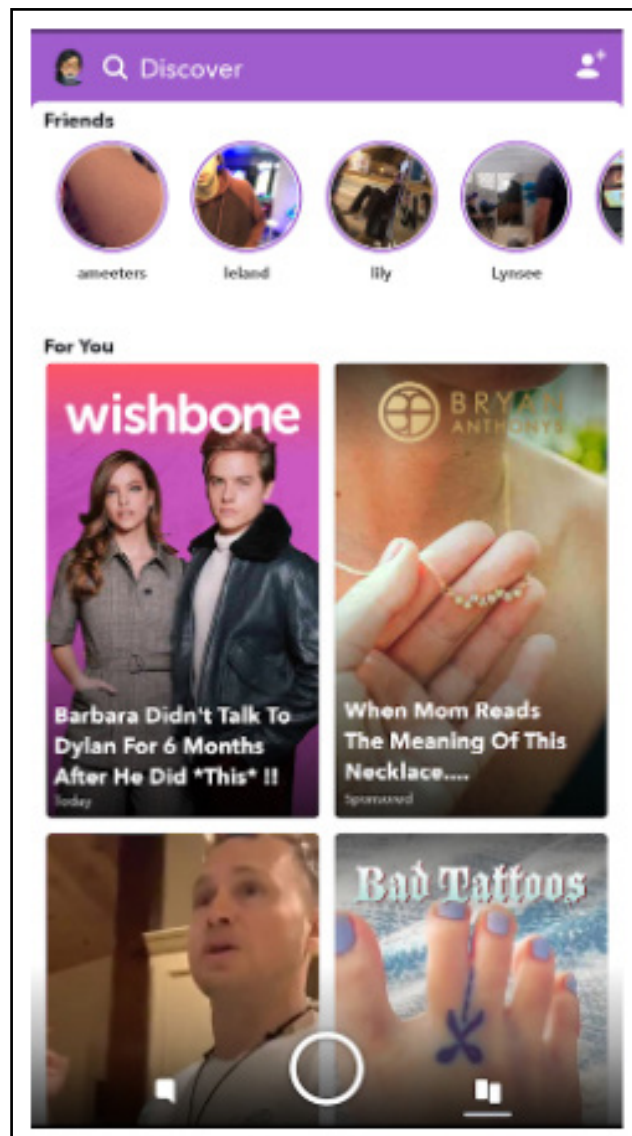
Memories - Personal saved collection of past Snaps and Stories, backed up by Snapchat.

1. Stay Top of Mind

Just like any other social media platform, it's important to remain consistent when it comes to publishing content.

With Snapchat, it's critical.

Not only because Snaps disappear after 24 hours, but the newer your Snaps are, the closer they appear at the beginning of the Friends feed in the Discover tab.



2. Build Engaging Followers

This is where Snapchat is different from other social media platforms. The user's story feed is highly curated to what the user wants to see.

Why?

Because Snapchat makes users go out of the way to find friends and businesses to follow.

There are no hashtags to browse for new users to follow, nor are there typical newsfeeds that other platforms have.

Besides plainly telling people that your business is on Snapchat and mentioning your username, make it easy for them to find and follow you.

To start, create and save your Snapchat account's **Snapcode**. It will look similar to this:

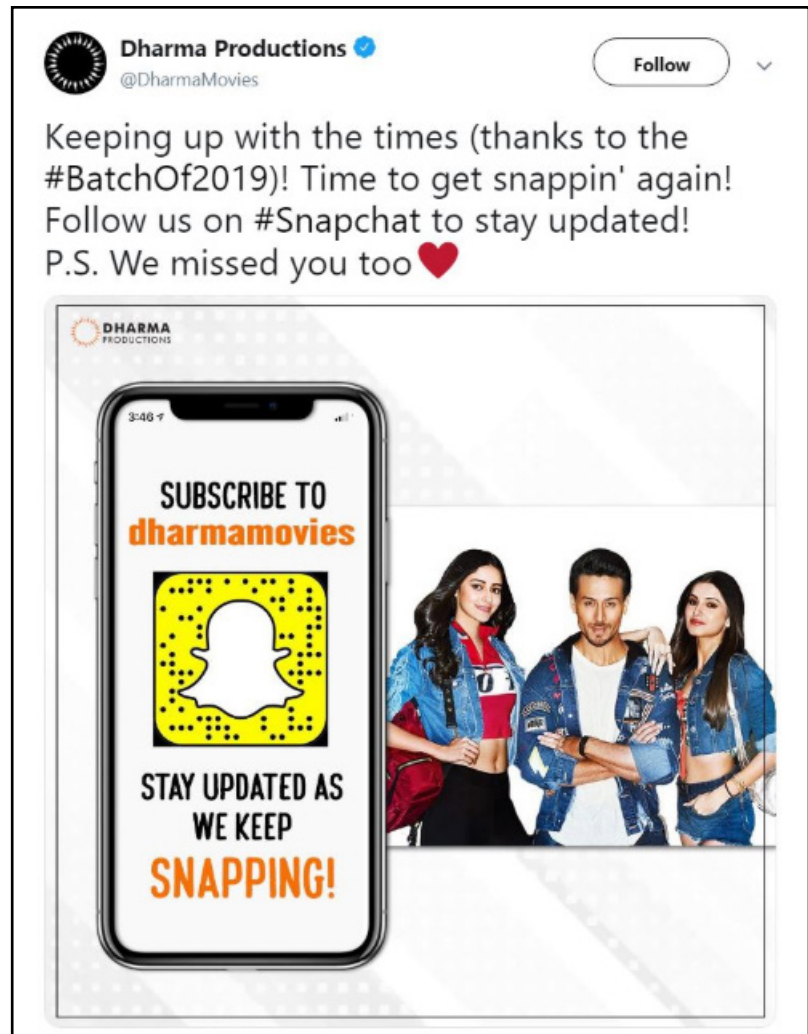


With this Snapcode, users can now scan it with their phones to add your Snapchat account to their following list.

An easy way to build a Snapchat following is to promote your Snapchat on your social media channels and bring followers from other platforms to your Snapchat account.

It can be as simple as posting your Snapcode or Snaplink and by getting creative and sounding a bit mysterious or exclusive about what content is being shared on Snapchat.

The key is to make followers curious and have FOMO (Fear of Missing Out) so they want to follow your business' Snapchat account.



Get creative with where and how you can integrate the Snapcode within your physical location or even on client facing assets.



3. Go Behind the Scenes, Make It Exclusive

Believe it or not, your customers ARE interested in seeing what happens behind the scenes at your business.

Whether you share office culture or Snaps of your team preparing for an event, this is great storytelling content and allows your fans to feel like they're part of your brand.



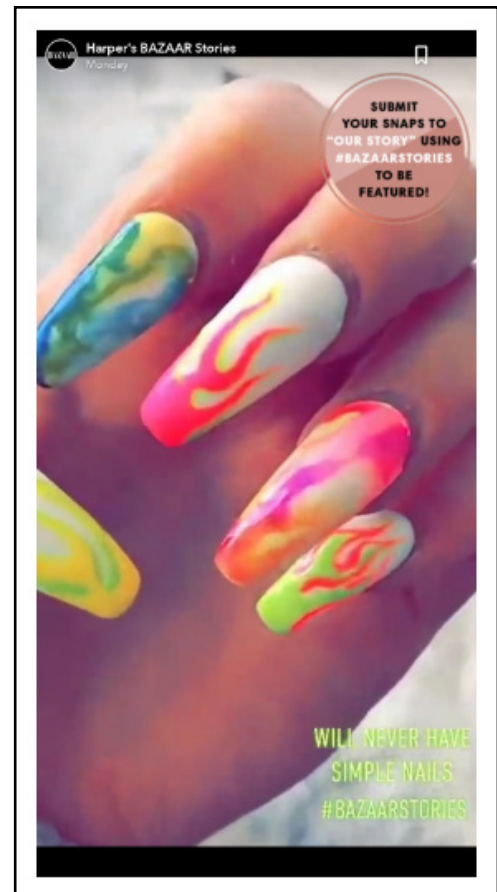
4. Share User-Generated Content

User-Generated Content (UGC) includes any type of media or text where the user is actually promoting a brand rather than the brand promoting itself.

Some popular examples of UGC include social media users sharing photos of their morning Starbucks, sharing photos their meals and tagging the restaurant, tagging a brand that they are wearing, etc.

Sharing UGC is considered one of the more authentic ways businesses can use social media.

It not only makes customers feel included and apart of the brand but prompts others to create content as they want to be featured on the business' social media as well.



5. Host Takeovers

A “takeover” is when someone else, other than the regular social media/marketing person handles your business’ Snapchat account for a specified length of time.

Making sure you’re working with a responsible and vetted person/ influencer will help your Snapchat account attain some of the influencer’s followers, have a wider reach to different audiences and allow you to align yourself with an influencer for credibility.

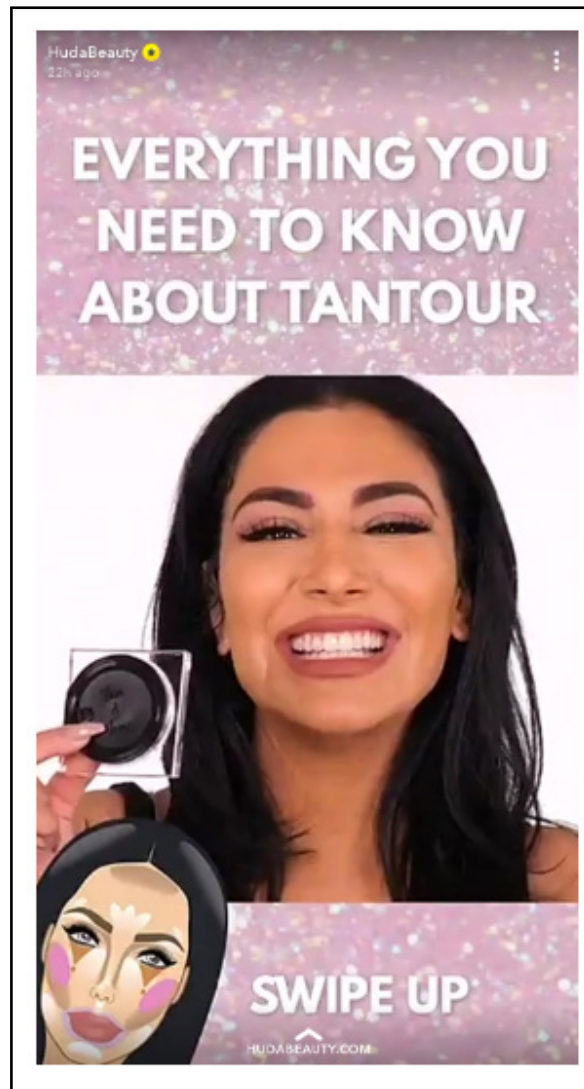


Important note: Because you’re essentially handing the “keys” over to someone else, whether they’re part of your company or not, it’s important to have a set of guidelines to be followed.

6. Sneak Peek Product Launch

Make followers feel important by including them in early previews of upcoming product releases.

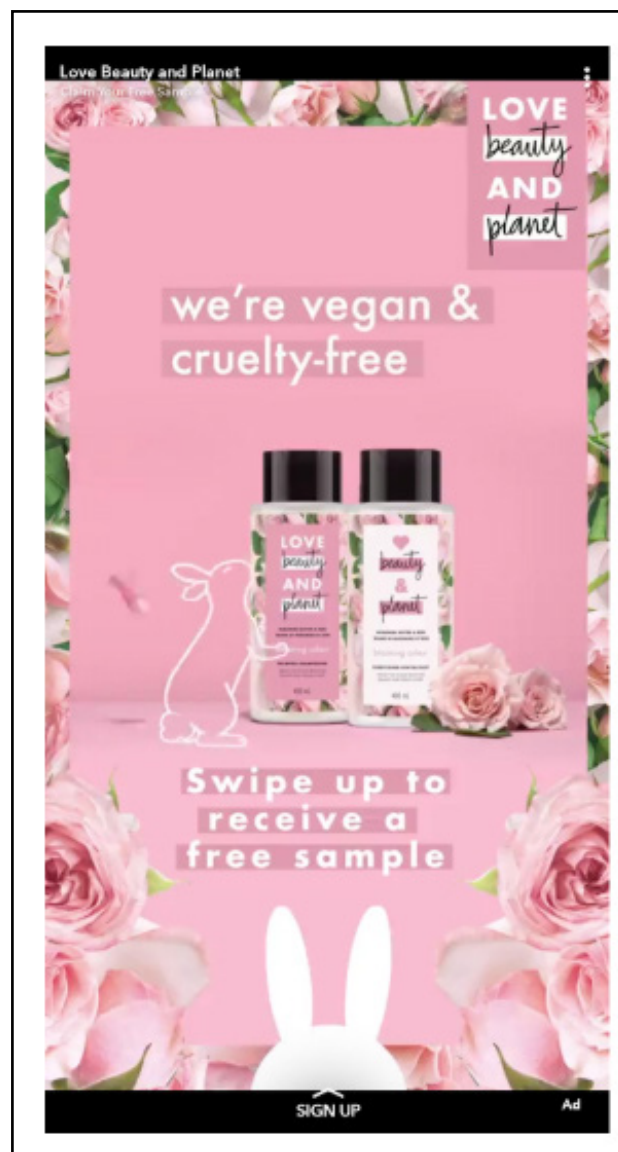
Use Snapchat to build anticipation, excitement, and demand for these products and followers will thank you by engaging with the content, possibly sharing it to their social media accounts and much more.



7. Exclusive Deals & Coupons

Take advantage of the 24-hour lifespan of a Snap by sharing exclusive deals and coupons for your business.

This relatively short time span puts the pressure on, not wanting to miss out on the exclusive sale or coupon, followers are more inclined to act fast before the Snap disappears.



9. Custom Snapchat On Demand Geofilters

Geofilters are graphic designed “overlays” or “frames” which appear to users depending on their specific location.

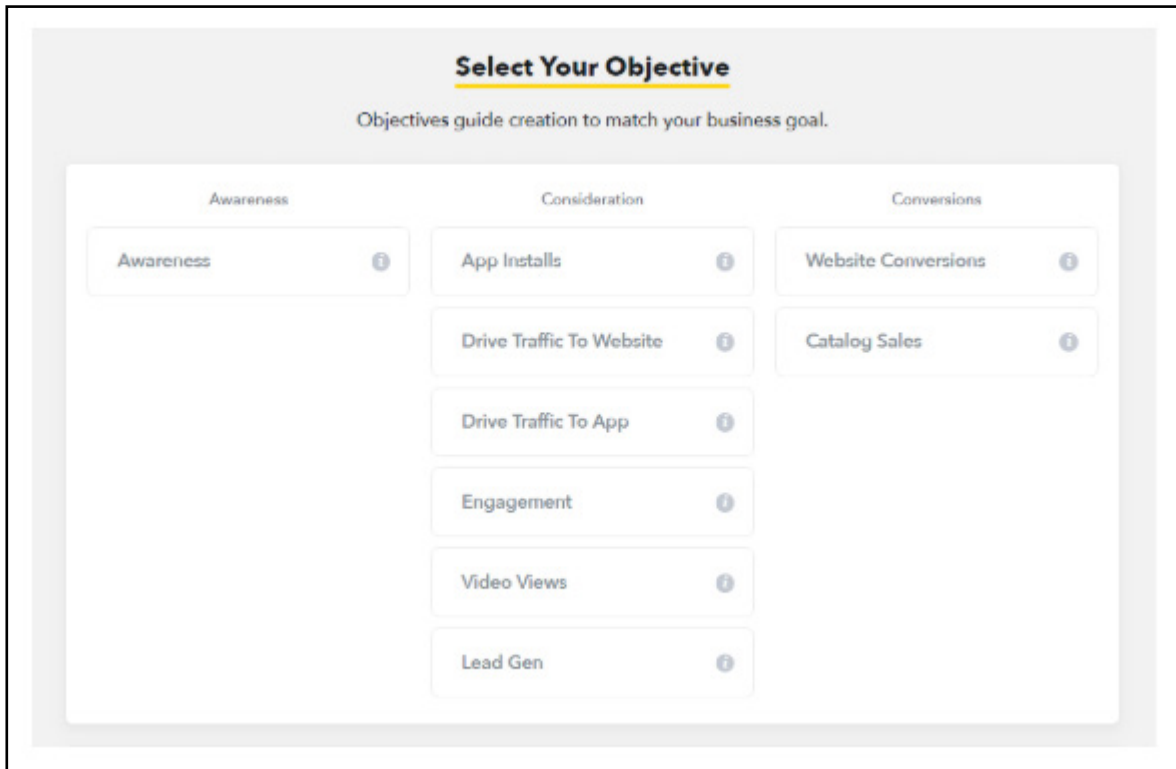
For example, restaurants, conferences, and events can outline a geofence of their desired location and any Snapchat users within that geofence will be able to use the geofilter.

On-Demand Geofilters can be custom created by businesses to showcase their brand. They are so affordable (starting at around \$5 for 20,000 square feet) that some users even create On-Demand Geofilters for private events such as weddings and birthday parties.



10. Make Use of Snap Ads

Snap Ads are portrait full-screen images or videos. They drive traffic to your website, video or app using the Swipe Up feature.

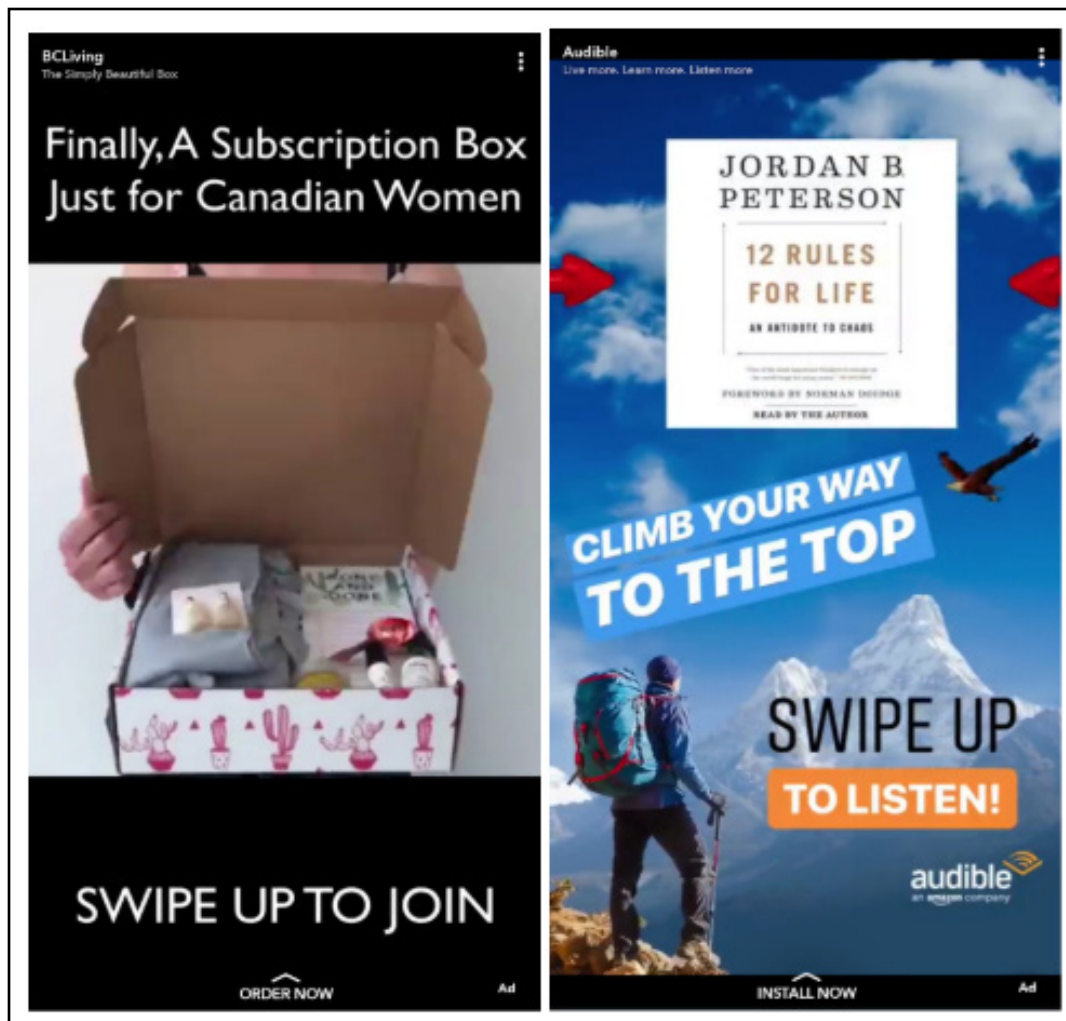


Snapchat's Ads Manager is similar to Facebook's and will walk you through the process step by step.

It's important to note that while Snapchat's interest targeting is nowhere as near in depth as Facebook's there's still the opportunity to target users based on their long term lifestyle interests.

For example, “Makeup” isn’t a target you can select, but “Beauty Mavens” is.

You may have to get creative with the interests targeted or if you’re not familiar with “Lifestyle” interests, it’s recommended you scroll through the entire list to make sure none that are applicable have been missed.

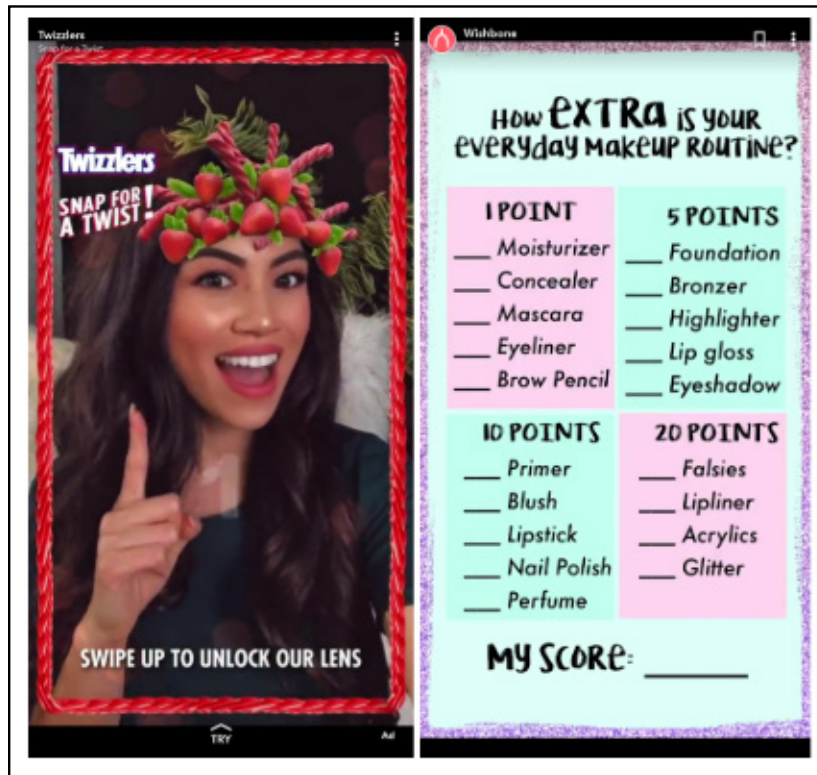


Even though Snapchat's active user base isn't as large as the major social media players like Facebook or Instagram, if your audience is active on Snapchat, you might find success on it.

Peak, a UK based training app, was able to drive **1.7 million** downloads in the first two months of advertising on Snapchat and it cost them 50% lower per install than other platforms.

Test out Snapchat Ads with a smaller spend budget to see if they're for your company before jumping in with a large budget.

10. Get Creative & Have Fun



Snapchat can be a lot of fun to use on a personal level: users play games, create short videos, and use funny face lenses.

Your business on Snapchat should be no different and each Snap should be tailored specifically for your Snapchat audience, (that means no crossposting LinkedIn content to Snapchat!).

Remembering the majority of users are younger, and there is a lot of noise, and competition to set yourself apart on the Stories feed. Boring or average content won't perform well, get creative!

Inject some fun and playfulness into your Snapchat strategy and you'll build loyal customers and fans of your business.

Chapter 16

The Top 15 Tools for Managing Social Media Accounts



Written By
Ashley Ward
CEO and Digital Marketing Specialist,
Madhouse Marketing



Managing social media takes more than 15 minutes a day. This is true whether you work for an agency or brand, or you own your own business.

The need to engage is at an all-time high. That's because **73%** of consumers are more likely to buy from brands that are responsive on social media.

Even the most experienced social media managers who have watched Instagram transform into Facebook are struggling to keep up with the engagement demand.

Someone needs to be representing your brand all day on social media – responding to and engaging with users.

Without using tools to help manage social media, there truly aren't enough hours in the day to get everything that needs to be done, from [researching new content ideas](#) to [keeping an eye on your competitors'](#) Facebook ads.

Luckily for you, we've compiled a list of some of the top and most practical social media management tools. All of these tools will help you work smarter, not harder.

If you discover a new tool (or a few tools), consider signing up for a free trial and taking a test drive.

After all, don't you want to simplify and improve your social media life? #yaas

1. BuzzSumo

Running out of ideas for your social media content?

BuzzSumo is the perfect idea generator for new content topics and articles to share.

Just type in a topic and see what they suggest.

The screenshot displays the BuzzSumo interface with the search term 'digital marketing'. The results are sorted by 'Total Shares' and show three articles with their respective social media share counts.

Article Title	Author	Facebook Engagements	LinkedIn Shares	Twitter Shares	Pinterest Shares	Number of Links	Total Shares
Digital Marketing Nanodegree Udacity	By Udacity - Mar 8, 2017 udacity.com	147.8K	685	97	2	-	148.6K
Breitbart loses advertising deals with 935 companies due to grassroots campaign	By Rachael Reeves - Feb 2, 2017 independent.co.uk	118.7K	121	4.6K	13	-	123.4K
Kids Who Do Chores Are More Successful Adults	By Bill Murray Jr - Mar 29, 2017	78K	3.5K	422	190	-	82K

You can use filters to see whatever types of content you want, whether you're looking to share:

- Articles.
- Infographics.
- Videos.
- Giveaways.
- Interviews.
- Guest posts.

You can export this data and even set up alerts to receive a daily inspiration of content.

Another bonus? You can search for key influencers by topic and start following them directly from inside of BuzzSumo.

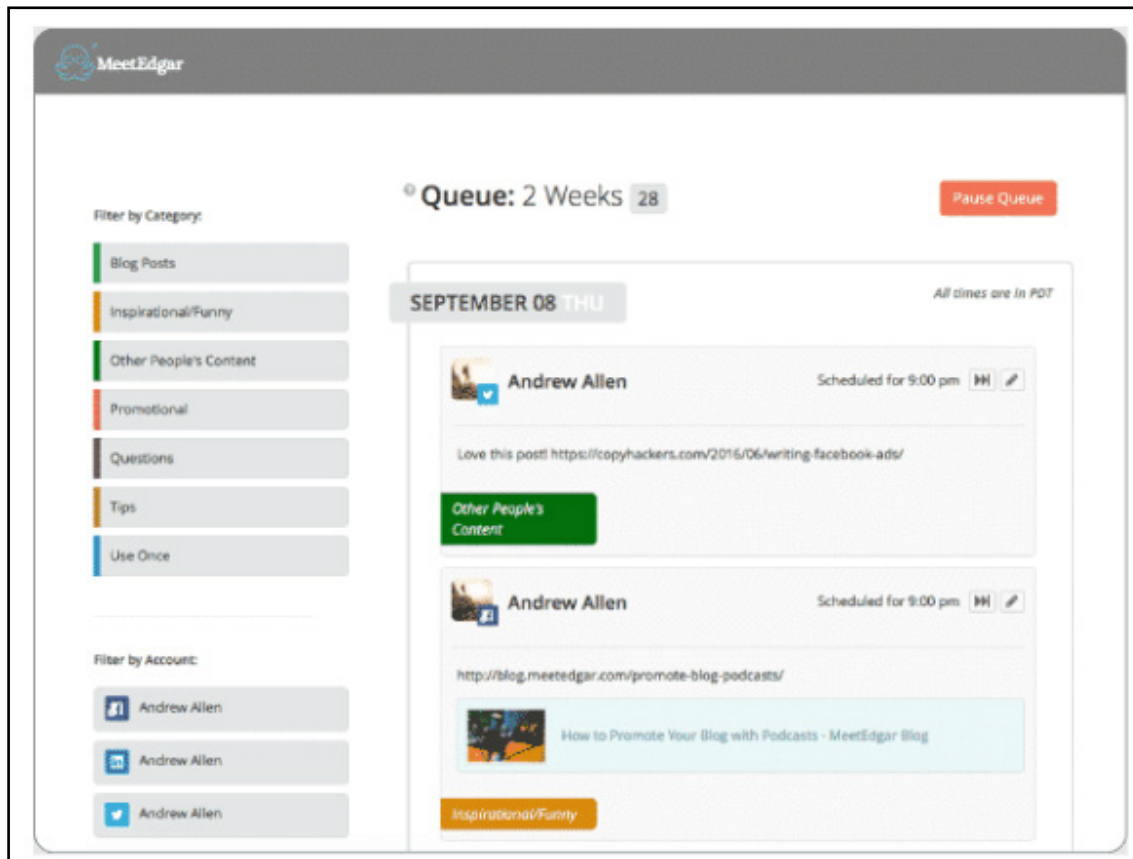
Once you have followed a few key influencers, you can then see what content and topics they share most often and the domains they share from.

See what's happening here? You're able to follow and see influencer and competitor data all within the tool.

Pricing Tiers: \$79, \$139, \$239, or \$499 a month for enterprise and custom plans

2. MeetEdgar

MeetEdgar is a lot of fun to use. You can pick topics like recipes, humor, or questions and schedule these types of topics to publish on whichever days you want.



If you ever get into a content lull with social media, which everybody does, MeetEdgar is a great solution.

MeetEdgar will add a bit more fun to your social media calendar. It only publishes content that Edgar thinks is worthy of engagement.

One of the best features of MeetEdgar is that once your favorite topics are defined and scheduled out, Edgar makes sure the content never runs out. So you don't have to constantly refill or pick new topics. Edgar does it for you.

Once everything from a topic has been published, Edgar starts to re-share old content that people may have missed the first time around.

Considering the limited amount of organic reach on social media, resharing content gives it another chance for engagement. Thanks, Edgar!

Pricing Tiers: Free 2-week trial or \$49 a month

3. Post Planner

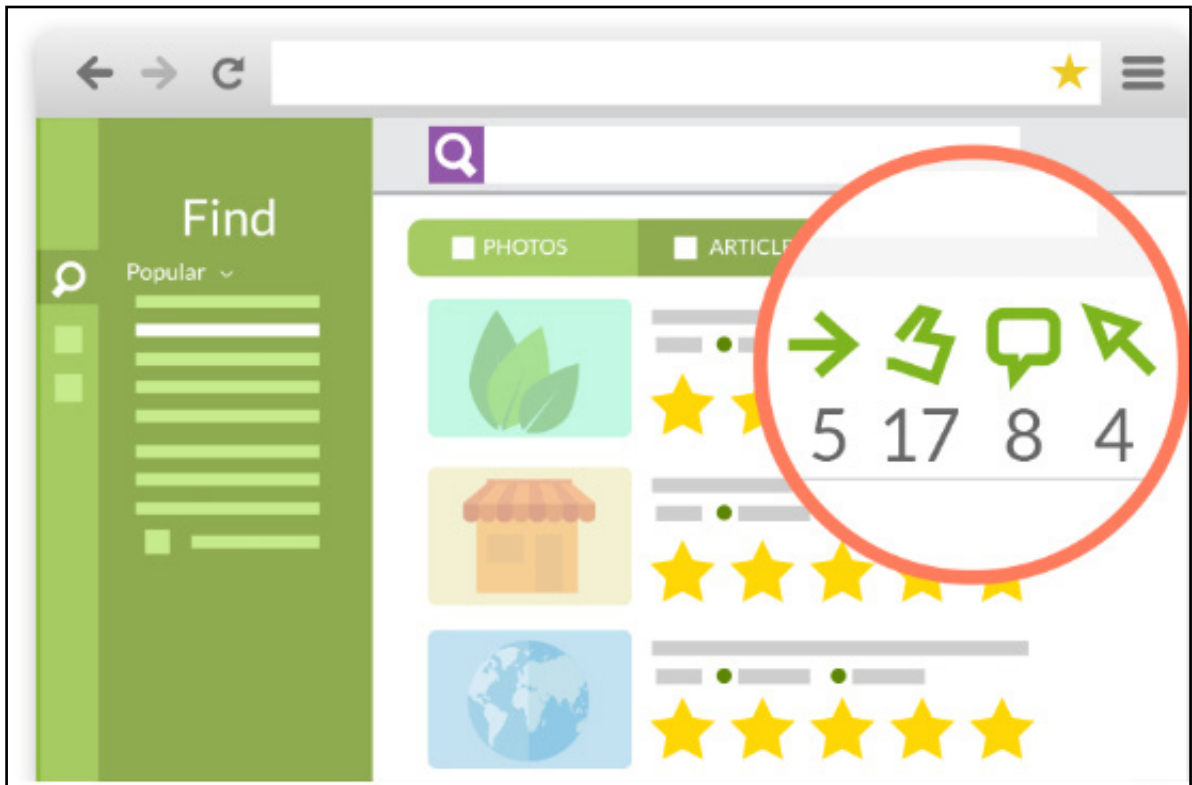
Post Planner is one of my personal favorite social media content tools. To see what types of content are being shared around a specific subject or person, search by:

- Topic.
- Trend.
- Keyword.
- Hashtag.
- Facebook.
- Twitter handle.

Search through their recommended feeds based on industry and interests and explore new content ideas.

The tool will also give each piece of content a performance engagement ranking. This ranking, which is based on Post Planner's custom algorithms, helps determine whether a post is worth sharing.

Post Planner can determine such ratings by reviewing past performance and predict future engagement specific to your audience.



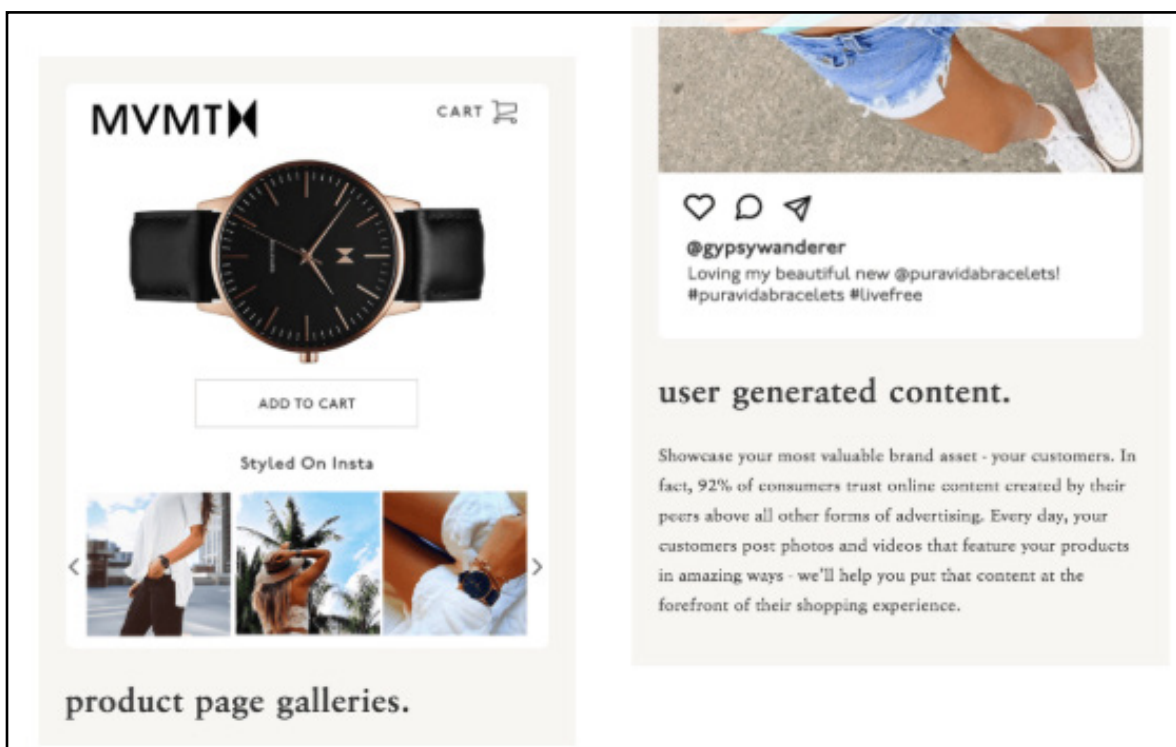
BONUS: You also get a scheduling calendar with Post Planner.

Pricing Tiers: \$3, \$9, \$19, or \$49 monthly, depending upon profiles

4. Foursixty

Ecommerce businesses and Instagram users will love Foursixty.

This is a tool designed just for retailers who want to share user-generated content from Instagram on their website to help increase sales and monitor their brand.



The idea behind Foursixty is to showcase a company's products by featuring Instagram posts that users share and tag about the company.

The product display from Instagram can be customized and displayed across shopping pages, email newsletters, and just about anywhere that you can embed code.

Seeing these Instagram posts help encourage shoppers to add additional items to their cart and follow along on Instagram.

Aside from the UGC angle and sales increase, Foursixty also lets you schedule Instagram posts from the platform.

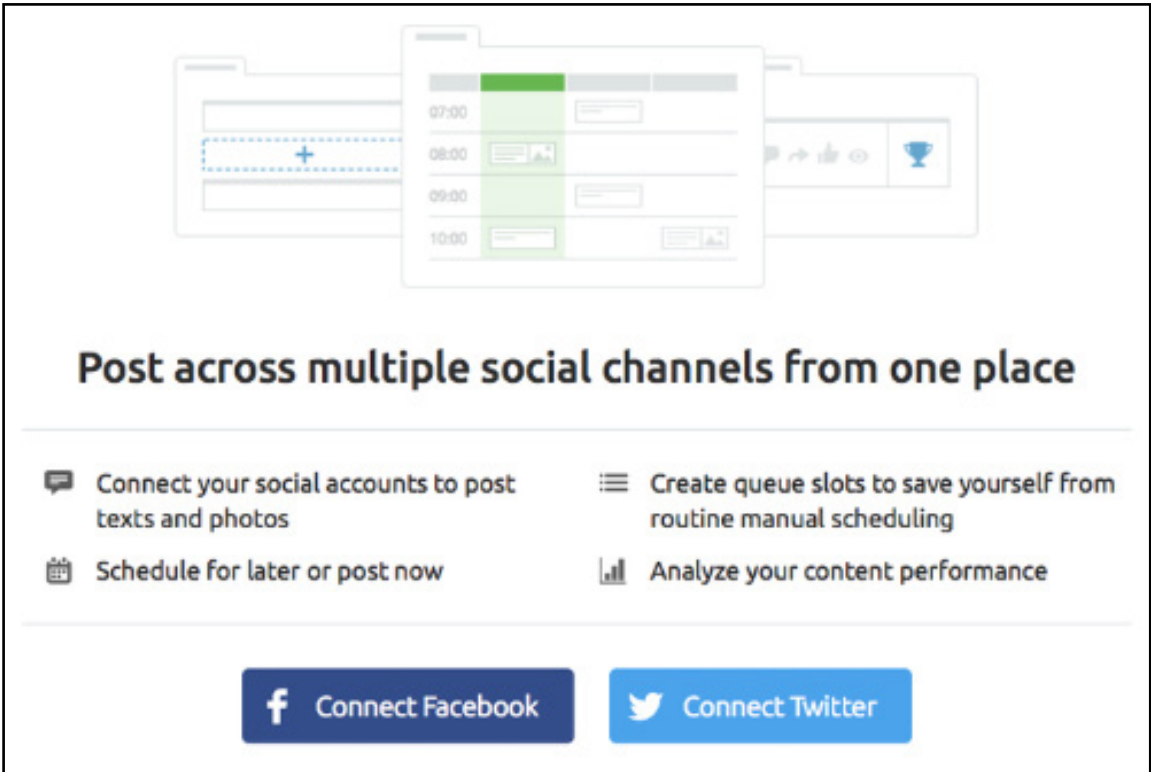
Pricing Tiers: \$50, \$100, or \$300 monthly

5. SEMrush

I'm a bit biased here as I do work for the company, but SEMrush is one of those one-stop-shop kinds of tools and they recently improved their social portion.

Their emphasis is on keyword research and SEO, but the tool has over 30 different features for content marketers, link builders, social media marketers, and just about every other digital marketing role there is.

Which to add on to their new features, SEMrush recently launched a new addition to their suite of services that allows you to schedule and monitor social media posts.



The screenshot displays a social media scheduling interface. At the top, there is a calendar view with a grid showing time slots from 07:00 to 10:00. A central panel shows a list of scheduled posts with icons for text, images, and video. Below the calendar, the heading reads "Post across multiple social channels from one place". Underneath, there are four key features listed: "Connect your social accounts to post texts and photos", "Create queue slots to save yourself from routine manual scheduling", "Schedule for later or post now", and "Analyze your content performance". At the bottom, there are two prominent buttons: "Connect Facebook" and "Connect Twitter".

Here's a breakdown of their social portion of the tool:

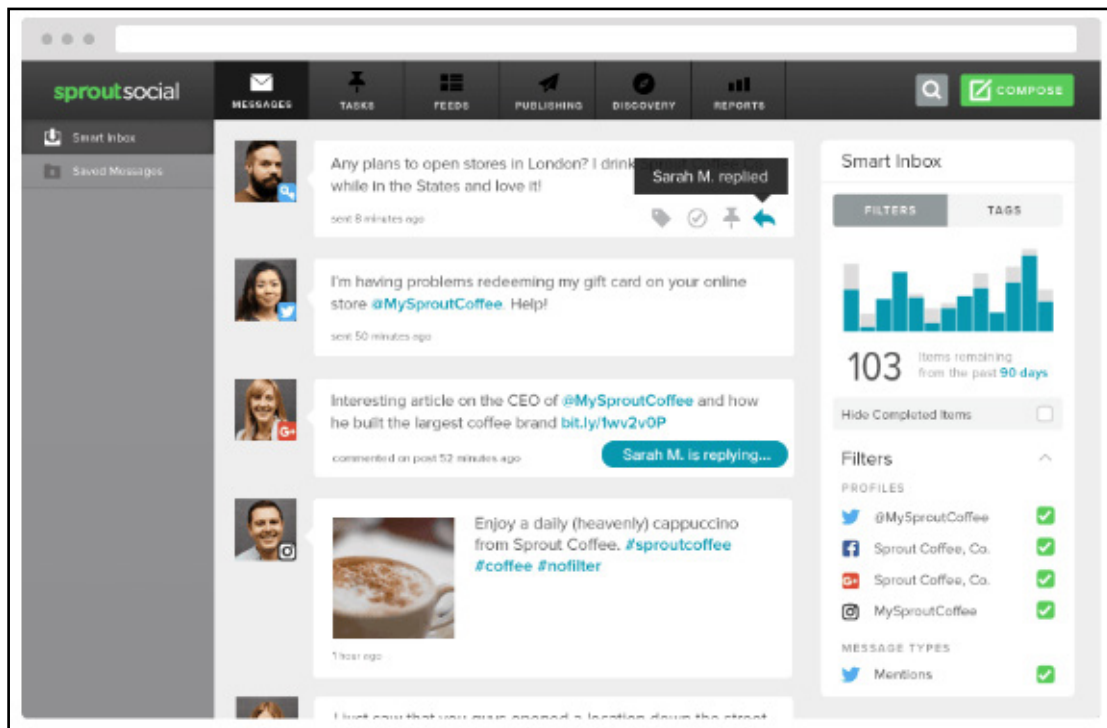
- **Social Media Poster:** This brand new tool lets you plan, schedule and create posts and analyze your social media performance on Facebook and Twitter.
- **Social Media Tracker:** Need analytics? Head over here to the Tracker to track and analyze your competitors across major social media channels. This isn't a new tool like the Social Media Poster but will give you some pretty sweet stats on what your competitors are doing socially.

Pricing Tiers: \$99, \$199, or \$399 monthly. Discounted rates are available for yearly plans.

6. Sprout Social

Sprout Social is one of the best social media management tools. More than 19,000 companies, like the Hyatt and VICE, trust Sprout for:

- Social media scheduling.
- Engagement reports.
- Analytics.
- Brand monitoring.



Whether you're a small business focusing on a few social media networks, an agency managing multiple brands, or an enterprise company who needs it all, Sprout Social will drastically help you save time and accomplish your daily social media tactics.

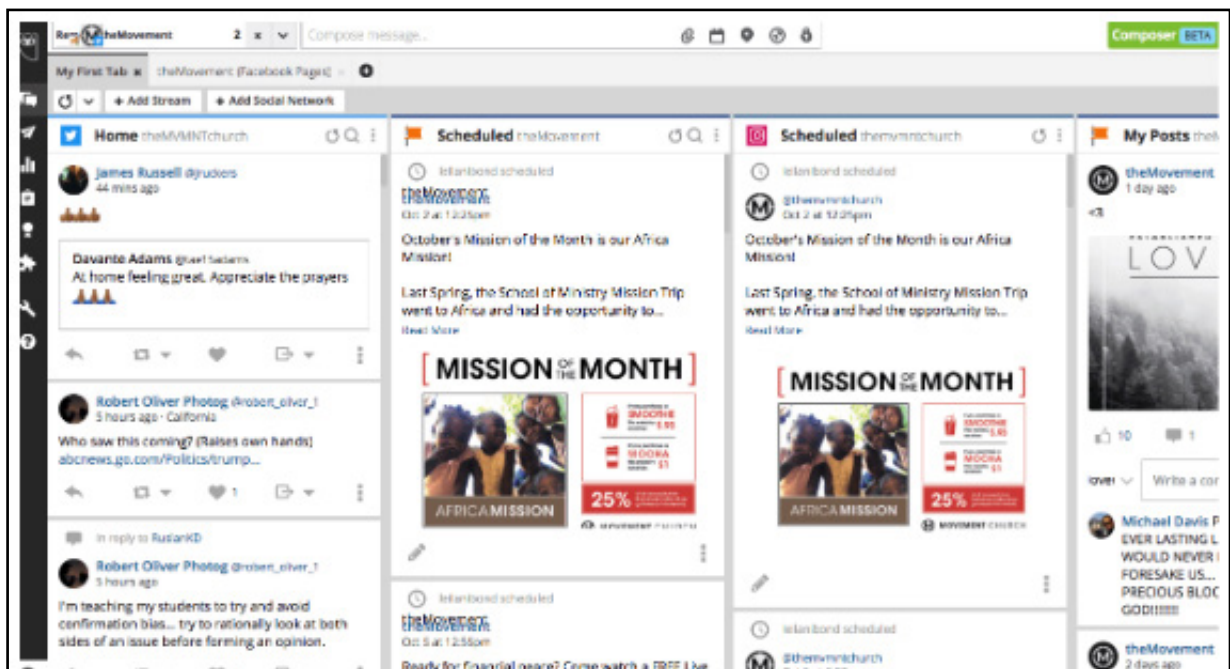
Pricing Tiers: Free 30-day trial, and then it's on to a monthly plan of either \$99, \$149, or \$249

7. Hootsuite

Hootsuite allows you to connect, monitor, and schedule posts for 35 different social networks. They are also Sprout Social's biggest competitor for social media management.

Very rarely will you meet someone who uses both Hootsuite and Sprout Social, and that's because – frankly – you don't need both.

These tools are both fantastic and offer an array of social media features, but are very familiar in what they offer.



Aside from their similarities, there are a few things that set them apart.

- Hootsuite is free up to 3 social media profiles. Sprout Social has a free 30-day trial, but then it's time to break out the credit card.
- Sprout Social is completely international when it comes to languages. Hootsuite is slightly limited, but not by much.
- Hootsuite has a huge list of programs they integrate with, like Salesforce, Marketo, and SocialFlow. Sprout Social integrates with all of the social media networks, and then just five others (Uservoice, Bitly, Feedly, Zendesk, and Google Analytics).
- Both of their dashboards look completely different when you log in. Hootsuite offers more of a wide angle approach showcasing everything you need to see (scheduled posts, brand mentions, engagement, feed, etc.). Sprout Social has a cleaned up version of this and only displays one portion at a time with top menu and side bars offering the rest.

Pricing Tiers: Free for up to 3 profiles or \$19, \$99, or \$499 monthly. If you need enterprise management then you'll need to request a demo to grant access to Hootsuite's custom solutions.

8. SOCi

SOCi is another great scheduling tool for social media, though they offer something a little bit different than the normal Hootsuite and Sprout Social plans.

It's like if Post Planner and Sprout Social had a baby, they would have named it SOCi.

The screenshot displays the SOCi Content Center interface, which is a grid of social media posts. Each post includes a thumbnail image, a headline, a brief description, and engagement metrics for Facebook, Pinterest, LinkedIn, and Google. A 'SOCi Score' is also visible for each post, ranging from 9.5 to 10.0. A 'Post Now' button is highlighted in green, indicating the action to be taken for the selected post.

Post Title	Source	SOCi Score	Facebook	Pinterest	LinkedIn	Google
The dogs who sniff out cancer	CNN.com - Top Stories	9.9	19,279	47	313	147
34 Surprisingly Delicious High-Protein Smoothies	Greatist - Health and Fitness Articles, News, and Inspiration	9.8	11,154	86,591	61	113
Astronaut Scott Kelly Returning From Year In Space	Huffington Post	10.0	-	-	-	-
American carriers sent to confront...	Drudge Report Feed	9.5	13,877	5	87	31
Sanders Wins Vermont, Oklahoma, and West Virginia	Media - The Huffington Post	9.8	26,619	4	3	56
Hotels you won't believe actually exist	CNN.com - Top Stories	10.0	43,870	94	482	140

One of the best parts of SOCi is the Content Center. This is where SOCi scores the Social Web with its unique algorithms to tell you what social content is engaging and what's not.

SOCi then provides a numerical score and recommendations to you on what to post, similar to Post Planner.

In addition to content ideas and scheduling, they also provide review and reputation management socially, lead generation, reporting, and more.

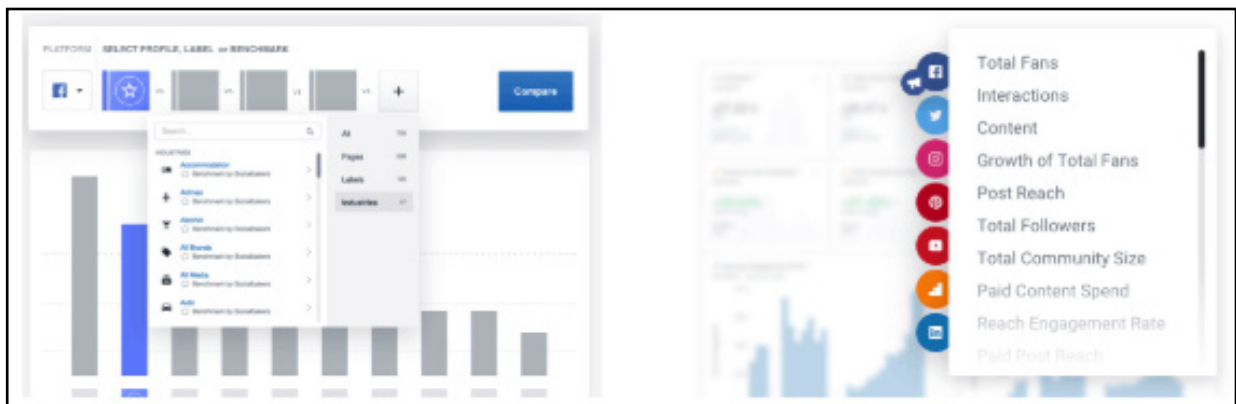
Pricing Tiers: Unfortunately, SOCi doesn't offer pricing details to the public. You'll have to schedule a demo and discuss your exact needs to get a custom quote.

9. Social Bakers

This is a tool every social media manager should have. Regardless of what scheduling tool you use, this is a tool you'll want to log into on a daily basis to access everything you need to know about your social profiles.

With Social Bakers, you get real-time insights for Facebook, Twitter, Instagram, Pinterest, YouTube, and LinkedIn.

You can track engagement, share reports, and see social advertisement results all in one platform.



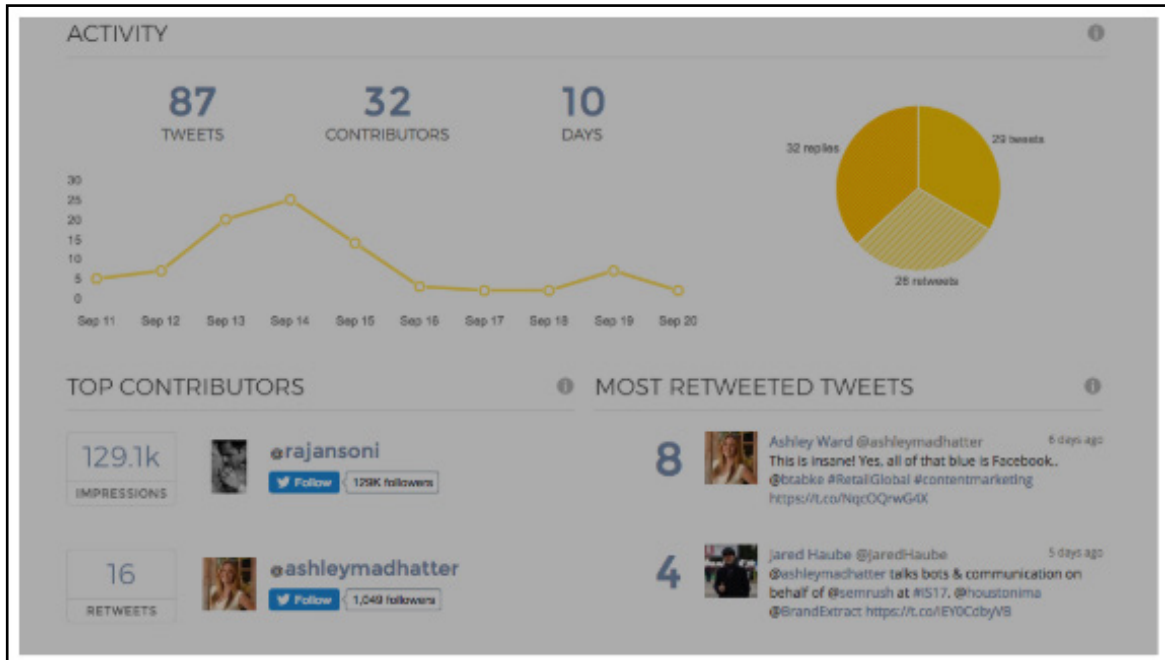
But this social media tool does more than just measure analytics. You can generate reports to compare the performance of up to 10 social media profiles or industries at a time, which means you can track your competitors and/or industry's social performance.

What an incredible opportunity to one-up your social competitors!

Pricing Tiers: \$20 per profile gets you started, but if you want a lot of flexibility with the tool you'll need to request a demo to uncover additional options and pricing.

10. TweetReach

Need to know how your Twitter account measures up?



TweetReach used to offer everything you need to know in terms of performance and engagement for Twitter.

They've recently expanded with Union Metrics and now also provide analytics for Instagram and Facebook.

With TweetReach you can:

- Monitor any topics or profiles, even your competitors.
- Create Trackers for Twitter, Instagram and Facebook.
- Track trends in sentiment and engagement rates.
- Export your data into CSV or PDF reports.
- Determine the reach and sentiment for any hashtag on Twitter or Instagram.
- Discover the hashtags that get your content in front of new audiences.
- Find influencers in any community.

Pricing Tiers: \$99, \$199, and \$399 a month

11. Tailwind App

When it comes to social media tools for Pinterest, there really aren't a lot of options. But there is Tailwind.



Tailwind provides data for both Pinterest and Instagram, the two image-based social media networks.

Once you have the tool, you'll be able to track when someone pins an image from your website or engages with an Instagram post. It also lets you generate hashtag data, monitor brand mentions across the two social sites, and more.

You can start a free trial to see if this social media measurement tool is right for your Pinterest and Instagram accounts.

Pricing Tiers: Pricing starts at \$9.99 a month and then jumps to \$799 monthly. There is an enterprise option that you'll need to request a personal demo to unlock pricing for.

12. Bit.ly

It's a must.

Not every tool gives you the option to shorten your ugly URLs, but Bit.ly does and they've done so for over 30 billion links so far.

With the multiple social media networks, you're going to want a unique tracking parameter on each URL, and not one that the social media users will see.

Bit.ly allows you to shorten, customize, and track URLs, making lengthy coded URLs into neat, pretty little URLs.



Pricing Tiers: Free

13. Buffer

Buffer is one of social media's most famous tools.

With one easy click you'll be able to share content and schedule posts on Facebook, Instagram, Twitter, LinkedIn, Pinterest, and Google Plus.

Basically, Buffer allows you to stagger content throughout the day so that your social media feeds are consistently updated.

Plus you can schedule ahead of time, which is really handy.

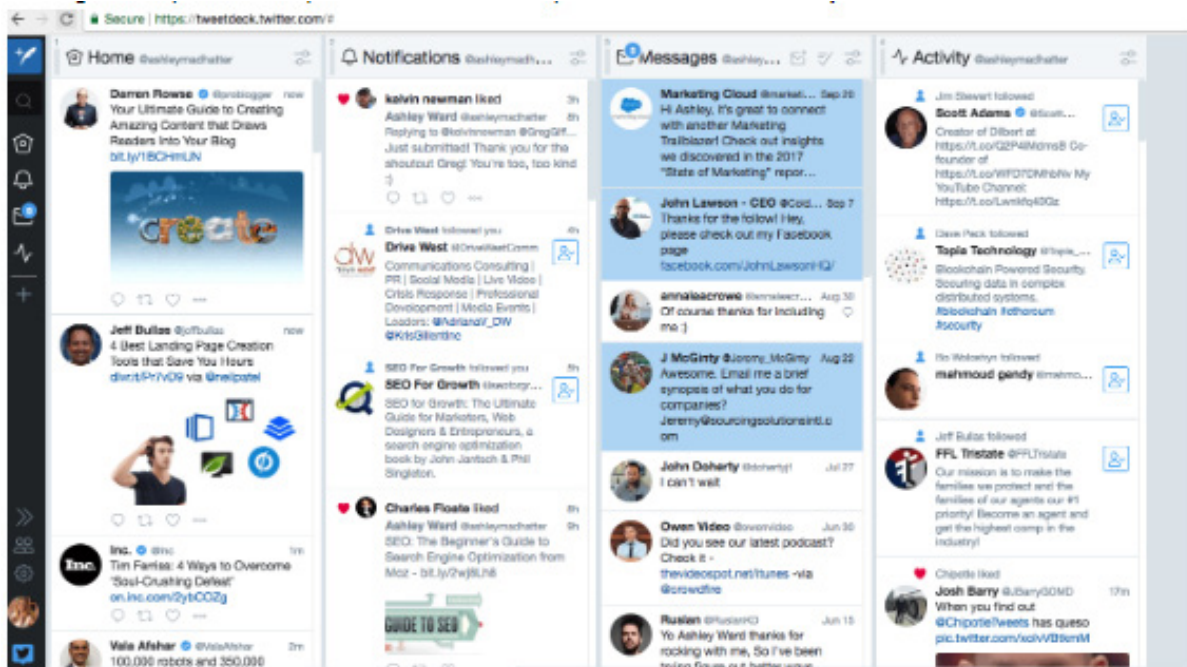
Also, you can use Pablo Image Creator to create custom graphics. And you can review analytics about engagement and reach of your posts.

If you own or work for a registered nonprofit organization, you need to look into Buffer. They offer a 50 percent discount (on what is already competitive pricing) to all registered nonprofit organizations.

Pricing Tiers: Free, \$10 or \$99 monthly

14. TweetDeck

Manage multiple Twitter profiles? This is the perfect Twitter tool for you!



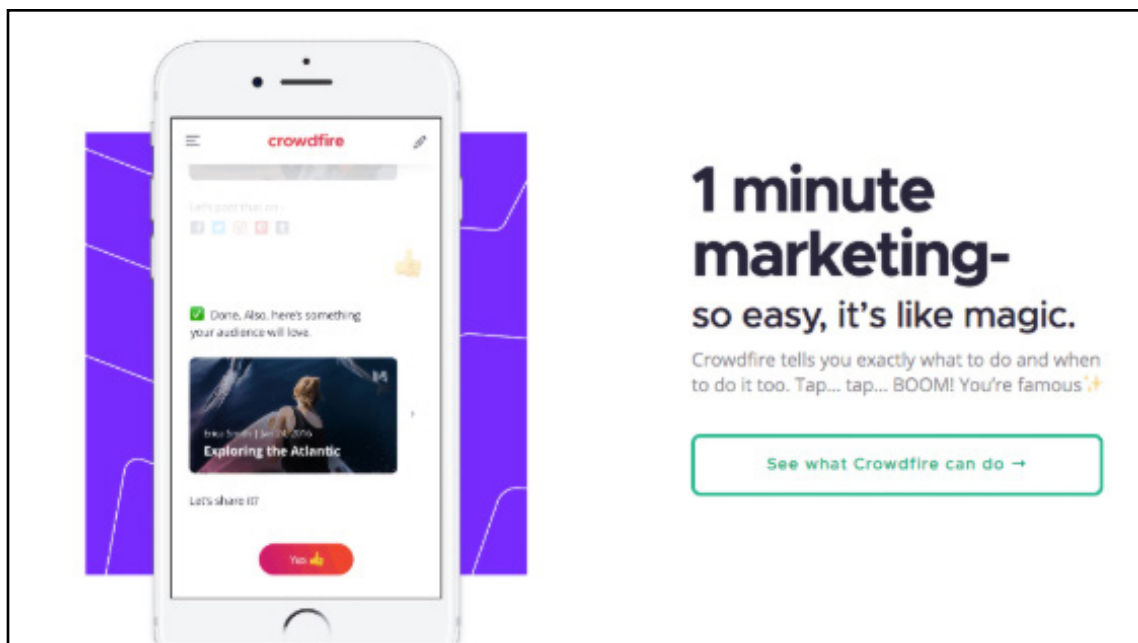
The dashboard may remind you of Hootsuite, but it's oh so different and customized just for your Twitter needs. TweetDeck:

- **Organizes your Twitter account** by building collections, filing lists, searches, activity, and more.
- **Tracks topics, events, and hashtags** to help with brand monitoring and to stay in the know of trending conversations.
- **Manages multiple Twitter accounts** and lets you tweet, monitor, and follow from one dashboard. TweetDeck completely removes the hassle of logging in and out.

15. Crowdfire

Crowdfire is a wicked cool app. It's designed to help drive traffic to your website and landing pages while increasing social engagement.

They claim to be a “super-smart marketing sidekick” and do a darn good job living up to the claim.



Crowdfire will make recommendations designed to help improve your social media strategy. Here's how:

- Crowdfire connects to your social networks and begins to get to know your brand.
- Then, Crowdfire takes you through a few quick tasks each day that are personalized to your goals.
- Finally, it begins to create and find content that your audience will love and posts it for you, once you give it the thumbs up to do so.

Pricing Tiers: Free