

## “How To Build Business Using Social Media (SM): A Realistic Action Plan”

Revised 9-14-11

17 pages

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### Why use Social Media in your Marketing?

*It sends more traffic to your website so you can make more sales.*

That’s why we’ve organized the most critical tools and tips below into a *one week action plan at the end of this report.*

### In a nutshell:

**Step One:** build outreach, create content, share information, build connections, and relationships with Social Media.

**Step Two:** let us help you get top Search Engine Optimization on your website so you can get found. Top level advising for improving your site and converting visitors to purchasers: [Internet Marketing Consultation](#) or We’ll Do It For You: [Search Engine Optimization \(SEO\) Package](#).

## Overview, General Principles

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**The purpose of the internet and websites is now changed due to web 2.0 and Social Media (SM).** It’s not just about engaging a reader with web content and asking them to buy from you (or hire you). Previously ‘Content was King’ and enticed people to your website for this a one-sided reading experience. In the changing environment, “Engagement is King” and “Content is Only Queen” and some experts say; “Authenticity is a Duke”. So allowing one’s readers to engage in conversation is now super critical for building contacts and deepening

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relationships that lead to closed business. **It's all about building a trusting relationship so people know if you're a good match for their needs.**

**Outreach-** Get Found (Twitter), deepen your relationship building (Linked In & blog), vastly increase your traffic by gaining subscribers through integration of all Social Media (SM). Using a richer media like You Tube allows you to share content both in visuals and with audio, thus engaging people on many levels. Facebook alone has 200 million users, as an example of the potential market.

**Your blog is the medium** that should connect viewers of your social media (SM) - Twitter, Linked In and Facebook (FB) - and drive sales to your site. It's best to have sale-able product: a consulting or training package, videos, special reports, affiliates or other 'assets' for sale on your website to make purchasing easy for the visitors. [see *"What to Sell" tips below*]

Don't know how to create these "assets"? **We totally understand.** It's hard to do for oneself, but easy for us to get you started converting your wisdom into sale-able assets. As you work through this action plan, just call us if you need specific help implementing this plan or the hands-on support we provide with our marketing action plan or coaching: [Marketing Coach Services.](#)

You can also **create several blogs on various topics** – each specialty area in which you provide service or products - which then should direct traffic to landing or sales pages on your website. [These "products" obviously need to be linked to shopping carts for the sales transaction]. If you need one, here's [an easy-to-manage, inexpensive shopping cart we recommend:](#)



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## What To Sell

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**CHECKMARKS INDICATE CRITICAL ITEMS ALREADY ORGANIZED INTO AN ACTION PLAN AT THE END OF THESE INSTRUCTIONS.**

**For professional services or non product-based companies:**

- **how-to or instructional** videos
- **special reports** that teach people to save time or money by implementing whatever you offer or teach
- **forms or tools** using your expertise (i.e. online calculators for CPA's, powerpoint step by step instruction demos for IT support, etc.)
-  **affiliate sales**, (add those you refer to anyway to your affiliate program so you'll get a small commission from each referral that made a purchase)
-  **create an instructional ebook** that help your clients solve a particular problem or learn about something they need

These 'products' or 'assets' obviously need to be linked to shopping carts for the sales transaction].

## How To Make A Sale or Convert Readers to Buyers:

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**Step One:** Send your SM readers to your blog to get free, useful content.

**Step Two:** Link your blog to a sales pdf or 'landing page' (which means any page on your site that has more details on the value of that

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“product” (or service) to enable a reader to know it’s worth purchasing).

**Step Three:** Link from your landing page to the purchase page on the shopping cart. *Don’t have your SM or Blog make the sale.* Why? You’ve not built the value at the blog stage. That is done on the landing or sales page. **Engage first, build value, then sell.**

**How Corporations Use Twitter.** Lots of surprising case studies abound. For example, Jet Blue set a Twitter alert to be notified each time a customer complained about their competitor.

They sent a message through ‘Twitter’ to that customer commiserating and sending them a link to whatever special Jet Blue was running that week.

Their business boomed as a result (actual dollar numbers are suspect, in my opinion, though. But it kept them in business!) They’re also now selling ‘cheeps’ on Twitter: cheap unsold tickets announced only through Twitter to gain income for unsold seats on flights.



***CHECKMARKS INDICATE CRITICAL ITEMS ALREADY ORGANIZED INTO AN ACTION PLAN AT THE END OF THESE INSTRUCTIONS.***

## What To Write About In Your Blog

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1. tips & tricks – your best advice. What was the last thing you advised someone about? Write a blog or article about that.
2. biggest mistakes your customers make in your industry (and how you can help save them time or money. How they could buy less from you)
3. your perspective– how is your industry changing, (address your positioning

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from competitors).

4. lessons learned the hard way, preventing your readers from having that experience.

## Action Items: General

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### Integration is what feeds the sales pipeline:

1. **Purpose: Vastly Increase Web Traffic.** Integrate all SM to ultimately drive traffic to your blog on 'x' topic. Have the blog article give away free content and drive readers for deeper learning/tools/how-to's/ consulting or affiliate resources which you sell on a landing page.

2. **Purpose: Save Time.** Set up Twitter, Facebook, Blog and Linked In to populate each other's pages to maximize outreach and save time. There are two schools of thought on this. Yes, it saves time. No, if your readers frequent all your social pages, because they'll just see the same post on every page – that's just annoying! Test each and monitor your readers to make a decision.

3. **Purpose: Engage your Audience.** Subscribe to & read ten blogs in your market or by your gurus. Learn to appropriately comment to engage your market. (don't sell, but offer that you have additional info on their topic on your blog & include a link to your blog). Add audio and video to your blog (see resources below).

4.  **Purpose: Get Found so people can do business with you.** submit your blogs to blog carnivals and major directories:

<http://www.blogcatalog.com/directory> ; [www.blogcarnival.com](http://www.blogcarnival.com)

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5. **Purpose: Also to Get Found.** Cross Link to Get more of your media or information found. Add your SM links (Twitter, Facebook, Linked In, etc.) to your blog and website.

6.  **Branding:** add logo, design templates to match your branding or other images to your page at: [www.twitbacks.com](http://www.twitbacks.com).

7. **Add SM links to all Media:** to your blogs, to each other, to your articles, to your website (you can make your Tweets as a live feed onto your site, etc.) It builds web traffic & ultimately your SEO (search engine optimization) having live information entered daily. More traffic= More Potential Sales.



#### A Few of Our Top Tips:

1.  ensure your **profile setting is *not* set to 'private'**, but allow all to follow. *Do NOT check the "protect my tweets" box on your profile page.* Add a complete profile, too.

2. **match your branding** as much as you can in Twitter's design templates. (see [twitbacks.com](http://twitbacks.com) for selections)

3. useful **Twitter tools:**

to search keywords: [www.search.twitter.com](http://www.search.twitter.com) create profile backgrounds:

[www.twitbacks.com](http://www.twitbacks.com) manage twitter feeds: [www.tweetdeck.com](http://www.tweetdeck.com) yellow pages for twitter: [www.twellow.com](http://www.twellow.com)

mimize characters (to fit into twitter feed): [www.tinyurl.com](http://www.tinyurl.com)

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 **3A.** set up **hashtags, @replies and retweets** on [www.tweetdeck.com](http://www.tweetdeck.com) to interact and engage audience. Learn how by searching youtube for instructional videos.

4. get listed on <http://wefollow.com>- a Twitter directory

5. **on tweetdeck** set up a column for those you need to keep 'interacting' with to develop clientele or sales with them first, then respond to the rest of your friends or colleagues when you've time.

6. You can also **automate the time of day you'll be sending tweets** on hootsuite

 **7.** **Making a sale: don't link directly to your sales pages,** but rather to your blog which has deeper information on your tweet topic. Then, have your blog link to a pdf or other page of sales info to engage the reader first. Capture their email address to build your list and then build value through *that* page which links to the sales offer/shopping cart. Or at the end of a video offer to send a pdf with details you hadn't time to cover in your video and have them give their email (to build your list) to receive the pdf.

8. Do a **search in Twitter for your market** to find all their tweets so you can comment, build awareness and followers.

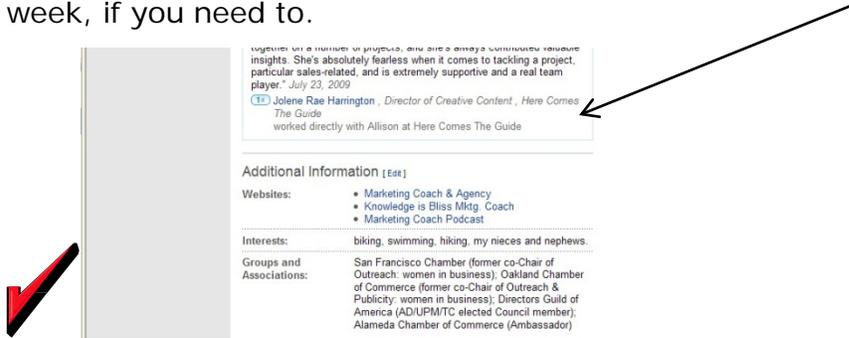
## Linkedin

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 **1.** **update your status** by making an announcement periodically. Not many people do, so it will help you get noticed and get found.

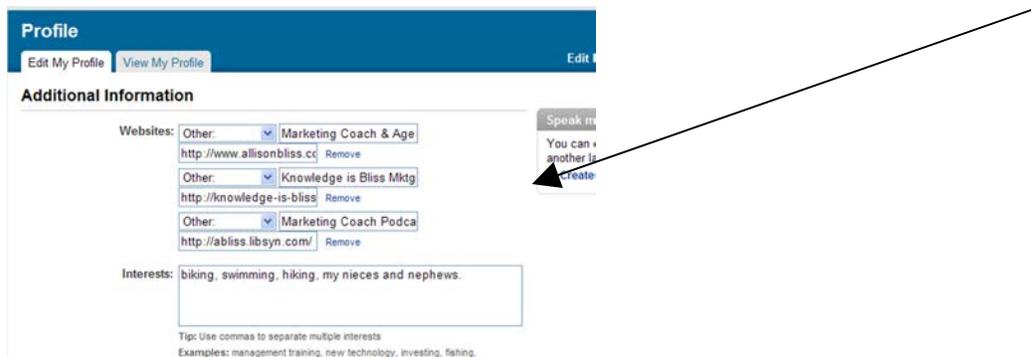
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2.  **ask for recommendations.** Recommend others and they'll probably recommend you, too. It's the recommendations (and testimonials in sales materials or websites) that convince people to hire you. **Ask clients for photos** to add to your testimonials. Gather as many as you can today, add more next week, if you need to.



3. **change the standardized labels** on your profile page from "My blog" or "My website" or "My podcast" to personalize them with your keywords:

**step one:** go to edit profile tab. Scroll way down



**step two:** click on 'website', a drop down menu - allows you to choose 'other'

**step three:** enter your keyword descriptions of your site, blog and podcast to the right of 'other' which then will appear on your profile page.

4. at the very top of Linked In pages, you'll see a page called **"Answers"** where you can respond to people's needs. It's a good way to

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develop relationships with those who need your help, advice or support, although I don't spend much time doing this, personally.

5.  **join groups, start a discussion and participate in discussions.**

Offer a list of answers to their question and then ask 'what did I forget' or 'what other tips do you have' to engage the community in your discussion. Engagement is relationship building. That is what engenders trust to make a sale.

6. **share your blog with your discussion group**, where relevant.

7. [for authors] **Post your book on Amazon** on your 'reading list' and then post a link on your Linked In profile. Use slideshare in Linked in to show a few pages (or illustrations) from your book to build traffic towards your book sales.

8. after viewing, try to get invitations to **join LION** (Linked In Open Networker) as it has a large group called '**top linked**' that can ultimately direct much traffic – and sales leads - your way.

9. use "**Advanced Search**" to **find specific people** at specific organizations that you are targeting as potential clients. Ask someone in your Linked In network to introduce you to them (if you find a connection – and you will) and once connected you can send your proposal via email to them. They'll be much more likely to open it if they have been introduced to you. There is a case study of a company called Buddy Media that increased their business 300% from this tactic alone.

## Facebook

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1.  on **privacy settings** on your profile page, allow **everyone in a group to comment** to you or to 'friend' (connect with) you. It's driving

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traffic to you which is enabling you to ultimately deepen relationships and make more sales.

2.  **email to groups** when you've important announcements or offers (or requests). Or build your own 'group' if you wish to unite a particular community.

3. **post cool events** (art openings, etc.) to your groups because if they rsvp it will spread virally to their member pages, too. Use photos and video to get attention: ([www.twitpic.com](http://www.twitpic.com) helps upload photos) . **Register events** at [www.eventbrite.com](http://www.eventbrite.com) so you can get a code on each field to put on your Facebook page. This way, people can register for your events on your own Facebook page.

4. **tag your photos** to bring attention to your page, and to get noticed on pages of those you tag, too.

5. **for branding, create a landing page** to add to FB and send it out to your groups.

6. you can **add a new Facebook page** (use your same profile) on a particular subject to bring people to your blog. So, for example, one page is on flower design, and your other page is on how to select and grow veggie seedlings.

7.  put **photos onto your testimonials** on Facebook, your website, you tube or other media. It increases the 'trust factor'.

## You Tube

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1. **create a video** about the biggest mistakes your market makes and offer

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solutions. at the end of your video record a section saying “we’re out of time but if you’d like our list of all the [answers/details/tips/resources], **click on this link**” which then takes them to a sign up page to capture their contact info.

It then allows them to access a pdf, video, audio, webinar [or whatever you’re giving away to them] which has more details and is of value to your readers, so you’re able to collect their info to build your outreach list. More outreach = More eventual sales.

2. buy an **inexpensive camera** and use pre-installed software on your PC (windows movie maker) or MAC for editing. The quality of the video is not critically important on youtube. In fact, many think the rugged quality of most videos is more authentic than a highly professional, polished video. But having good sound quality is critical to keep people watching and listening. A few recommended cameras;



**Flip Video Recorder.** does not have in-camera editing or external microphone: <http://www.theflip.com/> but it’s inexpensive (around \$107, last we looked).

**Canon ZR 500 MinDVD Camcorder.** It does have an external microphone (for getting sound closer to the person talking, not recorded at the camera) and some image stabilization so it’s not too shaky:  
<http://www.prontotech.com/compare/canon-zr500-mini-dv-digital-10303668286> (around \$300, last we looked)



Visit ‘traffic geyser’s’ website to learn what equipment to buy and where to get it. <http://trafficgeyser.com/blog/?p=8>

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## BASIC EQUIPMENT

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You'll also need an external mic, a tripod, Windscreens, cables, adaptors, batteries, video tape, or discs to get great video quality. Budget \$500-\$1000 depending on the quality you feel you need.

3. **add a "lower third"** (the written title at the bottom of your screen) throughout your entire video with a link to your site.
  
4. **to build your contact list: at the end of your video** give viewers a link to a sign up page saying; "if you'd like more of the resources/details/tips we didn't have time to cover here, sign up here (at link) and we'll send you a list of resources/details/tips".
  
5. **offer a coupon link** at the end of your video which can sometimes double your sales (for retail or consumer). Or email a coupon to those on your list monthly and track sales results.
  
6. **search for videos** on your similar subject matter to find those that are highly ranked. Then *essentially* copy the tags, description, and similar title for yours so that your video will show up on those top viewed videos under: 'watch these other similar videos' or 'related videos' sections on their page. NOTE: I'M NOT ENDORSING STEALING, but be clever about using what worked for them on your own video's tags. Think it through. You'll figure it out.
  
7. **ask viewers to comment** or subscribe to your blog in your bumpers (the short intro's and closing shots on your videos). This technique alone can increase your subscribers from 1 in 50 to 1 in 6. (it's been tested by people I trust).
  
8. **Add a button on you youtube** page saying "Please subscribe to my channel" if you do a regular series of videos.

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9. **use live links** in your video description to improve your SEO (search engine optimization)

10. **post your videos on [www.tubemogul.com](http://www.tubemogul.com)**. This site launches your videos to many platforms.

11. **get your video uploaded to [trafficgeyser.com](http://www.trafficgeyser.com)** to increase traffic.

They syndicate your content and keyword description info to podcast directories, social media sites, and search engines saving hours of time. <http://www.trafficgeyser.com/>

## Other Hot Tips:

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1. [www.utterli.com](http://www.utterli.com) enables you to phone in a post/tweet from your cell, record it to have it auto post to your blog page. It can also automatically populate your Twitter profile with an audio link.



2. **submit your articles to article directories** like [www.isnare.com](http://www.isnare.com) and to [www.ezinearticles.com](http://www.ezinearticles.com) so your articles get distributed all over the web.



3. **set up bookmarks** to drive more traffic to your blogs: register at [www.digg.com](http://www.digg.com), [www.delicious.com](http://www.delicious.com), [www.reddit.com](http://www.reddit.com) and [www.stumbleupon.com](http://www.stumbleupon.com) to start. Register the 'permalink' of your blog to be bookmarked. This tactic can increase your traffic by tens of thousands of visitors according to those who use this strategy regularly.



4. **Register your blog on 'Blog Carnivals'**. There is a directory of carnivals at [www.blogcarnivals.com](http://www.blogcarnivals.com). Find the ones applicable to your blog and

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submit it. You'll hopefully get links back to your blog from other carnivals, too, in time. You can host your own carnival if your business is a gatekeeper like a guidebook, directory or subject matter expert. Additional traffic and links back from carnivals can reward your site with increased page ranking, over time.



**5. register your blog on blog directories** or 'catalogues'. There are many so find the ones you like: <http://www.blogarama.com/>



**6. Create an ebook.** Turn your blog article (if it's instructional, or a how to article) into a pdf with links to your website and post it on 'free ebook directories'. There are many, but here's a place to start:

<http://www.wisdomebooks.com/ebook-directories.html>. One of my gurus said two years after he'd posted his ebook on the directories he was still getting clickthroughs to his ebook which then directed people to his website to make sales.



## Plan of Action

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**Making this work takes 1.5 hrs. of disciplined time each week** – a bit more to get the settings adjusted in the beginning, and less once you've got the set up work completed. This is an optimal plan designed to get your critical items established in a week. As in all marketing, it takes time to build outreach, relationships and sales, so stick to it!

You can add new actions or spread these out over time, if you prefer (that's what we do!). **Here's a suggested action plan to get started:**

**MONDAY- 1 hr.**

**write a blog** (or use a great article you've already written on your subject

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expertise) as an article - usually 500 words is standard - and post it. Pick a catchy title, add the tags (which are keywords that help people find blogs on specific topics) and **put links to your blog on Facebook, Linked In and Twitter.**

**ensure** your Twitter, Linked In and Facebook profile **settings are *not* set to 'private'**, but allow all to follow.

**match your branding** as much as you can in Twitter's design templates –or add your logo. (see twitbacks for selections)

**get listed** on <http://wefollow.com>- a Twitter directory

**TUESDAY – 1 hr.**

**submit your article to article directories** like [www.isnare.com](http://www.isnare.com) and to [www.ezinearticles.com](http://www.ezinearticles.com) so your article gets distributed all over the web.

**set up bookmarks** to drive more traffic to your blogs: register at [www.digg.com](http://www.digg.com), [www.delicious.com](http://www.delicious.com), [www.reddit.com](http://www.reddit.com) and [www.stumbleupon.com](http://www.stumbleupon.com) to start. Register the 'permalink' of your blog to be bookmarked. This tactic can increase your traffic by tens of thousands of visitors according to those who use this strategy regularly.

**Register your blog on 'Blog Carnivals'**. There is a directory of carnivals at [www.blogcarnivals.com](http://www.blogcarnivals.com).

**Write 5 tweets**, or responses or to comments on Twitter, Facebook and Linked In – or set automatic timed tweet announcements to post on [www.hootsuite.com](http://www.hootsuite.com).

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### WEDNESDAY – 1 hr.

**update your status on Linked In** by making an announcement periodically. Not many people do, so it will help you get noticed and get found.

**ask for recommendations on Linked In.** Recommend others and they'll probably recommend you, too. It's the recommendations (and testimonials in sales materials or websites) that convince people to hire you.

**change the standardized labels** on your profile page from "My blog" or "My

### THURSDAY – 1 hr.

**Start to create an ebook.** Turn your blog article (if it's instructional, or a how to article) into a pdf with links to your website and post it on 'free ebook directories': <http://www.wisdomebooks.com/ebook-directories.html>

**Ask clients for photos** to add to your testimonials or recommendations on Linked In. Gather as many as you can today, add more next week, if you need to.

**join groups in Linked In,** start a discussion and **participate in discussions.**

### FRIDAY – 1 hr.

Test out [www.utterli.com](http://www.utterli.com) - enables you to phone in a post/tweet from your cel, record it to have it auto post to your blog page.

**Start investigating camera equipment** to produce youtube videos, but unless the above items are completed, or video is critical to promoting your business, save that until next week.

**Make a sale:** Now that you've got a blog article (or an ebook) ready, create a twitter post linking to your blog which has deeper information on your tweet topic. Then, have your blog link to a pdf or other page of sales info on your

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website to engage the reader first. Get that linked to your shopping cart and start making more sales!

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## Need help?

For more details, additional techniques & tips or customized help to use SM to increase web traffic, contact us. We can also help you [drive traffic to your site \(SEO: search engine optimization\)](#), [create a marketing plan that works](#), [write-design-produce promotional materials](#), [build websites or blogs – even manage your social media for you](#) - and many other **customized services**.

**Details and pricing are available on our website:** [www.allisonbliss.com](http://www.allisonbliss.com). If you don't see it, ask for it!! **Or contact us if you have a specific question:** [www.allisonbliss.com/contact](http://www.allisonbliss.com/contact)

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