MODERN
SOCIAL MEDIA
MARKETING

Unleash the Power of Modern Social Media Marketing in 10 Steps

Modern Social Media Marketing — Cheat Sheet

Step 1: Find your business type

Step 2: Identify matching content/publishing strategy/content types

Different business types require different content and publishing strategies

- ✓ Publishing
- ✓ Ecommerce/dropshipping
- ✓ Email list
- ✓ Traffic sales

Different strategies require different content types

- ✓ Audio
- ✓ Slide shows
- ✓ Infographics
- ✓ Diagrams
- ✓ Blog links
- ✓ Videos
- ✓ Don't just think LINKS!

Step 3: Niche research / targeting

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

Pick your target niche

- ✓ How big is this at the different platforms?

- ✓ How competitive are they?
- ✓ How active are they? (see objective indicators)

List out your niche indicators

- ✓ Hashtags
- ✓ Categories
- ✓ Keyword targets
- ✓ Labeling patterns
- ✓ Tags

Step 4: Content curation Basics

Why curation?

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

Step 5: Be Clear about your Content Curation Strategy

- ✓ Use original 3rd party content to build authority for your social media accounts
- ✓ Intersperse your own original content
- ✓ Mix in your Call to Action (CTA) content (ie., mailing list / squeeze page with freebies)
- ✓ Always CTA recipients to share your posts

Content Curation is very automation friendly

Step 6: Reverse Engineer your competitors' TOP content the right way

Content curation must start with your competitors' most successful content

- ✓ Based on objective indicators (existing likes / shares / anything else you can easily observe)

Content curation enables you to figure out what type of content works best on your accounts

- ✓ You are not wasting money taking wild guesses

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

If your original content replicates or builds on the success of curated content, create DERIVATIVE and CROSS PLATFORM VERSIONS

* Hot blog post > video > diagram > inforgraphics > lists of questions for Twitter

Step 7: Finetune your PAYLOAD content

After letting your curated campaign run, you should know the following

- ✓ Which content gets the most engagement
- ✓ Which content gets the most clickthroughs

Study these pieces of content closely

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

Using the information above create Payload content

- ✓ Content used to sell your mailing list
- ✓ Content that is most credible / most likely to be shared
- ✓ Must not be obvious spam
- ✓ Must be valuable – adds value to lives of readers

Step 8: Market your LIST right!

Figuring out PAYLOAD content should clue you in on:

- ✓ Type of FREE PREMIUM content you can use to get people on your list
- ✓ Create feeling of exclusivity
- ✓ All your original content should push your mailing list FIRST (ie., get updated etc)
- ✓ Once you have identified payload content / content that works, PLAY UP your mailing list with premium content freebie

Set up your squeeze page for maximum social appeal

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

Set up the right confirmation page

✓ When people join your list, thank them and make them feel welcome – make them feel they just did the right thing!

Step 9: Unlock the power of REPURPOSED (multi-platform) content

Observe your stats

Pick out your best-performing content

Make more of them

Turn them into other content and re-share

✓ Strip into questions and tweet and rotate hashtags
✓ Turn into slideshows and put on youtube
✓ Turn into infographic and share on pinterest
✓ Share its link / header picture / video / infographic on your FB page + share on FB groups

Step 10: Automating Content Sharing

✓ Share content randomly at different times first
✓ Check your stats and pick your best times
✓ Use automated software to cluster publish your content at most optimal times
✓ Twitter: republish most successful content many times using different hash tags
   Facebook: republish most successful content by sandwiching among curated content

Step 11: Scale up Your Targeting

Experiment with different hashtags

Experiment with tagging niche-focused influencers

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

Experiment with PAID traffic

- ✓ Study your stats
- ✓ Use your stat patterns

Step 12: Sell to your LIST differently

Use different content on your list

- ✓ Use original stripped down versions of your most popular content

Use social proof/case studies

Upsell, upsell, upsell

Use the $1 List filtration method

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

Step 13: Reinvest your profits the right way

Move into other niches after you master your system

Buy more targeted traffic after you find out what works

- ✓ Use FB's lookalike audiences technology

Invest in more original content

Invest in more content updates (more original materials)

Invest in your original products

Sell your own video-based membership courses

Focus on RECURRING INCOME